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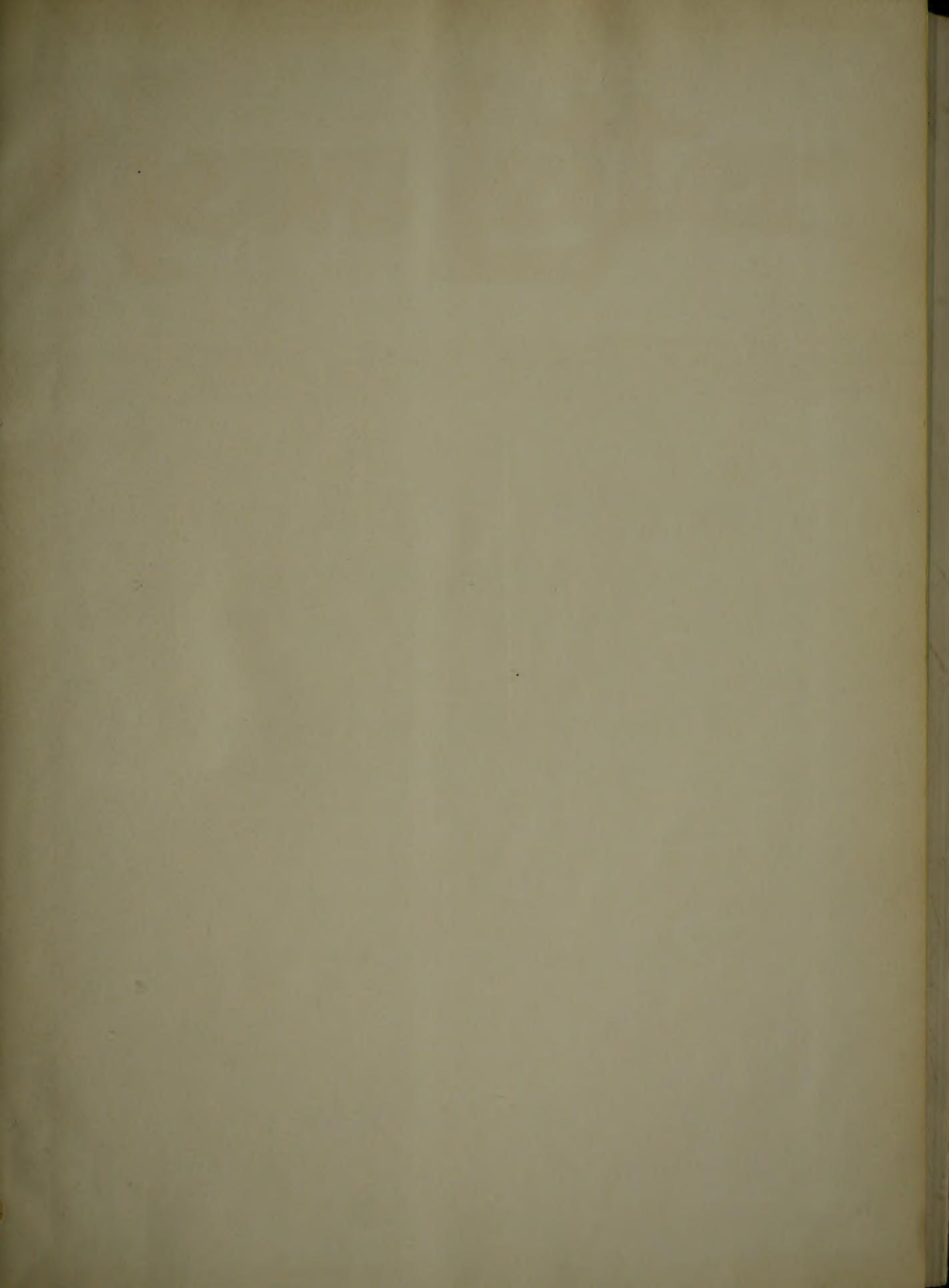
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SAN FRANCISCO

# News Letter

ESTABLISHED JULY 20, 1856

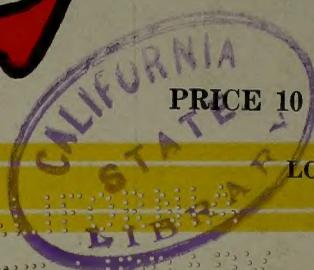
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SAN FRANCISCO

Saturday, July 2, 1927

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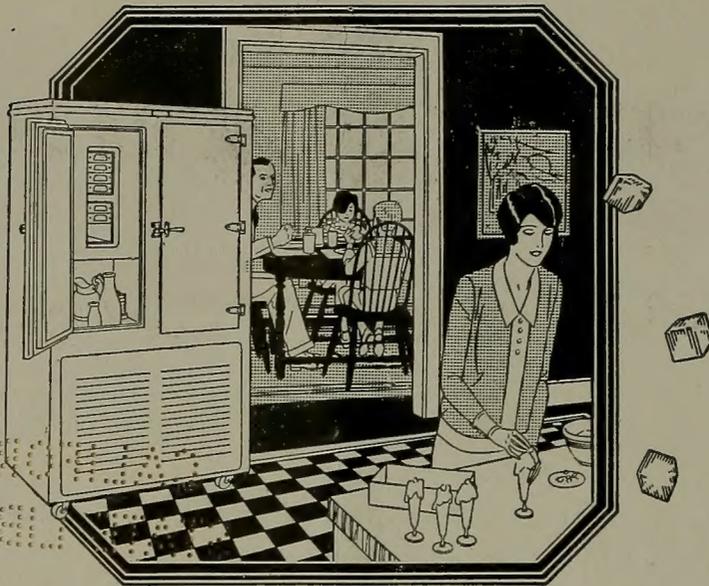
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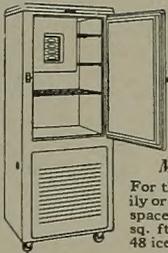
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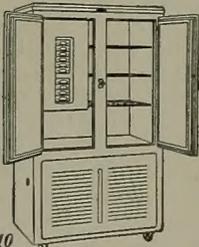
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SAN FRANCISCO  
 THE CITY AT THE HEAD OF THE BAY OF THE PACIFIC OCEAN  
 NEWS LETTER  
 ESTABLISHED JULY 20, 1856



Devoted to the Leading Interests of California and the Pacific Coast

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Vol. CIX

SAN FRANCISCO, CALIF., JULY 2, 1927

No. 27

## "Companionate Marriages"

By ELEANORE F. ROSS

It was Ella Wheeler Wilcox, that woman born at least fifty years before her time, who conceived the idea of "trial marriage." Her scheme was to start a man and the woman of his choice (properly chaperoned), on a journey together, for the reason that if the exigencies and oftentimes discomforts of traveling could not affect them to the point of breaking off all relationship, nothing else that could happen in their lives, ever would.

It takes some courage, old and young boys and girls, to come out flat-footedly with such statements as Rev. Lewis made at the Episcopal Convention held recently in this city. When a writer or speaker voices the views that the union of an unmarried man and woman should be sanctioned by the church, he or she does so at the risk of personal scandal, at least.

"Ha, ha!" exclaim their friends triumphantly; "we knew their was a love nest somewhere!" And the man or woman of temerity, with the courage of their convictions, is anything but the gainer in the end.

However we may disagree personally, with Judge Lindsey in his advocacy of "companionate marriage," the thinkers among us surely realize that the Judge, with years of experience in the criminal courts of Denver, with years of association amongst the "delinquent" youth of the land, is far better able to draw conclusions in this regard than the ordinary person, who goes along in the conventional rut which his or her position or occupation has created.

Both Lewis and Lindsey were stating bald, bare facts deduced from the daily conditions into which they were thrown, and under which they were compelled to work. The former, especially, might have refined his language to advantage, but Truth cannot always be dressed in flowery diction and a subject which appears to be interesting and involving the whole world, is best handled without gloves, for the benefit of those great masses of people who live by the sweat of their brow and are in the habit of calling a spade a spade and not a garden implement.

Lindsey has proposed a type of preliminary marriage which he calls Companionate Marriage. This is to be a marriage undertaken by two people for "mutual comfort," as the Prayer Book has it, with a full knowledge of birth control and with the deliberate intention of not

having children. So long as there are no children, and with due deliberation, this companionate marriage may be dissolved again by mutual consent. On the other hand, at any time the couple may turn their marriage into the permanent "family marriage" form.

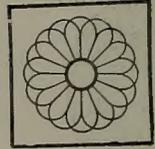
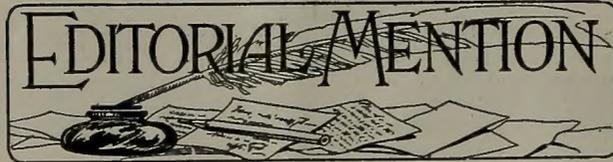
This provision or suggestion was evolved for the practice of the "fretting and impatient young people of the community," and for the eventual elimination of "promiscuity, prostitution, disease, crime and general unhappiness" that is existing today; and seems to be, on the face of it, a wise precaution, inasmuch as the blindest and most prudish of us cannot help but see the growing need of some such solution, if solution it can be called!

But delving a little deeper into the heart of things, we surely discover the very patent fact that the only novel or new phase of this plan or scheme of Lindsey's is its publication to the world in general! Men and women have always "lived together," and always will, for the very good and sufficient reason that when God created man (and woman) in His image, He certainly had in mind, their inevitable union!

Those of us who are temperately inclined, are temperate, and those who are blessed or cursed with a "warm, Oriental nature" indulge themselves accordingly, and plans or provisions or schemes for the betterment of the world seem but futile affairs, for the world itself has never cried for reformation, except in a few isolated and abnormal instances.

Whether the youth of today are worse or better than their precedents is a question only answered by close watch on their personal habits or physical examinations, and we trust even the blue-nosed Volsteaders will not be able to think up an amendment providing that each human should be handcuffed to a Federal guard to keep tab on his or her actions throughout the day and night.

One deduction and one only, have I been able to come to, after a certain amount of personal observation, a good deal of conversation amongst my friends, and a wearisome lot of reading in the daily press, and that is: The world is a much more honest world than when I was in pigtails and short (er) skirts, and I'll bet you can't laff that off!



### Our Natal Day

Here is another birthday to our credit and the Fourth of July comes along again noisily and dangerously, but more gloriously than ever. This year more than any year heretofore, the rising sun of the great Fourth shines upon a country united and prosperous as no country has ever been before in human history.

The principles of the body of brave and sagacious men who stood out on the first Fourth have been vindicated as bravery and wisdom always are vindicated. Our land is step by step climbing the heights of human achievement. The crossing of the Atlantic has made a commercial air service to Europe only a question of time; and the same is true of Asia. The country, which at the signing of the Declaration of Independence, was but a strip along the Atlantic Coast, now stretches out its arms East and West to touch the rest of the world.

But what is our material growth even compared with the influence which we have had and are having upon the rest of the world? Year after year sees the principles of the great Declaration more and more fully accepted. There is no great war, but monarchies tumble and republics arise, professing the same principles and largely resting upon the same theoretical foundations as those which our own founders laid down.

The Republic of the United States was founded solidly and well. Its fundamental principles are beyond any question, and time has shown over and over again the essential soundness of its basic doctrines. No wonder that a country so well established has the unfaltering and loyal service of its people!

\* \* \*

### Telephone Rates

The tumult which has arisen over the proposed raise in telephone rates does not reflect any too great credit upon the instigators of revolt. Without the slightest consideration the most virulent abuse has been heaped upon the proposal. The ordinary citizen who knows nothing of the workings of a telephone system and has not any idea of the expenses involved therein cannot form a judgment with respect to the proposed rates. In the last analysis, it is a question for the experts.

We are all aware of the importance of the telephone. We know that modern business cannot be conducted and a modern city cannot be run without the use of the telephone on a large scale. The telephone companies have been the most potent and beneficent instruments in the creation of cities and the development of commerce. It is only right, therefore, that their case should receive careful attention and that they should have every opportunity of placing it before the public.

The gist of the telephone companies' case lies in the discovery that the more a telephone system is developed, the more expensive it relatively becomes. This is so new an idea that it has been received with incredulous hoots, for other business does not act in that way. If it is true for telephone companies, then, of course, the charges will have to be estimated accordingly. There is no doubt that the telephone company should have every opportunity to lay its case before the public, without any initial prejudice. It is entitled to a fair deal.

### The Duboce Tunnel

The proposal to use the Duboce tunnel by the cars of the Market Street Railway Company has raised a great deal of unnecessary discussion and has revealed an unexpected amount of stupid as well as ill-natured comment. The Duboce tunnel is made for the purpose of helping and expediting traffic between the Sunset and other districts of San Francisco.

The convenience of the public is the main thing to be considered. The Market Street System has car lines which go into the Sunset district. Dwellers in that district, who want an expeditious route to other parts of San Francisco and who live along the lines of the Market Street Railways in that district, will naturally want to enjoy the most expeditious route. That means that the Market Street cars should operate through the tunnel. If they are not allowed to do so, it follows that the people who live along the right of way of the Market Street roads are unjustly discriminated against.

The failure of the bond issue places the Sunset line through the Duboce tunnel in a bad position. Cars for partial service is the best that the municipality can supply at the present time. The Market Street road, if it were given a chance, would supply the deficiency in operation, which has arisen from the failure of the bond issue. There is no way that the number of cars required can be given by the municipality except by taking them from other services.

Under these conditions it is a very dog in the manger policy which forbids the use by the Market Street Railways of the Duboce tunnel, when complete.

\* \* \*

### Presidential Angling

There has been some slip somewhere in the presidential angling publicity. There is no doubt that the fact that the President has fished for trout with a worm has had a very disillusionizing effect upon thousands of people to whom the presidential office has hitherto carried a nimbus of idealistic mystery.

This mysterious adoration of the abstract always suffers from shock when face to face with reality. Now, to an angler the mere fact of catching trout with a worm is abhorrent. A very hungry angler who fishes for trout, for the purposes of satisfying his hunger, might conceivably use a worm. But, even then, it would be at the expense of his conscientious scruples, for in nothing, more than in sport, is conscience very troublesome. But this devotion to a particular kind of fishing arises from the demands of the sport itself as in abstraction, again. It has nothing to do with the catching of fish. If one wants to catch fish, perhaps trout can be more readily caught with a worm than with a fly. We note that the first lady of the land, while by no means a practiced angler, did, at least satisfactorily, well with worms.

It is very evident that the President, when he goes fishing, likes to catch fish. Perhaps, in this fact, lies the secret of the marvelous success which has attended him and the explanation of the popularity which has accompanied him for more years than usual. This is a realistic age and the people like a realistic President, who catches fish, even with worms, but catches them.

## The Railroad Murders

There has been much dissatisfaction over the fact that the de Autremont brothers should have escaped the death penalty for their crime in the robbery and murders attendant upon their criminal attack on a Southern Pacific train. It was one of the most dastardly and contemptible crimes in recent history and involved the killing of three workmen, whose deaths were not even necessary to the carrying out of the robbery.

We are of the opinion that the so-called confession of Hugh de Autremont bears on its face a certain unreal swagger and insincerity which should cause it to be regarded with great suspicion. Thus, the statement that one of the twins was a radical and had become socially disaffected through the reading of Schopenhauer, Darwin and Huxley, seems to be quite false. There is a certain cleverness in it, too, for the writers have been used by the fundamentalists to point a moral and there is but little question that the mere use of these names had quite an effect in inducing a portion of the ruralists in Oregon to view their escape from the gallows with favor.

The question presented by this case is not very easy of solution. For many reasons it would seem better that the crime should have been proved against them by the State, if only for the purpose of showing the criminally inclined that in the long run a crime career is not a paying career. It is very important that this lesson should be impressed upon wavering youth and it does not seem to us that the method taken of ending the de Autremont case was the best method. Somehow the punishment does not seem to fit the crime.

\* \* \*

## Here Is Summer

We need no calendar to tell us that the summer is at its height and that the California midseason is again with us. They are calling "peaches" in the street and the mounds of ripe black figs in the peddler's wagons are mute evidence that the sweetness and youth of April have already developed into the rich maturity of July.

The country is full of thronging thousands and the highways, along which the middle aged of us were wont to tramp or ride on horseback, are filled with struggling automobiles, racing for position or stalled in long lines, as the break down in front holds them back. The scent of the ripening tarweed has given place to the smell of gasoline. Here and there burnt crops testify to the carelessness of motorists who have recklessly flung a lighted cigarette into the tinderlike barley. Times have changed, as the country within reasonable distance of the bay cities can unfortunately show. For, with the development of man's mechanical powers, there has not been a commensurate development of manners and consideration.

But away from the beaten tracks nature is lovely as ever. The deep woods of Mendocino, the hills of the Sierra country, the lakes and the rivers are full of an indescribable and unforgettable charm and glory. To lie down in the open under the deep skies of California and to wake in the morning to the sweetness of the dawn are experiences which each must have, if he is to enjoy memories which no work of man can ever duplicate.

Now, is the time to forget the city and the toil thereof. Now is the time to go forth into the country and drink the health and vigor which our wonderful land can give in the enchantment of its summer time.

## From Brighter Pens Than Ours

### Martyr to Duty

Chuck—I thought you promised to save me some of that liquor you had.

Wally—I tried to, but it ate holes through everything I put it in and I finally had to drink it.—Judge.

\* \* \*

### Ancient Accelerator

"Times sure have changed, haven't they?"

"I'll say. Why, I can remember when a rusty nail was considered the most dangerous thing to step on."—Cincinnati Enquirer.

\* \* \*

"What is your car, a five-passenger?"

"Yes, but I can get eight in it if they are well acquainted."—Selected.

\* \* \*

### Family Keepsake

Teacher—Joseph, what are you going to give your little sister for a birthday present?

Joseph—I dunno; last year I gave her the chicken-pox.—Rexall Magazine.

\* \* \*

### Just Carried On

"To what do you attribute your longevity?" inquired the young man.

"To the fact," replied the old man, conclusively, "that I never died."—Boys Life.

\* \* \*

### Please, Teacher!

She was still rather new at driving a car and a little bit confused in traffic. Down Broadway she forgot to stop soon enough at the signal and shot out into the middle of the street.

Pomposely the traffic officer bore down upon her.

"Didn't you see me hold up my hand?" he shouted fiercely.

The culprit gasped a breathless "Yes."

"Didn't you know that when I held up my hand it meant Stop?"

"No, sir; I'm just a school-teacher," she said, in a timid, mouselike voice, "and when you raised your hand like that I thought you wanted to ask a question."—New York Sun.

The motor-bus was proceeding in a rather jerky manner when a young woman passenger inquired:

"What's wrong with the car?"

"The engine misses," replied the driver.

The young woman smiled.

"How did you know I was married?" she asked.—Selected.

### A New Minimum

A certain convivial young chap dealt and bid a No Trump; all passed. Dummy put his hand down and remarked:

"Well, I can't imagine what you bid No Trump on when I have three Aces and four Kings."

"Well, if you want to know," the Declarer said, "I bid it on one Jack with two Queens and three cocktails."

—Auction Bridge Bulletin.



By Antoinette Arnold

### Society Seeks Seaside Resorts

Seaside resorts, with their fascinating attractions; and Tahoe, with its magnetic allurements; Del Monte, Pebble Beach—in fact, all of the out-of-town places are drawing Society folks over this week-end.

The general exodus means that, here in town—there will be very little of importance in the way of Society events.

Independence Day has a different patriotic trend these days from what it used to have—a very different trend. The observance of Fourth of July seems to have its expression, principally, within the hearts of Americans with just a few outbursts of oratory to keep alive the fervor.

There are no longer any firecrackers.

There has been none, lo, these many a day! Nor are there any booming parades. But, we seem to be really just as patriotic! Perhaps more so.

\* \* \*

### Society's Play-Day

Golf matches, tennis tournaments, riding jaunts, motor tours, and a lot of marvelous picnics, underneath the shade trees that is the way society is celebrating, this year.

Oh, to be sure there are to be some real patriotic exercises in town at the Civic Auditorium, where the nationalities participate in cooperative celebration ceremonies. These ceremonies, too, are very impressive and memorable and the music is always of excellent choice and presentation.

\* \* \*

### Charming Wedding

June of this year has been liberal in its bestowal of happy wedding days, and with each event, Cupid seems to record something lovelier than before.

One of the prettiest of the recent marriages took place last Wednesday evening, June 22, in the grey room of

the Fairmont Hotel, when beautiful Miss Millicent Elston became the bride of Mr. Verne Hopkins Thrall, Dean J. Wilmer Gresham of Grace Cathedral read the marriage ceremony before a group of relatives and a few intimate friends.

The bride was given in marriage by her brother, Mr. John Jay Elston, well known hotel man of San Francisco. He also acted as best man at the ceremony. The bride is the daughter of Mrs. George B. Elston of San Francisco. She is a talented Southern girl, a graduate of the Boston Conservatory of Dramatics and has appeared at notable recitals in this city and elsewhere throughout the State.

The wedding gown worn by Miss Millicent Elston was especially charming. It was made of snow-white chiffon outlined with pearl beads. Her elegant wedding veil fell yards upon yards from the dainty wreath fastened about her pretty face. The flowing tulle was completely covered with rose-point lace, exquisitely made, with clusters of orange blossoms placed here and there. She carried a shower bouquet of lilies of the valley and orchids and was a picture of loveliness.

Miss Virginia Elston, sister of the bride, was maid of honor. Her gown was pink taffeta with two-tone shadings of pink. She carried a bouquet of pink roses and was so charmingly naive and dainty, looking as if she had just stepped out of some adorable book of debutantes, the simplicity of her attire being most becoming.

\* \* \*

### Out-of-Town Visitors Present

Relatives of both bride and groom came to San Francisco from far northern points and also from Georgia to attend the wedding of Miss Millicent Elston and Mr. Verne Hopkins Thrall.

Mrs. J. A. Martin, mother of the groom, and Mrs. Laura Gisher, sister of the groom, came from their Seattle home. They were attired in excellent taste, the mother wearing a pretty soft georgette gown and Mrs. Gisher was attired in a dainty blue gown trimmed with lace.

Mr. and Mrs. G. Harris Doyle Howard and their two young sons from

Atlanta, Georgia; Mr. and Mrs. Z. Hopkins and Mr. and Mrs. Samuel Latta of Stockton, were other relatives present at the wedding.

After a honeymoon in the North, Mr. and Mrs. Thrall will return to San Francisco, where the groom has prepared a home for his bride on Washington Street near Jones. They have a host of friends along the Pacific Coast and, upon their return, will be the center of many delightful occasions planned in their honor.

The grey room of the Fairmont Hotel, where the marriage ceremony took place, was especially beautiful, in plan and design. An altar had been erected at the east end of the mirrored room the approach to the altar forming an aisle of palms and pink sweet peas while at the altar, itself were tall candelabras shedding a pleasing glow over the beautiful ceremony. Mr. John Smith, pianist of the Fairmont Hotel, played the wedding march, and among his selections just preceding the marriage service he played a composition written by the bride, which brought forth considerable commendation in praise of the bride's talent as composer as well as a dramatic reader of classics.

\* \* \*

### Engaged

At a large tea in Peacock Court Mark Hopkins Hotel, the Misses Enid and Betty Evans announced their betrothals. The brides-elect are daughters of Mr. and Mrs. M. D. Evans of Alameda.

Miss Betty Evans will marry Mr. Clark R. Spence, Jr., this Fall. Miss Enid Evans will marry Mr. Volney F. Grace at the same time, the double wedding to be of special interest. Mr. Spence and Mr. Grace are University of California men and both are members of Sigma Alpha Epsilon Fraternity. Mr. Grace is the son of Mrs. R. A. Grace, Alameda; and Mr. Spence is the son of Mr. and Mrs. Clark Spence of San Francisco.

## SANTA MARIA INN

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HOWARD T. BLETHEN, Proprietor

Announcement of the double engagement was made by small betrothal cards tucked away into corsage bouquets made of pansies and gardenias and designated the places of each of the guests at the charming Mark Hopkins tea.

\* \* \*

Among visitors of prominence now in San Francisco are Dr. and Mrs. Suzzallo of Seattle, who are at the Clift Hotel.

\* \* \*

**Talented Girls**

Many San Francisco friends of the popular Mr. MacDonald at the Fairmont Hotel have been congratulating him upon the honors conferred not long ago upon his talented daughters in the South, Miss Leslyn MacDonald having aroused the attention of dramatic critics in her splendid dramatic work.

During the presentation of "The Wisdom Tooth," by the Community Players of Los Angeles and Pasadena, Miss MacDonald won special praise, playing her part with unusual skill and dramatic ability. "Leslyn MacDonald was excellent" stated the critics, "Never has she contributed anything so delightful. Her delivery was a pleasure to hear, because it lacked that common type of dramatic expression which proclaims to the audience: 'I am an actor and I am now acting.'" She is always lovely and full of promise.

Mr. MacDonald has many sincere friends in hotel circles and among the large constituency of society and club leaders who make their headquarters at the Fairmont. They are now extending congratulations to the proud father of two talented daughters one of whom is a well known writer and the other prominent in dramatic fields.

\* \* \*

**Beautiful Wedding**

One of the most attractive weddings in June took place Sunday, June 5, at the Fairmont Hotel, when Miss Dorothy Louise Moss became the bride of Mr. Martin Herman Liebes. The ceremony took place at high noon, with Rabbi Louis Newman reading the ceremony.

The bride, a beautiful girl, was given in marriage by her father, Mr. Monroe Moss. She made a lovely picture in her bridal robes of white satin and tulle fashioned with a close-fitting bodice. The skirt was bouffant, ruffles of tulle ending in a panel of real lace.



**HOTEL MARK HOPKINS**  
Nob Hill  
A Smart Town House for a  
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500 Rooms  
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The handsome tulle veil was held by a rose-point lace cap ornamented with orange blossoms and most becomingly framing her pretty face. She carried a shower bouquet of lilies of the valley and orchids.

Mrs. Georbe Liebes, matron of honor, wore a Callot gown of biege lace and a picture hat to match. She carried a bracelet shower of yellow pansies and corn-colored gold tulle.

Three, little flower girls were the only other attendants. They were

darlings! Ruth Mary Goldstein, and Jane and Betty Marks were dressed in white and carried old-fashioned nosegays.

The bride entered the gold ballroom of the Fairmont on the arm of her father, passing down an aisle of gladioli in Grecian urns, linked together with garlands of orchid stock. The altar itself, before which the ceremony took place, was made to resemble a hedge banked with Dorothy Perkins roses. This divided the gold ballroom.

On either side of the steps leading to the altar two gold urns were filled with pink gladiolas and a tall golden candelabra in the center glowed with exquisite candles. The wedding breakfast was served in one end of the mirrored ballroom which reflected the fascinating scenes.

\* \* \*

**The Harders at Home**

After a honeymoon spent in touring the southern part of the state in their luxurious car, Dr. and Mrs. Walter G. Harder have returned to this city, and will be at home to their numerous friends at 900 Chestnut St.

They have been the honored guests at a regular series of social affairs; dinners, luncheons, theater parties, and although it is always gratifying to be the center of the social stage for a period of time, still, it becomes eventually exhausting, and the Harders welcome the return to the quiet elegance of their domicile on Russian Hill after the continual round of gaities of the earlier weeks of their married life.

Mrs. Harder was the widow of George W. Hopkins, well known financier of Boston, and has become very popular on both the Atlantic and the Pacific Coasts by reason of her charming personality, and intrinsic sincerity.



**Lake Tahoe Sleeper**

—now through to Tahoe Station without change of cars.

You can leave here any evening aboard a comfortable Pullman, for arrival at Lake Tahoe for breakfast next morning.

A swift, enjoyable trip to this delightful inland sea high in the Sierra. You'll have the maximum amount of time there if you go by train. Pullman returning leaves the lake in the evening arriving here in time for business next day.

Leave San Francisco (Ferry) at 7 p.m. arriving Tahoe Station at 7:00 a.m. Returning, leave Tahoe Station at 9:30 p.m. arriving San Francisco at 7:50 a.m. By day, leave San Francisco at 7:40 a.m., a fascinating ride up the Sierra, arriving Tahoe Station at 5:30 p.m. Similar service returning.

**\$13.25** round trip; good for 10 days. Other fares and limits. Ask for new illustrated booklet about Tahoe Lake Region; also the booklet "Low Fares for Summer Trips."

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# PLEASURE'S WAND

OBEY NO WAND BUT PLEASURE'S  
—Tom Moore



By Josephine Young

## Let's Go to the Theater

Want a rest from business cares?  
Want to find some stamina for more  
and better business?

Go to the theater!

You'll be surprised how much better you will feel just as soon as you've been to a good show. It is marvelous what theaters can do in the way of tracing one up!

Theaters are really a tonic—that is, if you want them to serve their purpose.

Naturally, we mean the best of them, of course!

\* \* \*

## Curran

The Curran Theater is to have "The Barker" for a short engagement, beginning Monday, July 4th, with popular matinees on Wednesday and Saturday at the \$1.50 price for best seats.

In securing this attraction, the Curran Theater has struck a high note of theatrical importance for the play has been the outstanding success of both New York and Chicago for the past season and has been seen in only three cities in America.

San Francisco has been given the preference over other large cities of the East and Middle West.

The reason for this is that this city is fast becoming recognized as one of the principal theatrical centers of America.

Kenyon Nicholson, the author of "The Barker" has written a colorful melodrama of carnival circus life. Every trick and device known to the carnival showman is used in the play. It is these atmospheric surroundings that make this play highly interesting and one of the main reasons for its huge success in the East.

The producer, Mr. Fred Butler, who has probably staged more plays than any one man in America, has given "The Barker" an excellent cast, headed by John St. Polis, Isabel Withers, and Virginia Cleary, with a host of clever artists supporting them.

Seats were placed on sale Thursday, June 30, at the Curran box office. Evening prices range from 50 cents to \$2.50.

Al Jolson in his musical comedy success, "Big Boy," will end his engagement on Saturday, July 2.

\* \* \*

## Lurie

"'Chicago' is a corking good show," says the advertising man.

Go, and see it and judge for yourself!

Nancy Carroll is the star and there are several stage people of importance in support of the dainty leading lady. She plays the role of Roxie Hart, the murderess, and performs some startling bits of acting with surprising sparkle and winsomeness in spite of her publicity intentions.

"Chicago" is funny. It is packed with irony and as it was written by a well known Illinois newspaper court reporter—it is written with the "know."

Thank Heavens, there is, at last, a real newspaper reporter in the play.

\* \* \*

## President

Laughter and thrills are served in generous proportions at the President, the Henry Duffy theater on McAllister near Jones and Market streets, where "The Ghost Train" is the play in which the Duffy players present an amusing story in splendid fashion and high interpretation.

The story concerns a bridal couple, a quarreling husband and wife, a maiden lady and a foppish Englishman.

They all manage to supply considerable merriment even though terrorized, at times, over the spooky events. It is one thrill after another on that train—but funny as can be, in spite of the scares.

Leneta Lane is the star.

Frank Darien, Joseph De Stefani, John Mackenzie, Westcott Clarke, Helen Keers, Earl Lee, Dorothy Lamar, Kenneth Daigneau, Ronald Telfer, Olive Cooper are well known Duffy players essaying the principal roles.

\* \* \*

## Alcazar

"The Patsy" still draws crowds to the Alcazar Theater on O'Farrell street, where this popular comedy is now entering its thirteenth week.

## Amusements

NEXT WEEK

### ON THE STAGE

#### Alcazar, O'Farrell nr. Powell

"The Patsy." Henry Duffy and Dale Winter in the cast.

#### Capitol, Ellis nr. Market

"One Man's Woman." Torrid modern drama. A Macloon production.

#### Curran, Geary nr. Mason

"The Barker." Comedy drama of circus life. John St. Polis, Isabel Withers and Virginia Cleary in the cast.

#### Lurie, Geary at Mason

"Chicago." A pungent satire on modern day justice.

#### President, McAllister nr. Market

"The Ghost Train." A Henry Duffy mystery comedy.

\* \* \*

### VAUDEVILLE

#### Golden Gate, G. G. Ave. and Taylor

On the screen, "Quarantined Rivals." Comedy by Geo. Gustar starring Robert Agnew and Kathleen Collins. On the stage, Wallace Weems heading a bill of vaudeville.

#### Orpheum, O'Farrell nr. Powell

"Our Gang Kiddies" in person, presented by Hal Roach, heading a bill of vaudeville.

#### Pantages, Market at Hyde

On the screen, "Is Zat So?," starring Edmund Lowe and George O'Brien. The "Two Black Crows" heading the vaudeville program.

#### Union Square, O'Farrell nr. Powell

Vaudeville—Pictures.

#### Wigwam, Mission nr. 22nd

Vaudeville—Pictures.

\* \* \*

### ON THE SCREEN

DOWN TOWN

#### California, Market at 4th

"The Rough Riders." A story of Roosevelt's Spanish-American war career. Charles Farrell, Noah Beery and Mary Astor are in the cast. Gino Severi conducts the California Orchestra.

#### Casino, Ellis at Mason

Sat., "Broken Hearts of Hollywood" and "For Another Woman." Sun., Mon., "Breed of the Sea" and "Bachelor Brides." Tues., Wed., "Tramp, Tramp, Tramp" and "Rose of the Tenement." Thurs., Fri., "Her Big Night" and "The Call of the Klondike."

#### Granada, Market at Jones

Richard Dix in "Manpower." A Fanchon and Marco production with Gene Morgan as master of ceremonies.

#### St. Francis, Market bet. 5th-6th.

"The Better 'Ole." Syd Chaplin starred as Old Bill in the picture made from Bruce Bairnsfeather's cartoons.

#### Warfield, Market at Taylor

"The Poor Nut." A college farce starring Jack Mulhall, Charlie Murray and Jane Winton. On the stage, a Fanchon and Marco act, "Tassels." Walt Roemer is again leading the Warfield band.

Dale Winter and Henry Duffy are leading principals in this excellent play.

Duffy announces an additional Fourth-of-July matinee Monday.

This performance with the Sunday matinee will give people who come here from interior California as they do over the national holiday, year after year—a chance to see "The Patsy."

A taste of San Francisco's wonderful air—its cooling breezes, and—maybe some of its fog, you never can tell—always acts as a real nerve bracer for the weary out-of-towners who make this city a mecca over the three-day holiday. Henry Duffy knows this, full well, and to accommodate his patrons has provided this extra matinee for Monday afternoon.

With Dale Winter as the star and Duffy, himself, playing opposite, the cast includes: John Stokes, Florence Roberts, J. Anthony Smythe, Alice Buchanan, Eunice Quedens and Henry Caubisens.

\* \* \*

**Capitol**

"One Man's Woman" is still on at the Capitol Theater, Ellis street near Market.

This Louis O. Macloon production is the work of Michael Kaessler and tells the story of a man who becomes discouraged and out-of-sorts-with-the-world, and a woman of the underworld. Both of them find their way back to life, as the play goes.

Musical features include some real Hawaiian numbers.

\* \* \*

**Columbia**

Have you seen "Old Ironsides," the motion picture now on at the Columbia Theater, Eddy street near Powell?

Don't miss seeing this photoplay. It is most unusual and it is historically interesting as well as packed with romance and adventure.

The magnascope is used in this picture. It will give you a thrill, too, or we lose our guess. The great sailing vessel moving over the waters appears to come right out of the picture, so realistic is the illusion—and so masterful the craftsmanship of this new motion picture invention.

Wallace Beery, Esther Ralston, George Bancroft, Charles Farrell are in the cast. The story of the screen follows closely the story of American history with stirring romance splendidly portrayed.

\* \* \*

**Orpheum**

An event of nationwide importance takes place at the Orpheum Theater beginning this Saturday matinee when the entire group of "Our Gang" kiddies, known as Hal Roach's Rascals, make their debut on the speak-

ing stage in a comedy entitled "Acting Out."

Harry Weber, well known producer is responsible for this event and is bringing these kiddies, including Joe Cobb, Farina, Jean Darling, Jackie Condon, Ray R. Smith, Mango and Harry Spear, to San Francisco to make their first appearance on the speaking stage. Youngsters will revel in this announcement and indications are that the Orpheum will have a big week. This will mark the beginning of the 41st year of the Orpheum in San Francisco.

In addition to "Our Gang Kiddies" there will be a splendid bill of foot-light favorites, including Gladys Clark and Henry Bergman, two clever entertainers in "Dutch," a hilarious comedy skit; Neville Fleson, writer of "Bye Bye Bonnie," "The Gingham Girl," and a host of other song successes, and Bobby Folsom, musical comedy favorite and late feature of Earl Carroll's "Vanities," in the second edition of their smart song cycle; Ken Howell and his Collegians presenting snappy music; Chong and Rosie Moey, two talented Orientals in their version of American songs and dances; Joe Wilbur and Fay Adams presenting "Accidents Will Happen"; and several other features.

\* \* \*

**Golden Gate**

One of the season's finest picture comedies, "Quarantined Rivals," produced by Archie Mayo from George Randolph Chester's story of the same name, heads the Golden Gate bill this week. This picture is a mirthful comedy telling hilarious happenings when two jealous rivals are quarantined, in the same house, with their sweetheart. Featured stars are Robert Agnew, Kathleen Collins, Vera Daniels and John Miljan.

The big feature of the vaudeville bill is the A & P Gypsies, an orchestra famed for radio programs and phonograph records. The orchestra is made up of seven stringed instruments, including violin, viola, violincello, bass and piano. Harry Horlick is directing. Five other acts and short films complete the bill.

\* \* \*

**Warfield**

"The Poor Nut," a famous college farce and a very successful stage play is the feature attraction of the Warfield Theater, starting Saturday, July 2. This is a comedy starring Jack Mulhall, Charles Murray and Jane Winton.

The story is extremely funny. It is built around a certain young college student who is suffering from an inferior complex and peculiar shyness. He is known to other students as "the poor nut."

(Continued on page 9)

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## Harmonic Happenings

By Josephine Young

### Symphony Concert

Those who were privileged to hear the third concert of the Summer Symphony Series, last Tuesday evening, when Mishel Piastro conducted, will long remember the supreme musical joy afforded.

The crowd, which practically filled the Exposition Auditorium, was in fine mood to receive each magnificent number on the program, comprising selections by Russian composers. The people cheered lustily and long voicing their valuation of the selections, as well as appreciation of the masterful Piastro.

Sometimes, I think that we do not pay enough attention to the audiences however, in our commendation of concert work. It is true that world-famous conductors spread before us musical feasts, but the highly trained, thorough musicians in the orchestra, and the people who fill the huge auditorium, also deserve recognition.

Our San Francisco Symphony Orchestra is the pride of the community. They are real musicians. They are on a par with any other group—to be found in any other Symphony Orchestra!

Every conductor, practically, who has ever appeared here, tells us so! They all recognized the musicianly worth of our orchestra. Why not come forward, after this third concert, and just tell them how much we do value the kind of music our San Francisco Symphony players are giving us? They are making musical history for the entire coast, as well as satisfying our civic pride and our true appreciation of wonderful music, magnificently played!

The third number of last Tuesday's concert program, Variations on a Russian Theme, in which six of Russia's most distinguished composers collaborated in the production of the ingenious selection thoroughly stirred the audiences. The Sokolow "Andante" and the Glazounow "Moderato Maetoso" were certainly gorgeous.

Piastro, the conductor, was superb, in his masterly reading of all the numbers, but we especially noted his leadership in these scintillating movements.

After the first two groups Mishel Piastro, was called and recalled to the footlights in response to enthusiastic applause. Then, we did the old-fashioned but expressive and gracious thing of passing over the footlights baskets and baskets of choice flowers just as another way of telling this great musician, Piastro, that here in San Francisco he has a host

of friends eager to pay him homage.

Tschaikowsky's "March Slav" closed the program, its thematic material based on Russian or Servian folk-music, giving opportunity for many solo measures. One closing section set forth a new idea in the clarinets, accompaniments being given to violoncellos and basses, pizzicato and kettledrums, afterwards combined with the Russian hymn vociferated by the trombones.

Artistic solos were interspersed in other program numbers by Kajetan Attl, harpist; by Randall, clarinetist; Brucker, who played the trumpet; by flutist, Linden; and also by Addimando, whose oboe measures skillfully entered into the musical interpretations.

The next concert of the Summer Symphony Series will be given at the Auditorium next Tuesday night, July 5, when Bruno Walter, famous conductor of Berlin and Vienna, will be the leader. Walter created a sensation in the New York Symphony when he was a guest conductor for Walter Damrosch. Mr. Walter is regarded by many as the greatest of the younger conductors.

There will be three Wagner numbers on the program next Tuesday evening, and "The Birthday of the Infanta," by Schrecker, which will be played for the first time in San Francisco. \* \* \*

### San Francisco Open Forum Paid Tribute to Max Dolin

Max Dolin, violinist, and director of programs for the National Radio Association, was honor guest at a dinner given by the San Francisco Open Forum, of which Prof. Chauncey McGovern is the president. The Music Cabinet, directed by Mr. W. A. Rider, had charge of the musical offerings which introduced prominent musicians in a series of rare selections.

Alfred Metzger, musical critic of the Chronicle, publisher of Musical Review, and an authority on all matters concerning music, was the principal speaker at the noteworthy dinner given in honor of Max Dolin, in the ballroom of the Bellevue Hotel, last Friday evening.

In his brilliant address Mr. Metzger paid high tribute to Max Dolin, significantly referred to his devotion to classical programs, and pointed out many deserving honors which have been conferred upon the noted violinist. Metzger emphasized the tendency of musical appreciation, these days, and, in response to request, dwelt upon the passing of jazz as a present-day mood, and exalted

the standards of better music and the hearty approval of classical music by audiences constantly increasing in number. He added his enthusiastic tribute to Dolin's stalwart stand for "the best" in musical programs, and placed superlative value upon Max Dolin's place in musical circles where musicians and the laity, alike, recognize the supreme ability of the noted violinist and leader.

Alfreda Wynne, soprano singer, and great friend and admirer of the honor guest, paid him additional tribute for his courage in refusing to place jazz numbers on his programs and included in her splendid talk the appreciation of those who had appeared on the stage with Max Dolin during concert work. Alfreda Wynne spoke of her brother Herman Heller, violinist, and one of the foremost musicians standing out for the best music in concert programs. The allied interests of the two violinists were touchingly included in the talk by Mrs. Wynne.

A group of songs was sung by Alfreda Wynne as part of the noteworthy program at the Max Dolin dinner, the charming personality of the singer and the exquisite voice qualities receiving enthusiastic appreciation from those in attendance at this noteworthy gathering.

Margaret Mary O'Dea, contralto singer, whose gorgeous voice, is the delight of musicians and musical admirers, contributed solo selections with that rare musicianly skill for which Miss O'Dea is famed.

Then, as a pleasing surprise, Max Dolin, himself played some of his choicest selections adding further distinction to this Music Cabinet meeting as part of the notable gatherings over which Prof. Chauncey M'Govern presides when famous people are honored as special guests.

Judge George Cabiniss made an illuminating address at the Max Dolin dinner paying respects to those who planned the event and pointing out its high ideals. Other speakers included, Mr. W. A. Rider, chairman of the Board of Governors; Irene L. Hoffman, recording secretary, San Francisco Forum; Margaret E. Baldwin, secretary; Hon. Prosper Reiter, and Mr. Murray Sheppard, the treasurer.

Letters of tribute were read by President M'Govern written and sent by David Starr Jordan, Gertrude Atherton, Congressman and Mrs. William H. Kent, Charles Caldwell Dobie, Sarah Bard Field, John D. Barry, and other honorary members of the Forum.

**PLEASURE'S WAND**

(Continued from page 7)

Nevertheless, he is ambitious to be a college hero. A pretty girl shows interest in him and he eventually snaps out of his coma to be admired and fairly idolized by fellow-students.

"Tassels Ideas," a sensational stage spectacle, will be Fanchon and Marco's stage offering with elaborate settings and also featuring several local stars including Roy Smoot and Helene Hughes.

Walt Roesner and his super-soloists are back again at the Warfield supplying musical entertainment of a high order.

\* \* \*

**Pantages**

"Is Zat So" on the screen is even funnier than on the stage. With Edmund Lowe and George O'Brien in the title roles the most is gotten out of a very funny story.

A "Ham and Egg" boxer and his manager are picked up by a society family to become butler and second man. There is a right and a wrong way to do everything, including "butling." Lowe and O'Brien sure picked all of the wrong ways. Yet they managed to get a bout with the lightweight champion and prove that "they have the goods" in their own particular line.

"Two Black Crows" in person are heading the vaudeville program.

\* \* \*

**St. Francis**

"The Better 'Ole," with Syd Chaplin starred as Old Bill, an English Tommy, is playing in its third week.

The story of "The Better 'Ole" was taken from Bruce Bairnsfeather's cartoons and depicts the adventures of an English Tommy at the front during the Great War. Old Bill is antagonistic toward everybody but the enemy and his exploits bring him everything in the form of trouble. Finally he redeems himself by executing a coup on the enemy. His redemption, however, is not as interesting as his foibles. This is a sure fire comedy.

\* \* \*

**California**

"The Rough Riders," a story of Roosevelt's Spanish-American war career, is in its second week.

The story was written by Herrmann Hagerdorn and directed by Victor Fleming. In the cast are Frank Hopper as Roosevelt, Charles Farrell, Charles Emmett Mack, Mary Astor, Noah Beery, George Bancroft, Fred Bohler, Colonel Fred Lindsay, and 1200 rough riders. This picture depicts many historical scenes, including the famous charge up San Juan Hill.

Gino Severi has arranged a special score for the picture and also conducts the California Orchestra in a concert on the stage.

\* \* \*

Richard Dix in "Manpower" is the film attraction at the Granada Theater this week. The story must have been written for Dix rather than having Dix picked for the story. It is the thriller variety which we are wont to connect with this star. It starts out as a comedy but the situations and the hero become too serious for this to last. He certainly has to work hard to win that girl!

On the stage Gene Morgan is the master of ceremonies in a Fanchon and Marco production. Gene has some new antics and a green hat.

\* \* \*

**Salinas Rodeo**

Ten carloads of wild horses from the ranges of Nevada, Montana and Idaho will be brought to Salinas for the California Rodeo to be staged here July 20 to 24 inclusive according to an announcement today by Arthur Hebron, president of the rodeo. The horses will be used in the World's Championship Bucking Horse contest which will be the main feature of the colorful celebration.

Some of the most famous riders in the world have signified their intention of competing for honors in the contest, Hebron stated.

All the color and glamour of the early days of the West when the one big celebration of the year followed the annual round-up will be depicted in the celebration. For days before the rodeo opens cowboys and cow-girls from surrounding ranches will ride into Salinas garbed in vivid-hued shirts, gay colored bandanos, "ten gallon" sombreros, high-heeled boots and chaparajos.

The program includes bucking horses, bull riding, bulldogging, steer roping, wild cow milking contests, free for all horse races, an exhibition of fancy horses and cattle, polo pony contest and a wild horse race. Purses and trophies will be awarded winners in the various events.

\* \* \*

**News from Santa Cruz**

The Fourth of July Golf Tournament, July 2-4, will have a full list of entries.

Qualifying rounds of 18 holes will be played on Saturday, July 2, with match play on both Sunday and Monday, July 3 and 4.

Handsome trophies have been secured for this annual tournament, including cups for low net and low gross in the qualifying rounds, and for winners and runners-up in each flight.

This is always a popular tournament with California golfers and many prominent players are expected to be seen in action on the Santa Cruz course.

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**SOCIETY**

(Continued from page 5)

**Junior League**

The formal opening of the Junior League Shop, in Tillman place, has been set for September 12 and if plans work out as they are scheduled this store will be one of the most useful and unique of its kind. Mrs. Howard Fleming is in charge of the shop.

There will be one head saleswoman, who will be in the shop permanently. It has not been decided yet whether she will be a Junior League girl or not. Two girls go on duty every morning and two others will relieve them in the afternoon. They will be Junior League girls and will change every week.

**Co-workers**

Working with Mrs. Howard Fleming for the new shop will be many society matrons and debutantes including: Mesdames Lawrence Fox, Jr., William L. Shaw, J. C. Burgard, Lawrence Bowes, Misses Ruth Langdon, Emily Clift Searles, Mollie McBryde.

At a quiet ceremony performed Sunday, (June 12) at the Clift Hotel, Miss Helen Alexander became the

bride of Dr. Joseph Levitin. The affair was marked by a charming simplicity and was attended only by relatives of the couple. Following a motor trip North, Dr. and Mrs. Levitin will make their home in this city.

\* \* \*

**Santa Maria Inn**

There are always a number of prominent people over the week-end, and many spending the entire season at Santa Maria Inn of which Frank McCoy is manager. During the recent week-end those who enjoyed the attractions of the place included: Mr. and Mrs. E. D. Wetmore of Santa Barbara; Col. and Mrs. Frank W. Marstons, San Francisco; Miss H. B. Bakewell of Oakland and Mrs. E. N. Hazard of Santa Barbara. Mr. and Mrs. H. H. Zellerbach, Mrs. J. W. Adams, Mrs. W. H. Brown and Miss Virginia Belknap, Mr. and Mrs. E. W. Newhall Jr., and Miss Newhall, San Francisco; Mr. and Mrs. G. F. Coleman, Mr. and Mrs. James R. Chapman, Santa Barbara; Mr. and Mrs. J. D. Redding, Mr. and Mrs. Marshall Nuckolls, San Francisco; Judge and Mrs. A. F. St. Sure and Mr. and Mrs. E. R. Eliassen, Piedmont.

\* \* \*

**Feted Graduates**

Mrs. Joseph J. Young entertained at tea at the Mark Hopkins Hotel Saturday, June 4th, in honor of her daughter, Miss Aloha Young, who graduated from St. James High School last Thursday. The table was beautifully decorated with attractive corsages in pastel shades.

\* \* \*

**Tea in June**

One of the largest affairs of June was a Tea at which Miss Ruth Russ, Miss Joan Oliver and Miss Jean Oliver were joint hostesses, entertaining friends at the Fairmont Hotel. The Laurel Court formed an artistic setting for the smartly gowned guests, who were received by the hostesses assisted by Miss Morris, Elizabeth Goldsberry, Miss Chaffita Thomas and Miss Jean Wheeler. Decorations of the buffet tea table were an artistic arrangement of rare flowers in tall brass ornamental holders placed about the table.

\* \* \*

**Soroptomists Meet**

Hundreds of brilliant women members of the Soroptomist Club held their convention this past week at the Fairmont Hotel where for three days, June 28, 29 and 30 the state-wide and national organizations gathered for congress events.

Mary D. Boldeman, past president of the San Francisco Club ably presided over the events, Miss Mabel

Johnson popular leader and head of the hospitality department of women, San Francisco Chamber of Commerce, had charge of the convention details at the Fairmont. Florence Gardner was general chairman of the conference.

Mrs. Louise Brehany one of San Francisco's foremost musicians, had complete charge of the musical programs which were outstanding attractions of the convention. Mr. Earl Schwartz, musical director and composer, wrote a song which was sung during the convention as a tribute to its leaders. Evelyn Ware, pianist, was the official accompanist, Mme. Pearl H. Whitcomb, Mme. Annie K. Blotcky, Nellia Wren, Stella R. Wright, Mme. Stella Vought, Jeanette Conday were prominent musicians contributing musical selections at the convention.

Prominent among the delegates was Jane Higbie of San Jose, recently returned from London and Paris, where she was a guest at Soroptomist Clubs there and to which she carried greetings from California. The clever business and professional women identified with this club made special impressions upon the community for the thoroughness and dispatch of their sessions, and the fine purposes back of each event.

\* \* \*

**At the Clift**

One of the most interesting visitors to San Francisco this month was Mrs. Frank C. Atherton of Honolulu, who was a guest last week at the Clift Hotel, en route to New York for a brief stay. Her family are descendants of pioneer missionaries, who emigrated to the islands from New England approximately a century ago.

(Continued on page 13)

MISCELLANEOUS  
SYNOPSIS OF THE ANNUAL STATEMENT  
OF

**Realty Mortgage Insurance Corporation**

of San Francisco in the State of California on the 31st day of December, 1926, made to the Insurance Commissioner of the State of California, pursuant to law.

**ASSETS**

Real estate .....	\$ 1,638.16
Mortgages and collateral loans .....	105,350.00
Bonds and stocks and certificates .....	303,000.00
Cash in company's office and in banks .....	6,937.24
Premiums in course of collection .....	None
Bills receivable .....	324.07
Other ledger assets .....	92,773.21
<b>Ledger Assets .....</b>	<b>\$510,022.68</b>

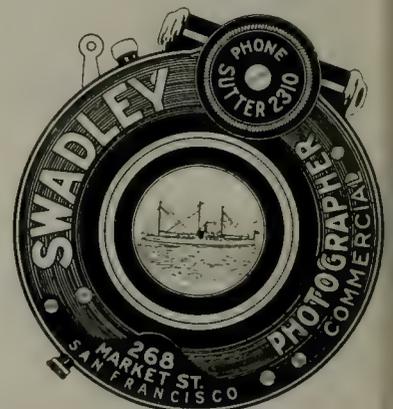
**NON-LEDGER ASSETS:**

Interest and rents due or accrued .....	\$ None
Market value of securities over book value .....	None
Other non-ledger assets — Equity in Mortgage Loans .....	29,581.75
<b>Total gross assets .....</b>	<b>\$539,604.43</b>
Deduct assets not admitted .....	82,777.32
<b>Total Admitted Assets .....</b>	<b>\$456,827.11</b>

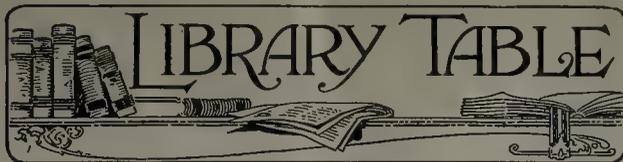
**LIABILITIES**

Net unpaid claims, except liability and workmen's compensation .....	\$ None
Special reserve for unpaid liability and workmen's compensation claims .....	None
Estimated expenses of investigation and adjustment of claims .....	None
Total unearned premiums on unexpired risks .....	None
Commissions and brokerage due or to become due .....	None
All other liabilities .....	185,314.45
<b>Total Liabilities (except capital and surplus) .....</b>	<b>\$185,314.45</b>
Capital .....	\$316,850.80
Surplus .....	45,338.14
<b>Total Liabilities, Capital and Surplus .....</b>	<b>\$456,827.11</b>

J. M. HENDERSON, Jr.,  
President.  
CHARLES C. BOWEN,  
Secretary.



**PHOTOGRAPHS**  
*Live Forever*



Edited by Florence DeLong

THROUGH EUROPE ON \$2.00 A Day, by Charles Schoonmaker; \$2.

A most entertaining book, giving accounts of the routes actually traveled by the author in nearly every country of Europe at a minimum of expense, and told in a manner at once interesting and enlightening. It is written in a running narrative style, and the reader falls under the impression that he has received interesting letters from a far-away friend who is trying to show the best methods of traveling to one who is soon to become a member of the vast group of pleasure seekers who want to "go to Europe some day."

From his extensive store of notes, the author gives elaborate details gathered during his various experiences, as to each and every route, side trip, method of travel and how to secure the best accommodations at the least expense at hotels and pensions, even specifying the rates that should be charged. Not to be satisfied with one of the two or three methods given would indicate a somewhat peevish and querulous traveling companion.

The author not only shows himself to be familiar with the best means of passing through the various countries, but gives an interesting account of the art and history as well. Although he usually manages to reach the important cities at some time during his itinerary, he spends most of his time wandering through districts practically unknown to the casual traveler.

Some of his stories of his means of getting from one place to another are amusing and his flashes of humor are delightful. Anyone contemplating a trip to Europe on a minimum budget would do well to tuck this book into a convenient handbag to be ready for use on every occasion. His last chapter on General Information contains excellent advice and should be pasted in the hat band of every person who is about to seek adventure and pleasure in a trip to Western Europe.

\* \* \*

SPREAD EAGLE, by George S. Brooks and Walter B. Lister; \$1.75.

Good reading. A story told in historic style, with dialogue good and characters natural—not forced.

The situation is handled like the

playing of an accurate game of chess. The attack is bold, but the King is so strongly entrenched in the background that his offense is cunningly concealed. The game is ruthless. The poor White Knight is forced into the openings to make a good position for his King (Henderson): to make Mexico safe for plutocracy.

Joe Cobb, the Black Knight, is always "on the job" protecting his King even to the sacrificing of the White Knight in the crises. One wonders how the game would have ended were it not for the effective and effectual moves of faithful Joe.

Whether the story is told by disillusioned doughboys who realize that their sacrifice had been in vain after their burst of enthusiasm had been dampened by the mud and water of the trenches; whether it is told by disgruntled analysts who have attempted to show how wars can be provoked by the "big guns" at home to be fought by the men behind the guns on the field; whether the authors are pacifists who are trying to show that there should be no such thing as war (not that war itself is futile, but the cause itself is apt to be personal and selfish): the story holds the interest of all to the end.

The atmosphere is pessimistic and somewhat depressing. But when Joe, whose diabolical plots have caused most of the mischief; who, in spite of his better nature, has served his master to the limit and saved that master when he could not save himself, when Joe announces that he is going out to help clean up the mess that he has been instrumental in starting, you realize that there is something in life to live and fight for and that things are worth while after all. Good old Joe! We hope he wins the war.

If the words of the book are quoted in their entirety in any stage production, it might be well to take earmuffs with you, as some of the conversation is startling in the extreme.

**Hannibal**

THE ROAD TO ROME, by Robert E. Sherwood. Scribners, \$1.75.

Ever since he was a school boy Mr. Sherwood, editor of LIFE, has pondered over the problem of Hannibal—why on earth he turned back from the very gates of Rome, after sixteen years of successful strategic planning

and battling to reach it and destroy it in the name of Carthage. In this play he attempts an answer.

And of course the answer comes in the person of a charming woman, the Greek wife of the Roman dictator. She who appears so flippant turns out to be the saviour of all Rome. However, to the humor of the outcome, Rome's dictator declares that Rome is saved through its high moral purpose—as he explains it to his wife, "Virtue, my dear, is the one perfect defense against all the evil forces on this earth"—while his wife smiles, waving her hand at the departing Hannibal, who has given in to the wish of a woman not exactly under a virtuous flag. The play's triumph may be explained especially because of these sly innuendos. Hannibal's repartee with the Greek woman is filled with witty lines, as is the entire play.

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# RADIO

By C. J. Pennington



C. J. Pennington

The fourth annual Pacific Radio Show will mark the greatest stride forward in the development of radio in the history of this youngest of America's great industries.

The first official information available regarding the 1927 showing of the radio manufacturers more than justifies the predictions already made that the Pacific Radio Show to be held here August 20th to 27th will be epochal.

Every radio show in the country has its eyes focused on San Francisco's show in view of the fact that this is the first exposition that will be held anywhere in the United States this season. California, and in fact the entire Pacific Coast, is regarded as one of the greatest radio centers, inasmuch as we have such remarkable all-year-around reception. This naturally heightens the interest of the radio trade in anything being done here.

In conversing with other associations putting on shows and with some of the leading manufacturers, it was learned that we are considerably ahead of the other shows as to plans and the sale of space.

Much interest will center in the new socket power devices which will be shown here for the first time at the exposition. Many of these promise to be revolutionary in their influence, it is declared. New lines in cabinet design promise to add greater charm and beauty to the sets.

\* \* \*

Beginning yesterday, July 1, a series of weekly Friday night popular programs will be offered from KPO, the Hale-Chronicle station, un-

der the auspices of the California Petroleum Corporation. The newly formed "Calpet" orchestra will be the main feature of the new series. At the head of the new orchestra will be Johnny Wolohan, well-known orchestra leader of the Pacific Coast.

The Calpet programs will present each week various novelties of both the popular and semi-classical type. Each week prominent California soloists will be introduced to the listeners. The programs will be given every Friday night beginning July 1, from 8 to 9 o'clock.

\* \* \*

A recent addition to the staff of entertainers on KPO's late Monday night Variety Hour is Anna Kristina, Swedish dialect reader. This young woman, who strolled into KPO's studios recently for a try-out, is a distinct "find" and will participate in all the Variety Hour programs in the near future. Listeners who have heard her Swedish version of the familiar fairy tales during the last two weeks, are writing KPO with enthusiastic praise. All her stories are original.

\* \* \*

KPO's Big Brother has given the thousands of boys and girls who listen to him nightly during his 5:30 to 6 P. M. Big Brother period, a new feature on Friday nights, in the programs of children's songs presented by May Dearborn Schwab, one of KPO's most popular soprano singers. Mrs. Schwab, who is already becoming known to the youngsters as the "Princess," is one of the pioneer radio artists of this Coast. For many years, before she entered the radio world, she made a study of songs of children. With her delightfully smooth voice and her large repertoire of children's melodies, she has become a welcome visitor to the youngsters of radioland.

\* \* \*

Spanish rhythms, dreamy romantic waltzes, and Mexican melodies are the musical menu Chief Gonzales and his Barcelonians offer radio listeners over KOA every Tuesday and Saturday night. Gonzales, who boasts an Irish-Spanish ancestry, directs his colorful orchestra with a hand-carved ivory baton that is said to have belonged to a Moorish orchestra direc-

tor in the days when the Alhambra was young.

\* \* \*

Music that sounds well out-of-doors is KOA's latest contribution to ethereal entertainment. Now listeners may drag forth the loud speaker to the porch of the mountain cabin within the circle of the campfire, or among the beets and radishes of the lowly back yard, and hear an open-air concert, played by the Denver Municipal band, especially planned and directed for out-of-door reception. The numbers, running to love lyrics and moonlight waltzes, are said to be especially suitable for summer nights.

\* \* \*

Tourists who tune in KOA will receive valuable hints on road conditions, where to go and how to get there, what to take on a camping trip, and what to wear at various resorts. Road reports go out every evening at 6:25 m. s. t., while other tourist information will be broadcast during the housewives' matinee.

\* \* \*

## Summer Radio Programs Better Than Ever

Earle C. Anthony, nationally known radio figure, believes that radio broadcasting is perhaps the only form of entertainment which is not seasonal. Mr. Anthony is the owner of broadcast station KFI in this city, and at the present is in New York attending a session of the National Association of Broadcasters, of which he is president.

"There seems to be a growing tendency upon the part of the public to believe that broadcasting like the theater, suffers in quality of programs during the summer months" says Anthony, but this is certainly an erroneous impression. "This is one medium of amusement which is in demand throughout the year, and is one of the most popular forms during the summer months, if for no other reason that it requires practically no exertion on the part of the listener. It is of special value when the opera, concert halls and many theatres have closed their doors."

Anthony points out that the radio audience is not decreased, but rather increased during the vacation period, and for this reason the public can expect programs as good or better than

the rest of the year. Most of the larger broadcast stations including KFI, plan no diminuation whatsoever, but to the contrary, plan to make the coming summer schedules the best that broadcast listeners have had.

As an indication attached to summer presentations by Anthony, he intimates that KFI will shortly make an announcement of forthcoming programs which is sure to be of great interest to every owner of a receiving set.

\* \* \*

KFI, Los Angeles, recently celebrated the return to the air of Paul Roberts, popular tenor of that station. Roberts had been away for several weeks on a vacation to Monterey, San Francisco, and Lake Tahoe. An entire Saturday Midnight Frolic was dedicated to him, and thousands of receptionists joined in welcoming him back to the microphone.

\* \* \*

Auditions or try-outs at KFI, Los Angeles, have been discontinued for the summer months. According to word received from Robert Hurd, manager of the station, this decision was reached because of the fact that recent auditions have brought to light so many worth-while artists that none of them would have a chance to appear on programs if the list were to be made any longer.

\* \* \*

**KFI Director in Movies**

Arthur F. Kales, general manager of KFI, Los Angeles, recently purchased a small motion picture camera, and straightway decided to try it out by shooting a few thousand feet of film on the KFI staff in action. His first subject was Robert Hurd, the program director.

"Now just be natural and do something characteristic," Kales directed Hurd. "Let me see. I think it would be well to photograph your reaction to an artist—a soprano for instance."

The manager got one of the young ladies in the office to take some music and feign singing a difficult aria with all the tremolos, cadenzas and so forth. Hurd immediately got into character, grabbed a hatchet and proceeded to chase the poor girl around the roof garden until she was rescued by Carl Haverlin with the admonition to not take the situation too seriously.

The film was good and it should be added in all fairness and for the benefit of prospective radio sopranos, that it was merely a stunt, and in all of Mr. Hurd's career he has never been known to commit mayhem or murder

on the persons of his aversions—sopranos.

\* \* \*

**SOCIETY**

(Continued from page 10)

Mr. and Mrs. Lewis Hanchett, who have occupied a suite at the Clift Hotel during the Winter and Spring months, are preparing to leave Wednesday (June 22) for Montecito, where they will remain during the summer. They are anticipating the return of their daughters, Miss Alice and Miss Margaret Hanchett, from New York, where Miss Margaret has been attending school.

\* \* \*

At a nuptial Mass in Mission Dolores Church Wednesday morning (June 22) Miss Lolita Marie Kelley, daughter of Mr. and Mrs. J. H. Kelley, became the bride of Mr. James Samuel Cantlen, son of Mr. and Mrs. J. Cantlen of this city. The maid of honor was Miss Isabel Lynch, cousin of the bride, and the two bridesmaids were Miss Gertrude Collins and Mary Keenan. Mr. Henry Cantlen, brother of the groom, acted as best man. The bride's white attire and the pastel shades of the attendants gowns, made an attractive picture against a background of gladiolas and larkspur.

\* \* \*

Following the ceremony, attended by a large number of close friends of the couple, a wedding breakfast was held at the Clift Hotel.

Upon returning from their honeymoon, Mr. and Mrs. Cantlen will make their home in Burlingame.

\* \* \*

**Lovely Wedding**

The marriage of Miss Ida Rosenblum, daughter of Mr. and Mrs. J. J. Rosenblum to Mr. Morris Irving Gershenson took place Sunday evening, in the Roof Garden of the Whitcomb Hotel.

Two hundred guests witnessed the ceremony. The bride's dress was of white satin and Chantilly lace, with a tulle veil and a bouquet of bride's roses, gardenias and lilies of the valley. The attendants were: Misses Lina Rosenblum, Fritzi Zeman, Hannah Bolin, Pauline Rosenblum and Fay Gershenson and Mrs. Edgar M. Haas, sister of the bride, as matron of honor; Miss Beatrice Zeman, cousin of the bride, maid of honor. As ushers were: Messrs. Jack Grimes, A. Levin, Murray Levine, Joseph Levitt and Mark Gershenson. Herbert Haas was best man. Flower girls were: Marjorie Jean Haas and Leila Faye Curilow.

The ceremony was followed by a

buffet supper and reception. During the evening, announcement was made of the engagement of the bride's sister, Miss Lina Rosenblum to Mr. Jack Grimes of Oakland.

\* \* \*

**Farewell**

Close friends of Miss Mildred Windell gathered Saturday (June 18) at a delightfully informal luncheon in the Florentine Room of the Clift Hotel, for a leave taking prior to Miss Windell's departure on an extended vacation. Dainty place cards together with corsages of pink baby roses made the table most attractive, and following luncheon the guests attended a matinee. Those present were the Misses Melba McDaniel, Eva Homier, Georgia Evans, Seana McCoy, and the Honor guest.

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**State Highways**

The section of the new all-year road into Yosemite Valley between Mariposa and El Portal has been surfaced and oiled. On the portion between Mariposa and Merced, light fuel oil will be applied, reducing the dust nuisance through the summer season. This work will be intermittent as local conditions require, but the traffic will be handled on one-way control, which will eliminate any inconvenience.

The section of the road between Mariposa and El Portal which has been completed, is exceptionally good and offers excellent traveling conditions. At present time, redwood logs are being placed, forming a barrier between the road and the river.

From Lima, Peru, to California, paved highways all the way. That is the hope expressed by a South American delegate to the recent Pan-American trade convention. In his speech urging the ultimate binding together of the various sections of the continents, the Peruvian said that a great amount of good will would be created by the contact brought about by such connections. The intercourse thus gained teaches the traveler that the fellow in the other countries is the same sort of human being as himself, he said.

"The highway's the thing." Comparative times from San Francisco to New York in 1903 and 1927 strikingly demonstrate this. It was a fifty-three day drive in 1903 but this year

thousands will make it leisurely in two weeks.

The first man to make the journey set out for San Francisco in a one-cylinder car, equipped with the oil lamps of that day, and loaded with material for making his own roads when the occasion required it. On the way he cut through wire fences and made his hazardous way with a railroad map and information gathered from the country dwellers along the road. Soon the motorist will be able to speed over a continuous chain of paved highways.

Five hundred automobiles on the way to Mexico from American dealers passed through Laredo, Texas, during the month of May. Seventy-three carloads of autos for the Mexicans is evidence that American cars find a good market in Mexico and that the Mexican is stepping forward industrially.

The Tioga Pass Road, between Yosemite Valley and Mono Lake, has not yet a definite opening date. The opening has been postponed due to the fact that there is still considerable snow in the high country.

The highway through Pocket Canyon between Forestville and Guerneville on the Russian river is now completed and open to traffic. This gives a direct paved road to Guerneville and eliminates the necessity of going through Monte Rio.

That the motor vehicle is a dangerous weapon and that the state has power to enforce regulations looking toward its proper control in the interests of public safety, was the recent ruling of the Massachusetts Supreme Court.

The effect of this ruling may be far-reaching. It means that states may take steps to prevent the operation of motor vehicles that are so far gone mechanically that they constitute a menace to other motorists and to the general public. It means that states may take more stringent measures to regulate cars in the field of proper braking facilities, tire equipment and the like.

"You have only to mumble a few words in church to get married," says a writer. And a few in your sleep to get divorced.—Passing Show.

"Do you suppose he's in a position to ask me to marry him?"

"I should say so. Haven't I just returned him his ring?"—Everybody's Weekly.



**A Guest Chamber**

“Memory knows  
How still it lies,  
Between the sunset and sunrise.  
The pilgrim is past hope or prayer  
Who could not lay his load down there.

“Scent of a rose  
Breathes in the gloom  
Which dusk brings to that friendly room.  
And through the lattice open wide  
Sweet ghosts of saintly lilies glide.

“Here one may prove,  
Here one may see  
How comradely a bed can be  
Pillows will speak a soothing word,  
And sheets, when these are lavendered.

“Cool windlets move  
The curtained space  
Until the first star shows her face.  
Then through the dark that old delight—  
A river running in the night.”  
—Fay Inchfawn in the Windsor Magazine.

\* \* \*

**Wayfarer's Thorn**

Of all the trees, in every land,  
From Forest Flame to snowy pine,  
O I will keep, by heart and hand,  
The hawthorn and the blackthorn mine:  
Of all the trees that I have known,  
On every road, however long —  
For hawthorn flower is memory's own  
And blackthorn boughs as faith are strong.

O never a tree but fairly grows!—  
Slight birch, the Lady of the Woods,  
And oak, and ash, and sweet wild rose,  
And cypress in starlit solitudes:  
Laburnum and lilac, cherry, larch,  
Red rowans in the hills of home,  
Slim sallow stems that flower in March,  
And ilex by the salt sea foam.

Yes, elm and apple, and beechen dales,  
Dim silvery firs by silent seas—  
But still shall rove Time's nightingales  
Thro' hawthorn trees and blackthorn trees:  
And holier yet in music's wake,  
As holly's lamps when autumn ends,  
Sweet hawthorn blooms for sorrow's sake,  
And blackthorn boughs are pilgrims' friends.

In hawthorn red by upland ways,  
Or white as cloud in evening dells,  
I will keep lovely all my days  
The magic hours that need no bells:  
And when the blackthorn spills its load  
Of stars too bright to let me rest,  
I'll cut a stick, and take the road,  
And walk into the crimson West.  
—By Hamish Maclaren.



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## Finance

The "Fireman's Fund Record" for June is a good number. It has an article upon the subject of how insurance helped Lindbergh. The Ryan Airplane Company, which was organized for the purpose of carrying passengers from between Los Angeles and San Diego, and whose president and sole owner, B. F. Mahoney, is twenty-six years old, built the now famous "Spirit of St. Louis." Everyone connected with the building of the plane is under thirty.

\* \* \*

There is a very determined fight being made in Europe against the dominance of the American automobile. This country is still ahead, however, in methods of mass production and keeps the price per pound on motor cars below the best that Europe can so far meet. Still, the cars which Europeans are manufacturing are beginning to aggregate a higher percentage in the total number of cars produced in the world. That percentage has increased from 8% to 11% since 1922.

\* \* \*

It is a curious fact that California grows the finest dates anywhere produced. This is a new development, for it was not till 1901 that the government began the cultivation of dates in the Coachella Valley. The Department of Agriculture chose the best date, the Doglet-Noor, and, by dint of careful cultivation, has much improved it over its Arabic progenitor. Successful as the growth is the industry of raising and selling dates for the home market is still in its infancy.

\* \* \*

J. T. Saunders, freight traffic manager for the Southern Pacific, says: "Due to the expenditure of hundreds of millions of dollars for increased facilities and equipment, the railroads have been able to keep pace with the growing demands of national commerce and industry in a period of unusual and sustained national prosperity."

\* \* \*

Plans for the fourth annual Pacific Radio Exposition to be held in the exposition auditorium, August 20th to 27th, under the auspices of the Pacific Radio Trade Association, are rapidly being formulated. More than 80% of the exhibit space has already been taken.

\* \* \*

It seems incredible that we should have such savages in our midst that the destruction of the yellow diamond road signs in Northern and Central California costs the California State Automobile Association thousands of dollars a month to repair. The actual expenditure of the Automobile Association for work on these signs has exceeded \$75,000 per year for the past three years. Repairs and replacements cost over \$35,000 annually.

\* \* \*

It is astonishing that the enormous building development still persists, in spite of the oft repeated warnings of the experts that it had reached its peak. New buildings are filled readily, but the question is beginning to arise as to how far they are so filled at the expense of the older ones. There is no doubt that the effect of continual building activities has a distinctly bullish effect on industry as a whole.

\* \* \*

One marked feature of the automobile industry this year has been the increase in the number of exports. These exports are becoming an increasingly important factor in the business.

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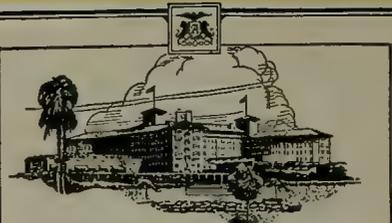
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# SAN FRANCISCO News Letter

ESTABLISHED JULY 20, 1856

\$5.00 PER YEAR

PRICE 10 CENTS

SAN FRANCISCO

Saturday, July 9, 1927

LOS ANGELES



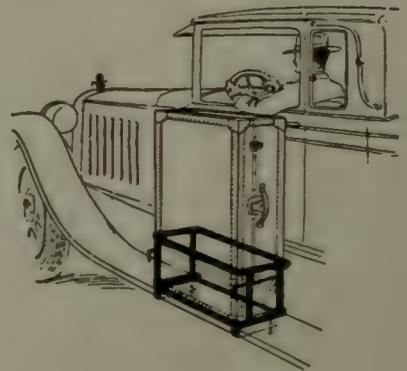
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COMMERCIAL

INCORPORATED FEBRUARY 10TH, 1868

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**Assets—**

United States Bonds, State, Municipal and Other Bonds and Securities (total value \$34,565,768.52), standing on books at.....	\$31,034,977.14
Loans on Real Estate, secured by first mortgages.....	70,366,635.05
Loans on Bonds and Stocks and other Securities.....	2,003,066.35
Bank Buildings and Lots, main and branch offices (value over \$1,885,000.00), standing on books at.....	1.00
Other Real Estate (value over \$65,000.00), standing on books at.....	1.00
Employees' Pension Fund (value over \$575,000.00), standing on books at.....	1.00
Cash on hand and checks on Federal Reserve and other Banks.....	10,521,150.00
<b>Total.....</b>	<b>\$113,925,831.54</b>

**Liabilities—**

Due Depositors.....	\$109,225,831.54
Capital Stock actually paid up.....	1,000,000.00
Reserve and Contingent Funds.....	3,700,000.00
<b>Total.....</b>	<b>\$113,925,831.54</b>

GEO. TOURNY, *President*

A. H. MULLER, *Vice-President and Manager.*

Subscribed and sworn to before me this 30th day of June, 1927.

(SEAL) O. A. EGGERS, Notary Public.

**A Dividend to Depositors of FOUR AND ONE-QUARTER (4<sup>1</sup>/<sub>4</sub>) per cent per annum was declared, Interest COMPUTED MONTHLY and COMPOUNDED QUARTERLY,**

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Vol. CIX

SAN FRANCISCO, CALIF., JULY 9, 1927

No. 28

## From One Thing to Another

By ELEANORE F. ROSS

### A Conspicuous Failure

In the year 1620, a band of courageous pilgrims came to America from the then far distant shores of England; braving the perils of the deep, suffering hardship, hunger and disease on the tedious journey over the Atlantic, when travel was made only by frail sailing vessels; risking disease, disaster and death, upon their arrival on this shore, and through all their days of travail, at the mercy of the Indians. Dissenting from the Established Church in their home country, they came here to worship God in their own way; they came to enjoy in the words of one of the men who founded our great Constitution,—their "inalienable rights to life, liberty and the pursuit of happiness."

From this little band of stalwart Pilgrims, our wonderful America evolved; fighting always for freedom, not only for its own people, but for the oppressed peoples of other countries; "taking up the torch" of liberty to illuminate the darkest and most obscure corners of the universe with its beams.

Up to the time of the world war, we prided ourselves on our position among the nations of the world as a country that stood, first of all, for "personal liberty." We felt that in all our dealings, not only nationally but internationally, we had carried out consistently and persistently, the ideals and principles inculcated in our constitution.

Then came certain "war measures" created to contend with contingencies the like of which the world had never before staggered under; among them the 18th amendment was foisted upon the citizens of America, while the backbone of the country, so to speak, was busy maneuvering in the hideous game of War.

Created at a time when America was distraught with great questions involving not only its own national life, but the lives of its brothers across the seas, it was met with little or no resistance by a people confronted with affairs so much larger and seemingly, so much more important.

The following statement of Admiral Hugh Rodman, U. S. N. who commanded the United States Battleship fleet during the World War, is only one of many such statements from men of prominence, quite a few of whom were originally for Prohibition, but who have seen and admitted its utter futility:

"In theory I believe in prohibition, and if it could be enforced I would back it to the utmost.

"Practically it is a conspicuous failure, is not enforced,

and after a number of years trial, the authorities do not seem to have found any solution or means of enforcing it.

"We naturally look upon our laws as being beneficial; those relating to prohibition have had just the opposite result and have been directly instrumental in causing endless violations of both the moral and statutory law.

"Formerly the Government derived a large revenue from its tax on alcoholic beverages. Today it spends millions in an idle attempt to enforce prohibition. Several of the Canadian States tried prohibition and abandoned it as being impractical, and now dispense alcoholic beverages under government supervision, and profit by it morally and financially.

"I firmly believe that the same policy should be adopted by our government."

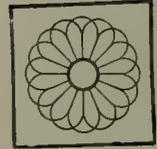
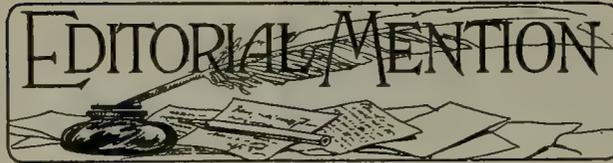
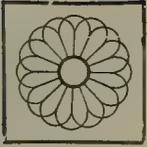
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### A Sane Fourth

A natal day with less fires, explosions, accidents and ambulance calls than has been the record for many years, testifies to the wisdom of the "sane" Fourth of July which we celebrated last Monday, in San Francisco.

The ordinary American has always been prone to show his emotions by demonstrations of ear-splitting noise, and even in his expression of the arts, this raucous inclination is still predominant. The birth of our great nation has been commemorated for 151 years by the explosion of cannon, bombs and fire crackers, and the youth of the land has taken advantage of this particular license to make day and night hideous with various sounds. San Francisco, among other cities, is fostering the idea that on this day, we may remember the great founders of our Republic without the usual accompaniment of Bedlam let loose in the way of racket, and that our admiration and love for our country's ideals can be indulged by saner and, eventually, more educational methods, than by the aforesaid clamor.

Very beautiful fireworks were part of Monday's program, in the evening, which took place at the Civic Center, and these lovely "set pieces" and other pictures in colorful flame, attracted a vast crowd to the classical Center, and also, to the neighboring hills, from which they viewed the spectacle. Love of beauty is thus being engendered in the masses of people instead of love of noise!



### Our Sea Eagles

It will be thirty years, next year, since the final defeat of Spain marked our new arrival upon the scene as an imperial power with foreign possessions and a new stake in the destiny of the world. The guns of our fleet announced the coming of our majority. We had passed through the infantile and adolescent stages of nationhood and were now adults.

Since then our progress has been rapid. We now stand at the head of the column of nations in material wealth. It is now necessary for us to show that distinction which entitles us to the chieftainship.

It is just at this point that the gallant record of our aviators comes to the rescue. We can point to these young men who, beginning with Lindbergh, have successfully braved the perils of trans-oceanic flying. They are our very own and show the qualities which our particular form of civilization tends to produce. The spiritual characteristics of these flyers are such as a free republic, with unlimited opportunity for self-expression, alone can show. They imply an individuality, which brooks no denial, and a fine daring which transcends the limitations of the merely material. That is the glory of our country, and these young heroes are the best examples of its existence which we have as yet had to offer.

What must be noted, too, is the decorous modesty which all of them have shown. There has been no arrogance of boasting, on the part of the heroes, whatever may have been the vulgarity of some of the stay at homes, who have tried to profit by their exploits.

Our sea eagles are worthy of the land which produced them and the land is a proud mother to them. To show great deeds well done for no material reward, is to prove our national worthiness.

\* \* \*

### The Sick Lion

There is a very general impression that the British Lion is quite sick. This conviction, on the part of the less well informed, has led to a flood of propaganda, based on that assumption and supported by rather virulent cartooning.

As a matter of fact the real conditions do not support the theory. It is perfectly true that there is unemployment on a large, but, recently diminishing, scale; that the heavy industries, by which is meant the iron and steel industries, are not in very good condition; that the coal export trade is shot to pieces, and that the general export business is not relatively as strong as formerly. These are, broadly speaking, the marks of weakness.

On the other hand, the possession of natural essential products in parts of the Empire is beginning to operate to the advantage of the investors. Enormous returns from what are practical monopolies are offsetting the losses due to the present stage of industrial competition. The profits of colonial and imperial investments are conspicuously increasing, so that the moneys available for further foreign investments show no falling off, and the tremendous indebtedness due to the war is met with unflinching regularity.

The dividends of the great banks are, at least, as good as most of our own. When we read that the Midland Bank was prepared to loan fifty millions of dollars to the Russians just prior to the Arcos raid, we become convinced that the reports of the sickness of the Lion are

greatly exaggerated and that there is still plenty of vitality left. It would be rash to predicate anything on the downfall of Great Britain. Her endurance is almost proverbial.

\* \* \*

### Towards The Coast

The survey of the principal highways leading to California from the Middle West by representatives of Californians, Inc., for the past six weeks, has revealed a movement of great importance to the future development of this part of the country. Thousands of family cars are moving westward it is reported, with California as an objective. The opening of the new Victory Highway is, of course, the main factor in this new and significant movement.

There is a great interest, too, in the Redwood Highway and the auto movement is described as a genuine tourist movement, as distinguished from the flivver-tramp activity which was formerly too apparent. There is a marked decline of the latter element. Why that should be so does not appear unless we are to assume that general prosperity has automatically removed it.

It is notable, however, that the motorists who are now on the way are substantial Americans willing and ready to pay for their holiday. They are mostly family parties, who are taking six weeks or two months vacation and becoming acquainted with their own land. There is no need to stress the point that these are the very cream of the summer tourist business and that the movement in our direction is fraught with great significance to the State.

It must not be supposed that such a profitable business will be without competition. Great efforts will be made in all communities through which the stream passes to hold these tourists, for the economic importance of it is obvious. But San Francisco and California have their own lure and we shall profit. It is to be hoped that the new field will be sagaciously exploited.

\* \* \*

### The Farmer Problem

Some of the wisest words yet spoken of the farmer problem were recently uttered by Dr. W. J. Cooper, state superintendent of education, in an address at the tenth annual convention of the Vocational Agricultural Teachers' Association. Said Dr. Cooper—"Until farmers are taught to solve their own problems they will remain unsolved. The big problem today is to teach the farmer the principles underlying the production of farm produce and the marketing of the product after they have produced a crop. The relief measures that have recently been attempted to help the farmer would in the long run have proved of slight benefit."

That is the truth. None of the bills which were proposed and which the President, bravely and wisely vetoed, would have helped very much. To tell the truth, the whole question of successful farming is a question of ability and there is too little ability in the business. The problem is, speaking broadly, to be able to tie up the farming industry to the great social industry in such a way that farming becomes a responsible and properly adjusted occupation. This means a greater supervision of the efforts of farmers by responsible and informed authority. And this, in turn, means the weeding out of the incompetent farmer.

State interference is very little needed. Already the banks have begun to impose regulations upon the farmers in order to save their own investments. No banks want the land; they want the interest on their loans. The payment of this interest is dependent upon the prosperity, that is to say, the ability of the farmer. Hence the banks are beginning to encourage the able farmer and to destroy the incompetent. The end will be a great social gain.

\* \* \*

**The Referendum**

We feel ourselves obliged to join in the complaint which some of our leading journals are making against the abuse of the referendum. We agree that the referendum was never contemplated as a method of artificially intruding upon legislation by means of a list of signatures which have been collected by paid agents. To allow of the perpetuation of a system like this means that anybody with money enough can tie up the operation of legislation, which has passed the legislature and received approval by the executive of the State, for two years.

That is the present state of affairs and it cannot but have a very bad effect upon the progress and well-being of the community if it is persisted in. No matter how good a law may be, no matter how necessary, if there are people who are opposed to it and have money to get the signatures to a referendum, that law is incontinently tied up, until the referendum is disposed of. Of course, it does not require a person of more than ordinary capacity to see that such a state of affairs is almost intolerable.

We have never been enthusiastic about the referendum, for we are not convinced that the masses of citizens are competent to legislate. In fact, the declining percentage of voters at elections seem to establish the slight capacity of the average citizen for politics. Be that as it may however, and conceding that the referendum might be valuable at times as a check on legislative extravagance, some steps should be taken to preserve it from the hands of those who abuse it.

A class of professional signature-getters has arisen. The mere fact of signature implies nothing but clever canvassing. This is not healthy and we are glad to see that Senator Boggs is trying to find a sensible solution of this difficult question.

\* \* \*

**Safe Streets**

Oakland seems to be on the way to give us what we have been for years clamoring for. Her streets are gradually becoming famous for safety from automobile accidents, which has recently marked her attempts to regulate the traffic. Since the beginning of this year Oakland has had three periods of thirty days each without a single death from traffic in the streets. It is also pointed out that, two of the periods being consecutive, there were sixty days with no deaths.

How does this come about, when nearly everywhere else the toll of death is mounting and accidents are becoming the commonest events in the streets of our cities? In what particular does the regulation by Oakland differentiate itself from other attempts?

The answer is fortunately very plain. Oakland has set to work to regulate not only automobile traffic but also the movements of the pedestrians in the streets. In the down town section where the cars are thick, there is the most complete and careful regulation of the movements of the foot traffic. Most places have rules, Oakland enforces hers vigorously. The system of signals becomes operative in the hands of a vigilant police force. By dint of discipline, the pedestrian becomes accustomed to the proper crossing of streets; this, in time, again, becomes mechanical, so that the labor of the police is constantly diminished as the populace learns its lesson.

**From Brighter Pens Than Ours**

First Gold-Digger—I have a new sugar papa now.  
 Second Gold-Digger—What became of the other one?  
 First Gold-Digger—Oh, I melted him down.

\* \* \*

Disarmament is a help, but what the world needs is a history schoolbook that reads the same in all countries.—Detroit News.

\* \* \*

This, declares a trade journal, is a wireless age. Except, of course, in politics.—Wall Street Journal.

\* \* \*

A minister preaches on the “ten deadly virtues.” There used to be more of ’em.—New York Evening World.

\* \* \*

Lindbergh’s old flivver is being trotted out into public gaze. An old flivver has something of the same relation to a man’s past as a log-cabin birthplace formerly did.—Wichita Eagle.

\* \* \*

It appears that there are almost as many persons who know how to control floods as there are who think they can run a newspaper.—New York Evening Post.

\* \* \*

The General Federation of Women’s Clubs is convinced that girls still prefer home life, but the divorce records go farther and show that many girls even prefer two or three home lives.—Indianapolis News.

\* \* \*

The last of the hairpin manufacturers of France, who failed, might have been saved if he could only have thought of some way of using them with beards.—New York Evening Post.

\* \* \*

Our paper money is to be made smaller. Already we are stretching ours to make ends meet.—Greenville Piedmont.

\* \* \*

With the Red menace, the Yellow peril, the blue laws and the negro problem, this is certainly a colorful world.—Florence (Ala.) Herald.

\* \* \*

Mussolini aspires to have the greatest and finest armed forces in the world. It seems to indicate that he can’t remember as far back as 1914.—Nashville Banner.

\* \* \*

China has put its first refrigerator car in service between Shanghai and Nanking. This is an excellent indication that they are going to keep something cool there at least.—Christian Science Monitor.

\* \* \*

The French Government is going to put a bunch of obstreperous royalists and another lot of equally unruly radicals in jail. It might be a pretty good scheme to lock them up together.—Manchester Union.

\* \* \*

Almost.—“Say, that fellow over there looks just like your brother.”

“Sure, he is my sister.”—Northwestern Purple Parrot.

\* \* \*

Another crying need is the perfection of a serum for persons bitten by bootleg liquor.

\* \* \*

Father—Isn’t that young man rather fast?

Daughter—Yes; but I don’t think he’ll get away.—Ski-U-Hah.



By Antoinette Arnold

### Week-End Parties Attract Fashionables

Many delightful week-end parties have been the attractions, luring Society folks to the various California resorts.

In every instance special events have either been previously staged for the fashionables, or they, themselves, have presented and directed charming affairs.

"Oh, to be out-in-the-open," seems to be the universal cry; and every day groups of prominent society leaders make a bee-line to the country.

More and more are we, here in glorious California, beginning to discover the wealth of pleasure and genuine joy that lie at our very doors. There is no end to the allurements and the vacation attractions within the boundaries of our magnificent State.

\* \* \*

### Lake Tahoe The Mecca for Society

No other place, we verily believe, has attractions beyond those at Lake Tahoe.

Each year, this matchless Lake affords better accommodations, too—and there is the urge for Society unsurpassed by any other place of pleasure.

Tahoe Tavern, with its beautiful hotel comforts, its varied entertainments and its perfect accommodations, pleasures, and its excellent "table" is one place especially beckoning Society, this season.

Many of the city's leading citizens; many of the best known society folks have selected the Tavern for their Summer vacation.

Horseback riding, motoring, tramping, swimming, boating, canoeing, fast motor boat rides, golfing, bowling, tennis, and perhaps the best of all out-of-door sports: fishing, are features offered visitors at Tahoe Tavern.

Dancing, in the evening, to the strains of lovely music played by An-

son Weeks' orchestra, is one of the pet pleasures of Society. This orchestra came directly from the Hotel Senator, Sacramento, and offers some of the best music for dancing in the entire country.

\* \* \*

### San Francisco Society Sojourn at the Lake

Prominent among the Society folks from San Francisco now stopping at Tahoe Tavern are: Mr. and Mrs. John F. Wheldon, Mr. and Mrs. Benjamin J. Henley, Mr. and Mrs. R. A. Kiddle, Mr. and Mrs. Frank McCrevy, George W. Hope, Mr. and Mrs. Ralph S. Bassett, M. L. Ryan, Mr. and Mrs. Eugene Jones, Mr. and Mrs. George F. Volkman, Mr. and Mrs. C. W. Hutton, Mr. and Mrs. F. L. Steenrod, Miss Peggy Steenrod, Mr. and Mrs. George E. Stiles, R. W. Gould and son, Mr. Dudley Sweeney, R. J. Quinn, Miss R. Quinn, Mr. and Mrs. M. A. Samuels, Miss Ford Nahr, John Shea, George E. Madding, Miss Clare Louise Van Cleave, Mrs. C. W. Spitz, Billy Spitz, Miss Barbara Smythe, Mr. and Mrs. Ivan L. Smith.

\* \* \*

### Oakland People Seek the Tavern

The lure of fishing, the temptations of the tennis grounds and lovely moonlight dancing at Tahoe Tavern were magnetic enough to attract many prominent Oakland people this last week-end. Among those at the Tavern were: Mr. and Mrs. H. P. Druke, Dr. Elliott Royer, Mrs. C. C. Roe, Mrs. L. L. Scott and son, J. J. Rosborough.

\* \* \*

### Frontier Ball

A Frontier Ball was given last Saturday night at the Tavern, following the performance of three plays in the Tamarack Theater.

Pretty costumes and charming evening gowns worn by Society matrons, and debutantes added brilliancy to the occasion. While the dresses were all of the latest modes, none of them were too elaborate. Handsome, fluffy gowns, flowered chiffons, flowing sashes and lots of dainty dresses were outstanding styles noted at the ball.

Miss Esther Ehrman, who danced constantly, as a favorite of Tahoe Tavern, in many of the brilliant balls of the present season wore, on one occasion, a stunning chiffon frock of

flowered material. She had an immense bow of the same material on her left shoulder and another chou exactly to match on her hip. Her attire so sweetly simple and yet of such quiet elegance attracted the attention of admirers among both men and women. Miss Ehrman is well liked and has charming manners in addition to her beauty.

\* \* \*

### Berkeley Visitors

Many from the City of Berkeley have been recent visitors to Tahoe Tavern, overlooking magnificent Lake Tahoe. Among the Berkeley people were Mrs. J. Elliott Rogers who has enjoyed a visit at the Tavern and Mr. and Mrs. John F. Rutherford.

Oakland vacationists at the Tavern included Mr. and Mrs. S. E. Taylor, and many of their personal friends were entertained by the Oaklanders.

\* \* \*

### Burlingame Contingency

Every year there is a certain group from Burlingame who migrate to Lake Tahoe where they make their headquarters for Society events at Tahoe Tavern.

This season the list reads like the Blue-Book from Society's realm. Some of those who are now at the Tavern are: Mr. and Mrs. R. D. Smith, C. J. Gannon, John B. Gordon, E. F. Bryan, John D. Prince, Mr. and Mrs. Morgan LaRue, Miss Mary Elizabeth LaRue, Mrs. Alexander Bell, Miss Nancy Bell, Mrs. C. S. Maltby, two children, Mrs. K. Percy, Mrs. W. H. Hanson, W. P. Frisbee, Mr. and Mrs. Ira Smith and Mrs. M. Mero.

\* \* \*

### Prima Donna Sojourning In the Auburn Hills

Mrs. L. Foster Young (Anna Young, Prima Donna, Grand Opera) and her young son, Bradford Woodbridge Young, are spending a vacation period in the hillside town Applegate of Placer County, where they

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HOWARD T. BLETHEN, Proprietor

are having a glorious out-of-door vacation.

Anna Young will concertize this Fall and Winter, introducing program numbers of unusual attractions and distinctions. Her repertoire includes some Piedmontese folk songs that have never before been sung in this country. She gives these songs in costume and recites the story or legend of the songs before she sings them. One of the costumes which Anna Young wears comes from Italy from Sinigaglia, the composer, himself, who has been so pleased with this California Prima Donna's operatic work, that he sends the beautiful costume for her to wear in her song presentations.

Anna Young also sings many special selections, written by Miss Dorothy Crawford, a San Francisco composer, and dons some exquisitely dainty French costumes, with white wig and bouffant skirt, in singing groups of Old French songs.

Anna Young is the daughter of Dr. and Mrs. Bradford Woodbridge of Roseville, Placer County. Mrs. Woodbridge, the Hon. Cora Woodbridge, is prominent in legislative circles of this State, having been elected three times to the California State Assembly. She is a distinguished speaker and a general favorite wherever she goes in prominent men and women's gatherings.

\* \* \*

#### Soroptimists

Members of the Soroptimists Club this past week held their International Conference at the Fairmont Hotel, June 28 to June 30 inclusive, Mary Dry Boldeman, president, presiding over the splendid events. Mabel Johnson of the San Francisco Chamber of Commerce took an active and prominent part in all of the proceedings and was greatly responsible for the smoothness and precision of the club deliberations.

Delegates from other countries as well as those from the United States were contributing assets to the excellent programs and executive work of the Soroptimist Club. Mrs. Louise Brehany, one of San Francisco's most prominent musicians, had charge of the musical programs introducing an original song written by Earl Schwartz, musical director and composer.

\* \* \*

Mr. and Mrs. Frederick C. Clift



**HOTEL MARK HOPKINS**  
Nob Hill  
A Smart Town House for a  
Day or a Year  
500 Rooms  
Tariff: From \$4 per day

have just returned from a delightful vacation trip. They were away more than three weeks, and motored as far north as Vancouver, B. C. Mr. Clift is the owner of the hotel in this city bearing his name.

\* \* \*

#### Santa Barbara People Here

Mrs. Kent Wilson, of Santa Barbara, accompanied by the Misses Myrtle Lee and Mary Margaret Ambrose, is a visitor in San Francisco and is stopping at the Clift. The Misses Am-

brose, who graduated in June from the University of California, are leaving in a few days for Estes Park, Colorado, where they plan to spend the summer.

\* \* \*

#### Detroit Folks Visit Here

Among Eastern visitors at present in San Francisco are Mr. and Mrs. J. S. Heaton, of Detroit, who are at the Clift Hotel. The Heaton's are enroute to Honolulu, and upon their return will visit relatives at Pebble Beach.

\* \* \*

Miss Janet Coleman, who has been abroad for more than a year, having accompanied Miss Louise Boyd to Europe when the latter made her now famous trip to Franz Josef Land, will return to San Francisco about July 12. Miss Coleman will stop at Lake Tahoe, where she will be the guest of her brother and sister in law Mr. and Mrs. Waldo Coleman.

She will be here but a short time after her arrival, as she and her sister, Miss Persis Coleman, will go to the Hotel Benbow, on the Redwood highway, for part of the summer.

Miss Boyd, who has been East several times since returning from Franz Josef Land, is now at her San Rafael home for the summer.

\* \* \*

#### Garden Wedding

At a lovely garden ceremony Thursday, June 30, at the home of Mrs. Charles B. Cleveland at Los Gatos, Mrs. Cleveland's daughter, Louise Lord Coleman, became the bride of Theodore Carter Achilles.

An altar was erected on the terrace in the beautiful garden. On each side were tall jars of Italian pottery filled with huge spikes of deep blue delphinium and large pink hydrangeas. Easter lilies and tall hollyhocks added to the stately decorative effect. The bridal aisle was marked by a row of boxwood arranged in Italian jars.

#### Wears Boue Frock

The bride wore a dainty Boue frock, made over a slip of flesh color and with it a rose colored picture hat unornamented save for a large bow of rose velvet. Her bouquet was of orchids and delphinium.

Miss Helen Caronavro, a niece of the bridegroom, and Miss Nancy Ella Burt were the two flower girls and only attendants. Miss Caronavro wore an organdie frock in three shades of delphinium blue and little Miss Burt's frock was in three shades of lilac. Both carried baskets filled with dainty roses.

\* \* \*

#### Many Attend The Wedding

Many relatives and friends of the bridal couple attended the beautiful garden wedding. The sister of the bridegroom, Mrs. George Caronavro, her husband and small daughter arrived from Honolulu a week ago for the ceremony. Lawrence Achilles, a brother, and a cousin, Pritchard Strong, and his bride, whose marriage was a fashionable event in Rochester earlier in the month, arrived recently. Also Mr. and Mrs. Darwin Martin of Rochester, friends of the bridegroom's family, came from the East especially for the wedding.

Tomorrow the newly married couple, also Mr. and Mrs. Pritchard Strong, and Mr. and Mrs. Martin will sail for Honolulu. Mr. and Mrs. Theodore Achilles will pass their honeymoon at the home of Mr. and Mrs. George Carter, on Diamond Head.

The two families have long been prominent in the East. Mrs. Achilles comes of an old Maryland family and her husband's people formerly lived in Rochester, N. Y., Mrs. Gertrude Strong Achilles, the bridegroom's mother, now maintains a beautiful estate at Mountain View.

\* \* \*

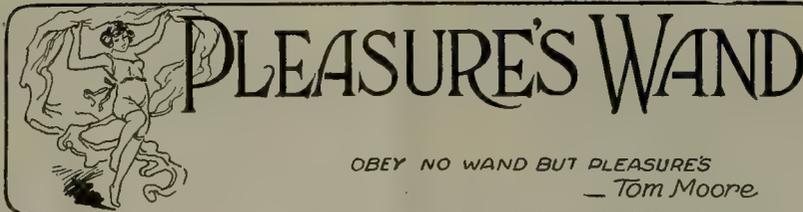
#### Noted Visitor

Albert Herter, Santa Barbara artist, whose mural decorations have won him wide renown, is a guest at the Clift Hotel. His achievements include a memorial for his son, who was killed in the flying service during the World war. This depicts troops departing for the front lines, and was presented to the French government, being now on display in Paris. Herter's most recent work is a mural painting for El Mirasol in Santa Barbara. Before returning to his home Herter will make a trip to New York.

\* \* \*

Mr. and Mrs. H. W. Zirola, who arrived from Honolulu on the Matsonia, are passing a few days in San Francisco, and are stopping at the Clift Hotel. From here they will go to

(Continued on page 10)



By Josephine Young

### Theaters, This Week Offer many New Bills

San Francisco theaters, this week, offer many new programs with peppy features.

The Curran theater, opened with a new stage play last Monday night with the presentation of "The Barker" and the Alcazar, the Henry Duffy theater of triumphs, will now have a new play, "Meet the Wife." Several fascinating motion picture houses are presenting excellent entertainment this week for amusements seekers.

The offerings are good too.

Both stage and screen will please you if you are eager for cheery amusement.

So, go to the theaters, this week, and you'll find just what you're seeking, according to mood and inclination.

\* \* \*

### Curran

"The Barker," which opened at the Curran theater this week is one of the rare circus plays with sincere purpose—that of interesting one with detailed perfection and also stirring one's emotion with romantic situations. This drama of American Tent Show life features the hardened circus ballyhoo man—the barker and the romances of the various circus folks.

Realism is certainly an outstanding characteristic of this Kenyon Nicholson play and the atmospheric attractions seem so vivid at times that one has the urge to enter the tents and buy a glass of pink lemonade. But that isn't all by any means, for it has the pathos of drama, the high tension of emotion and the underlying romance of those whose lives weave in and out of a dramatic story.

Masterly construction is evident all through the play.

Touches of well known circus life increase the thrilling episodes with a laugh tucked into each plot and subplot as the theme moves along through the fibre of the dramatic tale.

Isabel Withers takes the part of Lou handling her part with the artistry for which she is famed. It is a different character role from some of the recent ones in which she has delighted local audiences.

John St. Polis the central figure of the play as the barker portrays his character role with skill and handles each difficulty in which he becomes entangled with skill. He is the enthusiastic showman, the very, very indifferent lover—and the devoted father all in one.

Fanny Rice, a former stage favorite of this city, is receiving a rousing welcome from her friends here who remember this actress with tender emotions, and appreciation. Fanny Rice takes the part of the fortune teller and we are glad of every minute that she is on the stage. Her work is art—art personified.

Virginia Cleary, whose role is that of the Hawaiian dancer, infatuated with the barker, has some highly dramatic episodes in her career—all of which she masters with most convincing stage work and pleasing personality.

\* \* \*

### Alcazar

"Meet the Wife," with Marion Lord heading a new company, will be the Alcazar attraction beginning with the matinee Sunday, July 10. Lynn Starling is the author of this play a sparkling comedy with a new slant on the modern woman idea. There is gorgeous fun in this play.

Henry Duffy has brought to San Francisco one of his most popular stars, Marion Lord, who takes the part of the wife in this merry new Alcazar play. Miss Lord has a high record as a comedienne and her San Francisco appearance in "Meet the Wife" follows a six months booking in Australia in this production where she made a decided hit.

William Macauley, Robert Adams, Marion Strely, Richard Ehlers, John Stokes, Marie Sorrille and John Mackenzie are in the cast as supporting players.

As might be expected the wife in this play is a very important personage. She has maneuvered herself into the position of a social queen in her home town and she it is who is called upon to entertain a celebrated English novelist whose latest "best seller" has all of the women literally at his feet. His coming is the one big event in her life, but she takes time on the day he is to arrive to ar-

## Amusements

NEXT WEEK

### ON THE STAGE

#### Alcazar, O'Farrell nr. Powell

"Meet the Wife." Henry Duffy comedy, featuring Marion Lord.

#### Curran, Geary nr. Mason

"The Barker." Circus comedy.

#### Lurie, Geary at Mason

"Chicago." An outspoken comedy depicting the foibles of our courts.

#### President, McAllister nr. Market

"The Ghost Train." A Henry Duffy mystery comedy.

\* \* \*

### VAUDEVILLE

#### Golden Gate, G. G. Ave. and Taylor

On the screen: "The Night Bride," with Marie Prevost. Vaudeville.

#### Orpheum, O'Farrell nr. Powell

Henry Santrey, band conductor and comedian, heading a bill of vaudeville.

#### Pantages, Market at Hyde

Tom Mix in "The Canyon of Light." Six "hokum" acts head by Alexandria.

#### Union Square, O'Farrell nr. Powell

Vaudeville—Pictures.

#### Wigwam, Mission nr. 22nd

Vaudeville—Pictures.

\* \* \*

### ON THE SCREEN

DOWN TOWN

#### Alhambra, Polk and Green

"Remember." Dorothy Phillips, Saturday; "Almost a Lady," Marie Prevost, Harrison Ford, Sunday; "The Yankee Clipper," Mon., Tues., Wed., William Boyd, Eleanor Fair.

#### California, Market at 4th

"Resurrection." Film version of Tolstoy's classic, featuring Dolores Del Rio and Rod La Rocque. Severi and the California Orchestra.

#### Cameo, Market opp. Fifth street

"God's Great Wilderness." Lillian Rich. Saturday to Wednesday.

#### Casino, Ellis at Mason

"The Dice Woman," John Bowers; "The Frontier Trail," Sat.; "Sunny Side Up," Vera Reynolds, Sun. and Mon.; "Poisoned Paradise," Clara Bow.

#### Columbia, 70 Eddy St.

Wallace Beery in historical film drama, "Old Ironsides."

#### Granada, Market at Jones

"12 Miles Out." John Gilbert and Ernest Torrence. Gene Morgan and stage presentation.

#### St. Francis, Market bet. 5th-6th.

"The Way of All Flesh." Emil Jannings, Belle Bennett, Phyllis Haver.

#### Warfield, Market at Taylor

"Service for Ladies." Adolphe Menjou, Clarence Kaulf. Fanchon and Marco Idea.

range for her daughter's marriage to a foppish young fool without the girl's knowledge or consent.

When the great man comes he brings with him the big surprise of the play, a surprise too good to be revealed in advance.

\* \* \*

#### President

"The Ghost Train," bringing carloads of laughter, thrills and suspense, will continue to arrive on its regular schedule of ten trips next week at the President. The time table calls for two arrivals Sunday, Thursday and Saturday at 2:20 and 8:20 P. M. and one arrival at 8:20 during the remaining days of the week.

It is a weird and creepy thing this "ghost train." The spectator is startled and excited by it to an unusual degree. The mystery of its coming and the fun that accompanies it serve to fascinate and entertain the waiting travellers and the audience as well.

Henry Duffy found himself confronted with many intricate problems in connection with the production of the piece, but all have been satisfactorily solved and the players themselves fairly revel in it. The cast includes: Earl Lee, Kenneth Daigneau, Frank Darien, Dorothy La Mar, Ronald Telfer, Helen Keers, Charlotte Treadway, Olive Cooper, Joseph De Stefani, Henry Caubisens and Westcott Clarke.

\* \* \*

#### Lurie

"Chicago," the Louis O. Macloon drama is still popular at the Lurie theater on Geary street near Mason where this thrilling comedy will continue throughout the coming week.

Nancy Carroll is the pet of the play. She really deserves to—because she is fascinatingly attractive.

The court room scene in this comedy is well worth the price of admission, itself. It certainly is a thriller!

\* \* \*

#### Capitol

"One Man's Woman," has proved one of the Louis O. Macloon successes where it is still on at the Capitol theater, Ellis street near Market.

\* \* \*

Henry Santrey, band conductor, brings his symphonic orchestra to the Orpheum this coming week following their successful 42 weeks in Australia and eight weeks in Hawaii.

With Santrey will be his wife known as Anna Seymour and her brother, Harry. Anna and Harry do a comedy act and Santrey and Anna have an act. Then Cantrey and his band make a composite act for the entire family.

On this same Orpheum bill will be

Lillian Fitzgerald, the musical comedy star, so well known especially for her part in "The Perfect Fool."

When Santrey and his company went to Australia the engagement was booked for ten weeks, only, but their popularity brought the appearances of the entire group to a full rounded 42 weeks' registration.

\* \* \*

#### California

"Resurrection," Leo Tolstoi's novel has been done into films at the California theater, beginning with Friday morning's showing. Edwin Carrew had the collaboration of Count Ilya Tolstoi, son of the famed novelist in producing the story. Dolores del Rio the young Mexican actress whom many remember in "What Price Glory," is the star.

Gino Severi, the director of the California orchestra has arranged a musical score to accompany the screening of this picture. The orchestrations presented by Severi include "Kamenoi Ostrow."

\* \* \*

#### St. Francis

"The Way of All Flesh," the story of a man who wanders into harsh environment will follow the showing of "The Better Ole" on Saturday at the St. Francis theater. This picture features Emil Jannings in his first appearance in an American-made film.

Victor Fleming directed the adaptation of Samuel Butler's classic, whose locale we transferred from England to Chicago and Milwaukee. Belle Bennett, Phyllis Haver and Philip De Lacey have important roles in this picture.

\* \* \*

#### Granada

"12 miles Out" an adventure on the high seas, with a lot of laughter running through the entire plot is the screen feature of this coming week at the Granada Theater.

John Gilbert is the star and the lover of the story. He takes the part of a young rover and adventurer and is as convincingly fascinating as he has ever been in all of his preceding triumphs. Ernest Torrence is said to have one of his best roles in this picture.

Joan Crawford has the feminine lead and a splendid cast of screen favorites are in the cast.

The screen version is said to be quite different from the stage play. The Granada stage presentation this week will be especially attractive.

\* \* \*

#### Warfield

"Service for Ladies" will be the screen feature of the Warfield theater this week commencing with Saturday's showing and introducing as

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## PLEASURE'S WAND

(Continued from page 7)

stars, Adolphe Menjou and Kathryn Carver.

This will mark the first time of the showing of a Paramount picture at the Warfield which is known as the home of First National productions, and those of the Metro-Goldwyn-Mayer studio productions.

"Service For Ladies" the debonair leading man introduces Miss Carver in her first leading lady character role.

The Fanchon and Marco specialty, this week, will be a novelty number with Walt Roesner and his Super-Soloists providing the musical attractions.

\* \* \*

## Golden Gate

Mr. Joe Frisco, late star of the Ziegfeld Follies, and originator of the Frisco dance, which has been imitated more than any other step ever presented on the stage, heads next week's bill at the Golden Gate. Frisco has not been on the Coast for several seasons and is offering a novelty this year from the fact that he is working alone. A lot of bright new stories, some original fun and his famous dance with the cigar and derby, and several other nifty dance steps make up his offering.

A strong screen play for the week is Marie Prevost's newest comedy release, "The Night Bride." In this story Miss Prevost plays the part of a modern young woman who rushes into the home of a confirmed woman hater when she discovers her fiance in the arms of her sister. How she eventually wins the hard-hearted woman hater for a husband is told in a series of very funny and exciting situations. Harrison Ford is the woman hater and Robert Edeson has a third featured role.

Burt Shephard, "the Australian Whip King," is a second important act on the new bill. Shephard will stage a series of the most daring stunts and fancy manipulations ever offered with a whip. He is assisted by a pretty girl.

The usual list of short films, including Aesops Fables, a news reel, a comedy, and Claude Sweeten's music, with four other acts yet to be announced, fill out the bill.

\* \* \*

## Tamarack Theater At Tahoe Tavern

Every season California adds something interesting in the way of outdoor dramatic performances. The latest venture, which proved successful, was the presentation last Saturday of three Indian masks by Hartley Alex-

ander in Tahoe Tavern Tamarack Theater, a pine-pillared amphitheater on the edge of Lake Tahoe.

Mrs. Marion Craig Wentworth, author of "War Brides," directed the plays, which were acted by a strong cast of professionals with Francis Josef Hickson in the leading roles. Hickson was supported by Miss Esther Gilbert—who proved to be an ideal Indian girl,—Walter Phillip Farrell and George Fisher, all of them fine types.

The masks chosen were "Carved Woman," "The Weeper" and "His Voice Is a Whisper," each founded on a tribal legend. The principal parts, differing greatly in their characterization, made a severe demand on Mr. Hickson, who proved himself to be endowed with rare powers of interpretation. He has the gift of conveying strong emotions subtly and he moved his audience to quick response. In addition to a voice that he uses effectively, he has a symmetrically developed body through which he is able to express much. The Indian roles afforded him opportunity to reveal his versatility and he played with undeviating restraint, which is the result of good training as well as natural intelligence.

The performance was given as a feature of the Tavern's annual Indian Ceremonial Day, which brought together a large group of Washoes and Piutes from California and Nevada.

\* \* \*

## Columbia

"Old Ironsides" will remain as a screen attraction at the Columbia theater, Eddy near Powell, where the James Cruze production shows American history and romance from a thrilling viewpoint and features many remarkable inventions as additional attractions.

Cruze has given us many notable productions and this picture "Old Ironsides" is completely consistent with the high ideas of picture perfect. The sailing of the old ship and its stately appearance all through the thrilling episodes make "Old Ironsides" a photoplay long to be remembered as a cinema achievement.

Wallace Beery and George Bancroft are central figures.

\* \* \*

## Summer Symphony Fourth Concert

Bruno Walter, famous conductor, was accorded a real San Francisco ovation last Tuesday night at the Exposition Auditorium, when the fourth of the Summer Symphony concerts was given before a record audience.

This marvelous musician merited the enthusiasm that positively ran

riot on the evening of July 5, especially after his gorgeous reading of the Tchaikowsky Overture - Fantasia, "Romeo and Juliet" and the Schreker Overture to "The Birthday of the Infanta."

It seems to me that never have I heard such an interpretation of Wotan's "Farewell and Magic Fire Spell" from the Wagner "Die Walkure" as that which Bruno Walter spread before us as a memorable insight into the Brunhilde emotions. The distinguished conductor's interpretations, also, of the other two Wagnerian numbers; Prelude and Love Death from "Tristan and Isolde" and the Overture to "Rienzi," the latter of which closed the memorable program, will long be the topic for musical discussions wherever classical appreciation is expressed.

Especially gorgeous was the powerful music-drama of the Love Death so often too tremendous in its effects. But, under the baton of Bruno Walter, we felt not only the melodic forms and the remarkable skill of the composer, but there was a sense of supreme satisfaction, musically. The restless, irresistible passions of the characters in the story were modulated into a transport of exquisite love; while grief, itself, took on a newer significance under the interpretative skill of the famous Bruno Walter.

Shouts of "Bravo!" "Bravo!" were heard at the conclusion of the last concert and many lingered in the auditorium filling the vast spaces with prolonged applause as the final notes faded away or tucked themselves away somewhere in the beams or draperies of the Civic Auditorium as a memento of another great event in the musical history of San Francisco.

\* \* \*

## Pantages

Starting Saturday Pantages will present six "hokum" acts, headed by Alexandria and his gang of funsters in a routine of comedy songs and dances. Alexandria is Pantages latest importation and has for years been a favorite in Europe.

Other featured acts on the program will include Bobby "Uke" Henshaw, ukelele player, in a skit entitled "Take It Easy," and Joe Phillips in his playlet, "The Osteopath."

On the screen Tom Mix and Tony will be seen in "The Canyon of Light." Mix has the role of Tom Mills, army captain in the French battle front sequences that figure important in the production. Many of the scenes were filmed in Yellowstone National Park.

## Anniversary Celebrated at Aladdin's



Mr. and Mrs. Samuel Mooser

Today, July 9, Mr. and Mrs. Samuel Mooser celebrate their fifty-sixth wedding anniversary and at the same time, Mr. Mooser's eighty-sixth birthday.

The couple were married in Sacramento on July 9, 1851, and both still enjoy the best of health, a thorough enjoyment of life and a wide circle of friends.

Their two daughters, the Misses Hattie and Minnie Mooser, who conduct the Aladdin Studio Tiffin Room, are celebrating their parents anniversary by giving a tea in the afternoon at the Aladdin. To this, any couple who has been married for as long a period as Mr. and Mrs. Mooser, or longer, will be cordially welcomed and share honors for the afternoon.

A son, George Mooser, lives in New York. The family has always been identified with the theatrical and Bohemian element of San Francisco. The Aladdin is the rendezvous of the player folk and has been for the six years that it has been operated.

### At Santa Maria Inn

The following people have been guests at the Inn during the past week: Mr. and Mrs. John D. Rutledge and Miss Genevieve Rutledge, all of San Francisco; Mr. and Mrs. E. W. Stadtmuller of San Francisco; Mr. and Mrs. Shirley C. Ward of Los Angeles; and Mrs. Chandler Ward of Pasadena; Mrs. E. G. Singletary and

sons, all of San Jose; Mrs. J. A. Houlihan and Miss Helen Houlihan, both of Piedmont and Miss Geneva Hack of Sacramento; Mrs. John Harold Philip and John H. Philip, Jr., Mrs. F. B. King, Miss F. King, and Miss Berndell, Mr. and Mrs. F. A. Griffin, Mr. and Mrs. C. V. Jensen, Mr. and Mrs. G. H. Hart and Miss Jane Hart, all of San Francisco; Mr. and Mrs. Frank R. Devlin, Miss Ruth Devlin, Miss Doris Devlin and Miss Marion Devlin, all of Berkeley.

### Dahlia Show, 1927

With the added impetus of its being the official flower of San Francisco, the dahlia show, to be held as usual this year at the Palace Hotel, September 1 and 2, promises to be a most imposing affair. The San Francisco Dahlia Society, T. A. Burns, president, will hold the show for the benefit of the dahlia fans of the bay region. This will be the 12th annual show to be held in San Francisco, and all the veteran growers are grooming their dahlia bushes so that they will produce the largest and best blooms possible. Among the famous garden owners that will show this year are: Bessie Boston, Jessie Seal, Jim Davies, Frank Pelicano, Mrs. H. T. Hennig, Carl Salbach, and a large number of others. An added attraction will be a special display of delphinium and gladioli from some of the best collections in the state.



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**SOCIETY**  
(Continued from page 5)

San Pedro, where Mr. Zirola will join the U. S. S. Maryland of the Pacific Fleet.

\* \* \*

James D. Dole, who is sponsoring the official Hawaiian flight in August, was the guest of honor at two affairs during the week, at the Clift Hotel.

The first was a luncheon of the U. S. Naval Academy Alumni Association, at which Dr. W. F. Durand, aeronautical authority, spoke on problems in flying.

On Friday, Mr. Dole was honored by the San Francisco Citizens' Flight Committee at a luncheon affair at The Clift.

Mr. Dole has been spending several weeks on the mainland and expects to leave Wednesday (July 6) on his return home to Honolulu.

\* \* \*

**Movie Ball**

One of the best known directors on the Metro-Goldwyn Mayer lot at Hollywood will direct the one reel picture, featuring seven winners in the Screen Star Opportunity contest which closes on the night of the

Movies' Ball, July 23, at the San Francisco Civic Auditorium.

Search for a girl who can truly represent San Francisco on the screens is being continued and will be underway, in dead-earnest by June 29, all applications having been registered previous to that date. The only requirement for registration is that the applicant be over 18 years of age, and that she is a resident of San Francisco or the Bay region. Headquarters for this event are at the Loew-Warfield Building, rooms 507 and 508, the center of the campaign.

Thirty or more girls have already qualified for the contest, the major prize being a screen test in the Metro-Goldwyn Mayer studio and in the Harold Lloyd Studio at Hollywood, covering a period of two weeks, with all expenses paid, and the Christie Hotel as headquarters.

\* \* \*

**Students of Music Give Fine Program**

A successful and interesting program was given by pupils of Miss Helen Schneider at her piano studio on Hayes street last Saturday evening. Among the participants were: Francis Huntley, Jr., Doris Balkan, Chelsea Smith, Alice Dudack, Lucille Ghiggia, Gertrude Heskens, Anita Hilkens and Raymond Hilkens. Miss Schneider with Mildred Magnus, gave a musicianly interpretation of Mozart's Second Symphony arranged for two pianos. Helen Schneider is making a great name for herself in the musical world—she is so thoroughly a musician.

\* \* \*

Charles Edison, son of Thomas Edison, and chairman of the Board of Directors of the Edison Company, with Arthur Walsh, president of the phonographic division of the Edison Company, two important figures in the present day reproducing instrument world, will come west to attend the 4th Annual Convention of the Western Music Trades, July 11, 12, 13, 14 and 15 in San Francisco.

H. Atwater Kent, president of the radio company, will give a dinner to delegates at the St. Francis Hotel. Among the artists who will entertain are Allan McQuhae, tenor star of the concert and opera stage and Carolyn Cone-Baldwin, pianist.

The Victor Talking Machine Company will also give a dinner, and dance during the convention with Victor artists as entertainers.

According to Shirley Walker, secretary of the convention, a record attendance is expected. The program is designed to include social and entertainment features for delegates as

well as interesting and instructive sessions.

\* \* \*

**Ahwahnee Hotel**

A brilliant gathering will mark the opening of the Ahwahnee Hotel, the spectacular new hostelry in the Yosemite Valley, on July 14. While the occasion will be official, the hotel being under government direction, a number of society people will join the federal and state officials in making the opening dinner and reception a social function as well.

Among those who have received official invitations to participate in the festivities are: Governor and Mrs. C. C. Young, Mr. and Mrs. Gaillard Stoney, Mr. and Mrs. Isadore Zellerbach, Mr. and Mrs. Reuben Hale, Mr. and Mrs. Duncan McDuffie of Berkeley; Dr. and Mrs. Emmett Rixford, Mr. and Mrs. James Tyson, Mr. and Mrs. William Sproule, Mr. and Mrs. J. F. Moses, Mr. and Mrs. Ralph Merritt, Miss Annie Florence Brown of Oakland; Mr. and Mrs. James B. Duffy of Los Angeles.

\* \* \*

**Pretty Wedding At Whitcomb**

Miss Emma Rice, daughter of Mrs. Frank Rice, of 31 Farragut Avenue, was married on last Monday evening to Mr. Martin Castell. The ceremony took place at St. Michaels Church, Rev. Father O'Reardon performing the ceremony. The wedding was immediately followed by a dinner at the Hotel Whitcomb at which the wedding party and intimate friends were present.

The bride wore a bouffant frock of white taffeta, with embroidered tulle veil and carried a shower of white sweet peas and lillies of the valley.

MISCELLANEOUS  
SYNOPSIS OF THE ANNUAL STATEMENT  
OF

**Realty Mortgage Insurance Corporation**

of San Francisco in the State of California on the 31st day of December, 1926, made to the Insurance Commissioner of the State of California, pursuant to law.

ASSETS

Real estate .....	\$ 1,698.16
Mortgages and collateral loans.....	105,350.00
Bonds and stocks and certificates.....	803,000.00
Cash in company's office and in banks.....	6,937.24
Premiums in course of collection.....	None
Bills receivable .....	324.07
Other ledger assets .....	92,773.21

Ledger Assets .....

\$510,022.68

NON-LEDGER ASSETS:

Interest and rents due or accrued.....	\$ None
Market value of securities over book value .....	None
Other non-ledger assets—Equity in Mortgage Loans .....	29,581.75

Total gross assets .....

\$539,604.43

Deduct assets not admitted.....

\$2,777.32

Total Admitted Assets .....

\$456,827.11

LIABILITIES

Net unpaid claims, except liability and workmen's compensation.....	\$ None
Special reserve for unpaid liability and workmen's compensation claims .....	None
Estimated expenses of investigation and adjustment of claims .....	None
Total unearned premiums on unexpired risks .....	None
Commissions and brokerage due or to become due .....	None
All other liabilities .....	185,314.45

Total Liabilities (except capital and surplus) .....

\$185,314.45

Capital .....

\$316,850.80

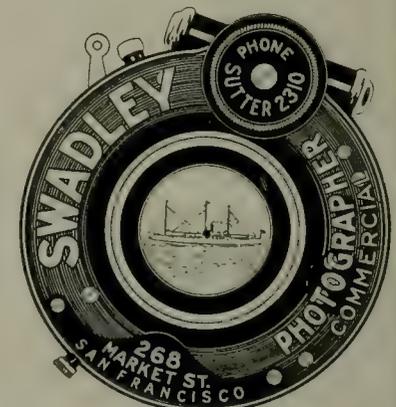
Surplus .....

45,338.14 271,512.66

Total Liabilities, Capital and Surplus.....

\$456,827.11

J. M. HENDERSON, Jr.,  
President.  
CHARLES C. BOWEN,  
Secretary.



**PHOTOGRAPHS**  
*Live Forever*



Edited by Florence DeLong

**CONGAREE SKETCHES**, by Dr. Edward C. L. Adams. Published by University of North Carolina Press. Price \$2.00.

Interesting sketches of the Congaree Swamps, which have been told to the author by the inhabitants, who are natural-born story tellers of the true Negro type. In the author's notes we learn that the word "Congaree" is "perhaps the last surviving word of a lost language—the speech of the vanished Congaree Indians who once inhabited that region." That "there are no more Congaree Indians living, but many of the Negroes of the district plainly have Indian blood."

The stories plainly are of Negro origin—they are full of the superstition of that race, teeming with its fear of goblins and ghosts. The older members have great faith in the super-natural and strongly advocate leaving alone those things which cannot be explained to their simple minds.

The pretty little legend of the "Purty Little Folks" is a little gem, so totally different from the rest that we are not surprised when the author tells us that it is probably from a foreign source. The suggestions in "The Falling Star" and "Don't Sturb a Houn" deal more with the spiritual than the superstitions. "Old Sister" is clever and can be appreciated by everyone, everywhere, as the heroine is not confined strictly to any particular locality. All sections of the world suffer from the species, but it takes the inimitable old Tad to follow her into Heaven and Hell and relate her experience there.

All in all, they are amusing little sketches and prove more interesting when read than they might seem on the surface.

\* \* \*

**THE STARLING**, by Doris Leslie. The Century Company, publishers. Price \$2.00.

A story of the modern type told by an author who prefers to remain true to her title at the sacrifice of its namesake.

Marcia really seems to be the starling itself, in reverse incarnation. No one can blame her for her cry to get out from behind the bars that imprison her. Her cage of a home is awdry, her surroundings unsympathetic. She has to rely on her beauty and her wit as her talents are

not strong enough to carry her far, and there is no money for plumage. She cannot get what she wants and does not want what she can get. The bitter-sweet of the forbidden fruit is not to her taste.

At last, realizing that she is gradually losing everything that in her heart she longs for, with drooping head she accepts the inevitable and resigns herself to the existence which has claimed her from the beginning. Poor little Starling! There are many such in a humdrum world. We hope that "by this time next year," she will be happy.

\* \* \*

**FLOWER PHANTOMS**, by Ronald Fraser. Boni & Liveright, publishers. Price \$2.00.

Rather a novelty in the line of story telling. Judy is a lover of flowers, being one of the assistants in charge of Kew Gardens. Her lover is unable to follow her into her realms of ecstasy where she absorbs each detail of the plant life so completely that the flowers become a part of her. He delights, however, in confusing her with her conceptions, naming her after each flower whose characteristics she seems to assume for the moment. Her brother, however, is not so complimentary.

Her imagination running riot, she eventually conceives an orchid so beautiful that to her it is a living, breathing soul with which she becomes enamoured. In her intoxication, the phantom becomes real. Pygmalion and Galatea again, in different surroundings.

After her delirium has passed, she realizes that her agony has not been in vain—that she has succeeded in producing a dream child, of somewhat freakish character, it must be confessed, but which will prove a success in the material world which is always looking for something new.

The process of creation is not easy; but her brother is shrewd, her lover wise. We welcome the return to normalcy, but extend our sympathy to the lover in the "ever after."

\* \* \*

At Paul Elder's

Miss Edith Coburn Noyes, director of the Edith Coburn Noyes' School of Boston, will give a series of Thursday afternoon drama talks and readings in the Paul Elder Gallery during July and August. The series will start July 14th at 2:30 o'clock

with C. K. Munro's popular satirical comedy, "At Mrs. Beam's." Other plays to be read by Miss Noyes are: Noel Coward's "Fallen Angels"; W. Somerset Maugham's "The Constant Wife"; Noel Coward's "The Vortex", and Alfred Sutro's "The Two Virtues."

She will also give a program of short stories and verse by Anna Milne. Miss Noyes is most distinguished in her art, not only because of her marvelous power of self-effacement, but because of her sympathetic, broad and careful research and study of the literature pertaining to her programs.

**Proper Training**

Football Coach (to applicant for place on team)—"What experience have you had?"

Applicant—"Well, last summer I was hit by two autos and a truck."

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# RADIO

By C. J. Pennington



C. J. Pennington

## Radio Show

Through the co-operation of all of the large broadcasting stations of the San Francisco bay region, plans are under way for the presentation of de luxe broadcast programs each day of the fourth annual Pacific Radio Show. This announcement was made here yesterday by Leo J. Meyberg, chairman of the show committee of the Pacific Radio Trade Association, under whose auspices the exposition is given.

The broadcasting will be done in a sound-proof glass enclosure, in full view of the big show audiences. The entertainment will be heard by the show visitors by means of special loud speakers that will mark another step forward in tone reproduction on a large volume scale.

All of the favorite artists of radio land will be seen and heard at these programs. Insofar as possible, it is planned to provide the public an opportunity of meeting the individual artists, many of whom have expressed their willingness to autograph photographs and mementos of the occasion.

The special events program is under the direction of A. B. C. Scull, chairman, who declares that the entertainment this year will surpass anything ever attempted. There will be a daily change of program and special features that will assure a record attendance throughout the show, he says.

The Radio Show will be held in the exposition auditorium August 20th to 27th. It has become recognized as the most extensive showing of the radio industry on the Pacific Coast. Incidentally, it has the distinction of being the first show of the season

anywhere in the United States and therefore commands an unusual amount of attention from the manufacturers of receiving sets and accessories.

According to Anthony A. Tremp, who is again directing the show, practically all of the space has been taken, and the character of exhibits already signed up pre-determines the scope and scale of the show as the biggest yet in the history of the western expositions.

\* \* \*

## KPO Comment

After a "barnstorming" trip around the country, in which he sang from nearly fifty of the most prominent broadcasting stations of the land, Maurice Gunsky, KPO's popular tenor and composer of song "hits," returned home last week and will be heard again from KPO by his thousands of admirers of the Pacific Coast.

Gunsky's trip, which included a portion of Canada, was a most successful one in every way and his singing of his own compositions and those which are now popular Victor records, was praised everywhere. He appeared before the microphone of the largest stations in the East and was accorded a wide response from all the radio audiences. The KPO favorite will be heard frequently on the Monday night Variety programs of KPO.

\* \* \*

"Musical Motoring" is becoming a popular outdoor sport through the agency of radio and the increasing portability of receiving sets. In order to make good music easy for motorists to get by radio on their vacation trips, the California Petroleum Corporation has inaugurated a "Calpet Radio Hour" on Friday evenings from 8 to 9 o'clock from KPO, the Hale-Chronicle station of San Francisco. Programs covering a wide range in musical entertainment and satisfying the tastes of every type of listener, will be presented by the Calpet orchestra and soloists. The range will cover the entire musical field from jazz and popular melodies to the better known symphonies and operas.

Johnny Wolohan, popular San Francisco orchestra leader, will head the group of Calpet artists who have been chosen because of their known musical versatility.

\* \* \*

The California Petroleum Company

has achieved a wide reputation for pioneering in the broadcasting of opera through a combination hook-up with KPO and KFI.

\* \* \*

## Network Complexities

It may surprise listeners to learn that in a growing number of the larger broadcasting stations practically every word that is spoken by the announcers from the time the station begins in the morning until it concludes at midnight is written out. Not only that, but it is even more surprising to learn that what apparently seem impromptu speeches have been drafted two or three weeks ahead of time. Just as actors are fed their lines and get their cues, so is it becoming with radio announcers.

As network broadcasting increases, announcing by numerous announcers becomes more complicated. What one man says must dovetail into what another immediately following him has to say. There must be no repetition, and the whole thing must move ahead on a split-second watch time schedule.

The reason is that studio program directors are as a rule vastly more concerned as to how long it may take a man to say a thing than they are with what he is going to say, although there must be necessary precautions with regard to the latter.

The result is that practically everything that is said in a radio station, not only by those delivering set speeches, but, as has been said, by announcers, is written out in advance.

\* \* \*

## President's Wife KFI Fan

Word has been received in Los Angeles that Mrs. Calvin Coolidge spends many of her evenings at the summer White House in the Black Hills of South Dakota listening to broadcast station KFI in that city. She is greatly enjoying this feature of her vacation inasmuch as for the past two months she has been unable to hear this station in Washington, D. C., on account of atmospheric conditions.

The wife of the president is quite an ardent radio fan, getting a particular enjoyment out of listening to distant stations. She has logged over one hundred stations in various parts of the country, and it is said that she

has heard KFI one hundred and thirty-two times.

\* \* \*

**No Diminution in Summer Broadcasting**

An optimistic view is taken of the forthcoming Summer's broadcasting by the National Broadcasters' Association, which declares: "From what information we have been able to obtain regarding the Summer schedule of the larger broadcasting stations they plan no diminution whatsoever, but, on the contrary, plan to make the coming Summer schedules the best that broadcast listeners have ever had. Not only are these stations planning to maintain the present high standard of their programs, but many are to add special features."

\* \* \*

**Behind the Microphone**

Estelle Heartt Dreyfus' name is well known and well beloved by all music lovers of the Southland. There is a warmth in her voice and a glow in her tone, which combined with the almost tangible joy which she puts in her singing, characterize her as a sincere and fine artist.

She it was who sang the first song from super station KFI in Los Angeles years ago. It was Stevenson's "Salutation of the Dawn" and each time she presents a program at KFI she receives many requests for the number from receptionists who remember the auspicious first night on the air.

A pleasing feature of Mrs. Dreyfus' KFI recitals is her own announcements and notes on the songs. She has a rich, speaking voice, velvety in its smoothness, beautiful diction, and an excellent choice of words, which fire the imagination.

It is to be hoped that she will be heard again on the air within the very near future, as those who have heard her consider her singing one of the most distinctive features which has been broadcast.

\* \* \*

**Summer DX**

G. Edward Elwell, Jr., famous logger of distant radio stations is still pulling them in, despite the summer humidity at his home in Bloomsburg, Pa. A log of KFI's program for the night of June 21 has been received by officials of that station. He reports that there was considerable atmospheric disturbance, but that he was able to hear the program on his loud speaker. This is considered remarkable reception for the summer solstice, when most receptionists are contenting themselves with programs from stations near at hand.

**DAILY PROGRAM BRIEFS  
Week of July 24, 1927**

**Saturday, July 30, 7:30 p. m.**

Felipe Delgado's Media Hora Espanola presented each Saturday evening at 7:30 at KFI always pleases a large audience of lovers of Spanish music. Senor Delgado is known as California's greatest interpreter of Spanish songs, and is assisted by Edna Clark Muir, pianist. This Saturday's program will be made up entirely of request numbers.

\* \* \*

**Friday, July 29, 7 p. m.**

Alex Reilly's Aeolian Organ Recitals broadcast every Friday night at 7 o'clock by KFI is one of the most consistently popular programs on the air. Mr. Reilly is rated as one of the finest artists of his kind in California and has the happy faculty of incorporating in his recitals the selections which please the greatest number of people.

\* \* \*

**Thursday, July 28, 9 p. m.**

KFI announces that the Sullivan light opera "The Mountebanks" will be broadcast from that station for the National Broadcasting Company on Thursday at 9 p. m. The Gilbert and Sullivan pieces are enjoying a popular revival at present and the NBC is easily in the vanguard in their presentations.

\* \* \*

**Wednesday, July 27, 8 p. m.**

Those who like the better type of popular and ballad music will enjoy KFI's program on Wednesday at 8 p. m., when the Calpet String Quartet, under the direction of Chico De Verde and Calpet Male Quartet, and Paul Roberts, tenor, are scheduled to appear. All of these artists have proved their worth and artistry before the microphone in the past, and an entertaining hour may be expected.

\* \* \*

**Tuesday, July 26, 8 p. m.**

Three of KFI's finest artists are programmed for 8 o'clock on Wednesday night from that station. Nellie Callender Mills, violinist, Lilyan Ariel, pianist, and James Burroughs, tenor, are all well known to receptionists and their performances give evidence of real artistry and appreciation.

\* \* \*

**Monday, July 25, 7 p. m.**

Gene Johnston's Music Boy Hour Monday night at 7 o'clock from KFI will present a number of new dance tunes by a Collegiate Orchestra, with Craig Leitch, popular tenor singing the intermissions and choruses with the orchestra. There is something distinctive about this weekly program and the number of requests received

each Monday night is conclusive proof that the audience is large and enthusiastic.

\* \* \*

**Sunday, July 24, 6 p. m.**

An exceptional hour of concert music will be presented at KFI at 6 o'clock on the evening of July 24, by the Santa Anita Trio. These versatile musicians are well known throughout Southern California, and their recent debut on radio has greatly popularized their artistry.

**Superior First Aid**

Nell: "If a man tried to flirt with you, would you call a policeman?"

Bell: "No, a minister."—Florida Times-Union.

\* \* \*

"Grandpa's a hundred and three years old today, doctor."

"Isn't that splendid! And does he read or do anything?"

"No, 'e don't seem to 'ave no ambition for nothin'."—Pearson's Weekly.

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**A CAR FOR EVERYONE!**

One automobile to a whole country of inhabitants in some of the South Sea Islands and one to every four and a fraction residents in the United States. That is about the difference in the ratio of distribution of the 27½ million or more motor vehicles in the world.

There is one car to every sixty-four and a fraction people on the globe. This ratio is becoming smaller year by year due to the increasing popularity in all countries of the American idea of motor transportation. Improved living conditions, diminishing of post-war effects and a gradual enrichment of the working classes are making it possible for Mr. Average Citizen to have his car.

**Highway Tuition**

A school for highway employes is a recent innovation in New Mexico. Increased road-building and a demand for experienced highway maintenance men have made this step necessary.

In many states, highway instruction is given by correspondence or is an incidental in some larger department, but the school in New Mexico is a regular departmental activity. It is located at Encino, has several buildings and shops and a regular course of instruction including lectures, shop work and field work. There is available for practice at least one unit of every kind of equipment used by the department. The students, carefully selected from many applicants, are paid enough to live on while taking

the course and are given assignments when their study is completed.

\* \* \*

**Pavement from Cal. to Peru**

From Lima, Peru, to California, paved highways all the way. That is the hope expressed by a South American delegate to the recent Pan-American trade convention. In his speech urging the ultimate binding together of the various sections of the continents, the Peruvian said that a great amount of good will would be created by the contact brought about by such connections. The intercourse thus gained teaches the traveler that the fellow in the other countries is the same sort of human being as himself, he said.

National animosities are fostered by lack of understanding and to do away with this misunderstanding no better solution than international travel could be found. The gentleman from Peru even ventures to hope for an Arctic to Antarctic Highway which will complete the bond between the two hemispheres.

\* \* \*

**Local Roads**

The River Road from Oakland to Sacramento is now open and in good condition with the exception of one mile.

This road was open ahead of schedule in order to accommodate the holiday traffic. No trucks or heavily laden vehicles will be allowed to use the road until July 15th, at which time the road will be open to unrestricted travel.

\* \* \*

**Mono Lake**

Cooking soda, 92,000,000 tons of it within an area of 90 square miles. This fact never fails to interest the motorist who travels to Mono Lake.

Another peculiar feature of the lake is that seagulls, traveling one hundred miles from their homes on the ocean, visit the the district by the thousands yearly, to lay their eggs and rear their young. Mark Twain was much impressed by this strange freak of nature.

**Lemon Squeezer Seldom Used**

There is a little trick which KFI announcers call "squeezing the lemon." On the announcing desk there is a secret button, which when pressed throws the station off the air. It is used when an artist is far off key, or borders on the suggestive. The fact that the lemon has not been used for over three months, speaks much for the quality of the artists presented.

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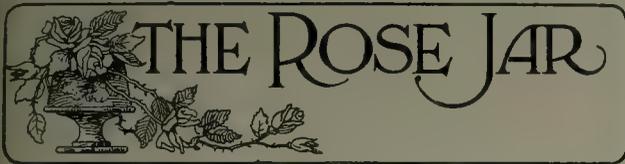
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**Distance**

We have clasped hand again, ah true,  
 We have no quarrel—that is done—  
 But nevermore beneath the sun  
 Comes back to me that friend I knew.

We shall break bread together; men  
 May mark no difference in our ways,  
 But only through my yesterdays  
 The friend I loved shall walk again.

We have forgiven—act and speech  
 Have proved it. Who shall then surmise  
 That space between our hearts that lies  
 Unbridged—beyond all sound or reach!

\* \* \*

**The March**

I who was very weary, turn again  
 To face the journey of the winding day,  
 To take my place amid the march of men  
 And be as brave as they.

To toil—to dare—to battle—to rejoice  
 Until night yields us resting place;  
 And yet I have not heard my captain's voice  
 Nor ever seen his face.

Nor do I know wherefore we strive or when  
 The strife shall end. I know each day  
 I take my place amid the march of men  
 And listen—and obey.  
 —Theodosia Garrison, in "The Joy o' Life."

\* \* \*

**Elegy Written in Desperation**

The dollars toll the knell of parting pay.  
 The waiter looks askance upon his tip.  
 The milkman slowly plods his weary way,  
 And I just curse and marvel at the gyp.

Oft in the early morning when she parts  
 From me who's thrown my money at her feet.  
 Chill poverty doth grip my trembling heart:  
 I see myself go foodless for a week.

Yet I'm just one of thousands who have said,  
 "I'm tired of falling for an empty brain."  
 But then, another wench will turn my head  
 And soon I know that I'll be broke again.  
 —Exchange.



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526 California Street, San Francisco, Cal.

JUNE 30th, 1927

Assets	.....	\$113,925,831.54
Capital, Reserve and Contingent Funds	.....	4,700,000.00
Employees' Pension Fund over \$575,000.00, standing on Books at		1.00

MISSION BRANCH	.....	Mission and 21st Streets
PARK-PRESIDIO BRANCH	.....	Clement St. and 7th Ave.
HAIGHT STREET BRANCH	.....	Haight and Belvedere Streets
WEST PORTAL BRANCH	.....	West Portal Ave. and Ulloa St.

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**FOUR AND ONE-QUARTER (4 1/4) per cent per annum,  
COMPUTED MONTHLY and COMPOUNDED QUARTERLY,  
AND MAY BE WITHDRAWN QUARTERLY**

## Finance

Evidence as to the abounding prosperity of this district is furnished by the reports of the various San Francisco Banks. We note especially the following:

The two Crocker first banks show a remarkably even progress, the percentage, computing the ratio of capital, surplus and undivided profits, being 12.6 per cent as of June 30, 1927, whereas in April, 1927, it was 12.7. The Crocker bond holdings, two-thirds being United States Securities, total \$28,276,146. The Crocker banks report \$120,927,707 total resources and deposits of \$97,898,514, compared with \$114,561,656 and \$93,015,670, for these items on March 23, 1927, the last previous call date.

The Bank of Italy has the largest total of United States Government securities in the country, with the exception of the First National Bank of New York. According to the last report of this bank, capital surplus and undivided profits as appeared from the statement, amounted to \$60,990,212 and deposits were \$600,846,056. The bank's liquid assets are 43 per cent of its deposit obligations, higher than almost any large bank in the country.

The San Francisco Bank publishes a very interesting and prosperous report. The total assets are stated to be \$113,925,831.54. The amount owing to depositors is \$109,225,831.54 and to stockholders for the amount of stock actually paid up, \$100,000,000. Each of the foregoing banks shows a steady development.

\* \* \*

One of the most egregious forms of waste from which we are at present suffering in this community is the use of expensive community service, where individual commercial service would pay better. It has been pretty well shown, that one of our counties could save \$31,000 a year by the substitution of commercial busses for county-owned busses for the transportation of school children.

\* \* \*

The foregoing is no single instance. There is plenty of work for the California Taxpayers Association as soon as it can settle down to the job.

\* \* \*

During the last twenty years the Southern Pacific ferries have carried 474 million passengers without the loss of a life or serious accident through all weathers. Moreover, the worst storms have never caused a total suspension of the service.

\* \* \*

It has been proved beyond doubt, according to the Fish and Game Commission, that the new method of fish planting adopted last year is a success. The planting of 20,600 year-old trout, ranging from three to five inches in length, from the Mount Whitney hatchery to Inyo, Mono and Alpine counties, was carried through with complete satisfaction to the experts. This is a fine achievement.

\* \* \*

Jesse L. Lasky has come out with a pronouncement which may have a very important effect upon the moving picture industry. He insists that wages must be cut and that overhead must be greatly reduced. There seems to be no doubt that the film people are awaking to the fact that they are carrying excessive "overhead" and we may expect disturbance in the industry until that matter is settled.

### Encouraging

"Could you learn to love me?"

"Well, I learned to speak Polish."—Yale Record.

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ESTABLISHED JULY 20, 1856

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SAN FRANCISCO

Saturday, July 16, 1927

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## From One Thing to Another

By ELEANORE F. ROSS

### No Thrill Left?

This is an age of startling mechanical inventions; an age of monstrous international schemes and warfare; an age of colossal engineering achievement, and at the same time, of individual attainment unsurpassed by any other period or time.

San Franciscans may hold conversations over the phone with people in London; we will be able soon, not only to hear voices overseas, but also to behold the speakers; we separate continents, and tunnel through lofty mountains; we turn rivers from their original course; we descend "20,000 leagues under the sea"; we interlace the poor bewildered globe with a network of wires; we harness tumbling tons of water power and make it do our bidding; we become brothers to the stormy petrel and fly thousands of miles across the ocean; we have apparently mastered sea and land, and now we are mastering the very skies above and about us; we wait no longer on time and tide.

The ones who "blaze the trail" receive the acclaim; whatever is accomplished by their followers, no matter if the journey has been longer and more arduous, is bereft of the first flaming enthusiasm from the fickle populace.

People in general are commenting on the poor reception afforded our Hawaiian fliers, last Tuesday. Not only was the "parade" (if one can so designate it) a pitiful attempt, hardly more than a "corporal's guard," but there was a lack of appreciation in the thin crowd which lined Market Street, a lack of that ardor which greeted the lone eagle, Lindbergh, on his arrival in New York. Did we bestow so much enthusiasm on Lindbergh that we had none left for these intrepid airmen, whose journey across the Pacific was even a longer one than Lindbergh accomplished?

We, whose boast has always been that "San Francisco knows how," repudiated our famous slogan, surely, last Tuesday morning!

\* \* \*

### The "First Lady"

A pessimistic scientist has stated that human beings, in the next fifty years, will be bald, blind, deaf and unable to use their legs!

Statistics show, if I remember rightly, that there is an automobile to every 3½ persons in America; (incidentally, I belong to the other half!) and an inclination on the

part of people in general to save shoe leather by motoring. "Why pay \$15.00 a pair for shoes," they ask; "when for ten or fifteen dollars a month you can meet installments on the reliable old 'Lizzie' and bundle in the whole family into the bargain?" Why, indeed?

Walking used to be considered the cheapest sport in the category of athletic occupations; but Shank's mare is no longer popular as a money-saver even with the "oppressed (?)" working classes. Janitors, bootblacks, window washers,—all, all drive their own cars; only a few seedy artists, poets, editors, college professors are still compelled to shake their legs instead of shaking their chassis.

And now comes the "First Lady of the Land," our admired Mrs. Grace Goodhue Coolidge, who may bring back to millions of pairs of deteriorating legs, the gentle art of walking. Mrs. Coolidge is a walker who thinks nothing of covering eight or ten miles a day, and enjoys it immensely. In spite of her many, and at times, no doubt, displeasing duties, she finds time to indulge in healthful, normal exercise, that incurs no expense, like golf or tennis, and has been in style since the Garden of Eden first lured man into its fascinating confines.

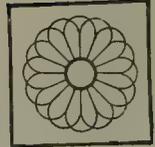
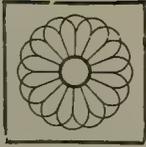
Walking should be revived as a fad by the fashionables; the bourgeoisie will soon follow suit.

\* \* \*

### Birthday of Fargo Bank

During this past week, the days of the pony express and stage coach, the time when depositors paid banks to keep their gold, came to mind, when the Wells Fargo Bank and Union Trust Company, the oldest financial institution in the West, celebrated its seventy-fifth birthday.

Way back in 1852, the bank got its start buying gold dust. From that inception, when San Francisco was a small town of shacks and tents, nestled in hills of blowing sand, up to the present great city of palatial homes and monstrous sky-scrapers, the Wells Fargo Bank has stood for all that is substantial, efficient, modern and trustworthy in the financial world in this community. Frederick L. Lipman is president, Charles J. Deering, executive vice-president.



### THE PACIFIC ACES

The return of Lieutenants Maitland and Hegenberger is an event of first class importance in the history of this community. It is well that it should be so regarded and that the heroism and daring which made their feat possible should have been appreciated by our fellow citizens.

The flight was a matter of particular concern to the whole of the Pacific Coast, but more than all to San Francisco itself. The future of aviation was greatly strengthened by the exploit and the future of aviation is bound up inextricably with the future of our dealings with the Orient and our own island possessions in Hawaii and the Philippines.

The venture showed two or three things of first class importance. It proved the value of the type of plane, but that is not so important, for of course planes will change their type. It did show, however, that radio signals can be used as guides and that small islands can be readily located from enormous heights with certainty and precision. It also proved that one can map out a plan for air travel and actually carry it out with some degree of certainty, though this latter fact may be said to have been fairly well demonstrated by European experience.

But all of these things are very essential in the formation of the actual and practical organization of air travel and in order that they may be shown, some such experience as that of the two men we have honored, was necessary.

The work must be followed up. The best way to acclaim our heroes is to carry on their job. We must have a great flying base here, from which we can send forth our fleets of air vessels which will in time be launched to the glory of our country and the advantage of San Francisco.

\* \* \*

### PHELAN AND ROLPH

There is no man whose opinion on political affairs is more deserving of respect than in that of ex-Senator James D. Phelan, whose career in local politics was one of distinction, and whose national record as U. S. Senator reflected the greatest credit upon himself and the community which sent him to Washington.

In the history of San Francisco we have had no Mayor, at least since Mr. Phelan's own term of office, which is at all comparable with that of Mayor Rolph, who ever since 1911 has maintained a very high standard of government and who had with entire credit piloted the city through dangerous and troublous times.

It is pleasant to see that Senator Phelan has expressed his opinion of the career of Mr. Rolph as Mayor in no uncertain terms. We note that in a recent interview, Mr. Phelan is reported as saying that Rolph is his own logical successor and "none can reasonably deny that fact if he closely studies the Mayor's actions while he has been in office." Mr. Phelan also points to a fact upon which we have dwelt at times in former editorials, that is, that "Mayor Rolph is the most widely and favorably known San Franciscan in the world and thus is the city's best advertisement everywhere."

That is a great deal to say, but it is no more than the simple truth. The Mayor, in addition to his gifts as a municipal expert, is endowed with that inexplicable and

invaluable quality, which belongs to very few, of favorably impressing himself upon the world in general and of provoking responses of regard and esteem and even of affection, from comparative strangers.

This means a great deal to the city. It is one of those intangible which Bismarck said create destiny. We have a marvelous asset in our Mayor.

### THE BRIDGE QUESTION

So we are not to have a bridge over the Bay, because such a bridge might be an impediment to the moving of battleships, in the case of a quite imaginary war, to occur at some time, which is not even predicated. This appears to be a little far fetched. We have every confidence in the judgment of our naval authorities in concrete naval matters, but we have an idea that, as prophets, they are no better equipped than any one else to give an opinion.

The welfare of San Francisco is no hypothetical question. It is a matter of immediate and definite concern. There is no doubt at all that the erection of a bridge over the bay is very important to the future and even to the present of this city, for values are influenced by the possibility or non possibility of rapidity of movement and the opening of new avenues of transportation and commerce. We are confronted with a reality against which a mere hypothesis has no standing.

Even the hypothesis is subject to criticism. Rear Admiral William S. Sims, for whose judgment, it may be said at once, we have the greatest respect, says that the battleship is no longer the mainstay of the navy; that the submarine and the airplane have "clipped its wings." He recommends that battleships be sent up the Mississippi well out of the way in the next war and that submarines and airplanes take the front offensive. And we know very well that Great Britain in the last war carefully cuddled her battleships in Scapa Flow.

Of course, if our bridge were a risk to the country, we should be willing to make a sacrifice, but hardly to such a bugaboo hypothesis as has been stated.

\* \* \*

### DUCK PROTECTION

It is not long ago since carts used to make the rounds of the San Francisco streets, selling ducks in season. Most of us can remember that very well. It is now some years since we could buy wild ducks in the markets and the restaurants have been forbidden to serve them for these many moons. To the older ones among us the recollection of duck and its festive accompaniments on rainy days, in the old fashioned eating houses, brings the sigh of regret.

Now, it is probable that the United States government will be called upon to furnish protection for the breeding of wild ducks and a place of refuge for them round Klamath Lake. It is proposed to survey Klamath Lake, Malheur Lake, in Oregon, California lands along the San Joaquin River and the marsh country of Utah. It is even designed to eliminate the alkaline deposits in these sections so that ducks may breed in comfort. To meet this expense a fund has been raised by the United Duck Club.

The biological department of the U. S. Department of Agriculture looks with favor on the plan and there is little doubt that the federal government and possibly, also, the state governments, will be called upon to provide

appropriations so that the ducks may have good places in which to rear their families and make future sport possible. It is hard to see, however, how public funds can be used to sustain a sport which has now become so limited and for the development of which private preserves from which the public is carefully excluded, have been found necessary.

The foregoing, however, plainly reveals the revolution which has occurred in the life on the Pacific Coast. It is little more remote than yesterday since duck shooting was the easiest and least expensive of sports.

\* \* \*

### CUSTOMER OWNERSHIP

In a recent speech to the Pacific Coast Electric Association at Santa Cruz a short time ago, Commissioner Leon A. Whitsell of the Railroad Commission stated that there was in this State a large increase in customer ownership of public utility securities. There are, he said, in this State, approximately 250,000 citizens who have a direct financial interest in the electric service companies. It is through this customer ownership that the utilities companies have been largely able to finance themselves at home.

This customer ownership shows very plainly a complete confidence on the part of the public in the operation and success of the public utilities companies and is a proof of the esteem in which they are held by the masses of the citizens. It is the simplest and most conclusive reply to the criticisms which are levelled at the companies by the irresponsible press. People do not invest their money in enterprises which they do not esteem and in whose conduct they have no confidence. The public utility company serves the public. It is appreciated in proportion to the degree and kind of service which it renders. Appreciation of that service is shown by further public investment. This is a perfectly natural and logical sequence.

The reason for this result is a matter of argument. The strong upholder of the state commissions says that it is due to public regulation and points to the fact that the regulation of public utilities has reached a more highly developed plane here than elsewhere. The advocate of non-interference on his part insists upon the ability and high mindedness of the corporate management.

\* \* \*

### BABSON AND OURSELVES

There is no more reliable and esteemed financial expert in the United States than Roger Ward Babson. His economic forecasts and estimates are received with the greatest respect. All over the world his opinion is regarded as sound and reliable. When he says, therefore, as he did, here, the other day, that "If statistics mean anything, the Pacific Coast will be the most active and densely populated section of the United States in the future," it is no empty declaration.

There is nothing new in this to most of us here who have foreseen this development, signs of which have become more and more apparent as the tide of international trade has set to an ever increasing extent in our direction. The awakening of Asia and the ever growing demands for the products of civilization on the part of those great masses of people resident in the Orient creates an illimitable market. This Coast must be the distributing point for the greater part of the products of the western world and this in turn means increasing population and vastly increasing wealth.

Here, around the Bay of San Francisco, will be the central point of that distribution and the cities within that area, will develop with enormous celerity and accumulated energy. For, as the activity connected with this extension of commerce shows itself, there will be a movement of wealth and population to the point of contact between the Occident and the Orient.

## From Brighter Pens Than Ours

Auntie (arriving on beach)—Well, my dears, looking for pretty pebbles?

Nephew—No, we've forgotten where we've buried Uncle.—Humorist.

\* \* \*

Politician—How'd you like to be elected president by a unanimous vote of the people, Senator?

"Impossible!"

"Not at all. I'm going to get up a third party, and call it the Morons' League."

\* \* \*

Artist (to friend)—See that picture over there? Well, I painted it, and a million wouldn't buy it!

Friend—Well, I'm one of the million!—Ohio State Sun Dial.

\* \* \*

"I'm happy and all that, of course, old chap; still, I wish my wife wouldn't talk so much about her last husband."

"Forget it—mine's always talking about her next."—Tit Bits.

\* \* \*

The trouble with the School of Experience is that the diploma begins with the words: "Here lies."

\* \* \*

One reason for the divorce evil is that people don't divorce evil.

\* \* \*

Vicar (to his sidesmen)—As I shall be preaching on "Thrift" this morning, I think it would be advisable to take the collection before the sermon.—Passing Show.

\* \* \*

Pappara—How can you bear to fiddle while Rome is burning?

Nero—It's the best I can do—the saxophone hasn't been invented yet.

\* \* \*

"Oh, waiter—what is this you've brought me?"

"Why, that's bean soup, sir."

"Of course, it's been soup, but what is it now?"—Louisville Satyr.

\* \* \*

Visitor—Say, chappie, can you tell me. . . .

Collegiate—Yes; but it will take me a half hour to to get it.—Brown Jug.

\* \* \*

Old Friend—How did your children turn out?

"First rate. Moira's bootlegging and Aloysius is hijacking—I only hope they don't come into conflict."

\* \* \*

First College President—What is the difference between a beautiful and a dumb stenographer?

Second College President—You can fire the dumb one. —Wesleyan Wasp.

\* \* \*

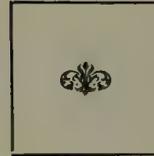
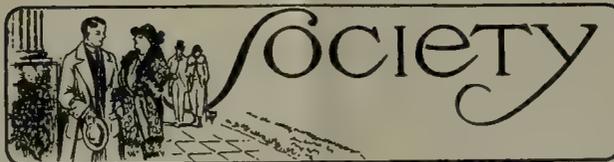
Bobbed hair is easy to comb and doesn't catch on a man's coat buttons.

\* \* \*

### Traced to the Source

Small Boy in the Country—No, mama, I won't drink this milk. I will drink milk that comes from a wagon; but do you know where they got this milk? They pulled it out of a cow.—Pointer.

The real millennium will come when the pedestrian and the motorist shall lie down together.



By Antoinette Arnold

### July Finds Favor With Happy Brides

July, so it seems, is competing, favorably, with the month of June for happy wedding days.

This year, apparently, there are not enough days in June for weddings and so the sister month of July is liberally sharing honors in recording nuptials.

Why not? July is wonderful. Flowers are marvelous, the sunshine is radiant and there is everything to encourage July—month of rubies and joy—for merrily tuned marriage bells.

So ring out—wedding bells, from June through December and make this world lovelier!

Besides—young folks will get married anyway. So, let's be co-partners and cheer them along their way!

\* \* \*

### Birmingham Wedding One Of Elegance and Charm

St. Luke's Church, this past week (on Thursday, July 7, to be exact), was the scene of one of the most charming and really elegant weddings which has ever taken place in San Francisco.

The bride, Miss Eleanor Birmingham, daughter of Mr. and Mrs. J. E. Birmingham, was truthfully a picture of loveliness. She is such a pretty girl, so naive and attractive—and in her bridal gown she looked as if she had just stepped out of some charming story-book, as she walked up the aisle of the church to become the bride of Lieutenant Ralph Harold Henkle, United States Navy.

It was a tulle wedding.

The bride's snow-white wedding gown was made entirely of white tulle—yards and yards of tulle forming tiers of filmy ruffles. Her wedding veil fell from an elegant orange-blossom cluster fastened at the back of her head while a most becoming arrangement of orange blossoms encircled her pretty face.

As she stood before the altar taking her marriage vows, her bridal veil fell the entire length from the altar down onto the steps leading into the sanctuary. Never have I seen such an exquisite wedding veil. In fact, the whole wedding was a vision!

Miss Alma Birmingham, the celebrated pianist, sister of the bride, came out from Chicago to act as maid-of-honor. Her dress was also of tulle, rose pink, made with many ruffles, with a large picture hat matching it in color tones. She carried a shower bouquet of roses the same shade.

\*\*\*

Four bridesmaids wore tulle gowns, beruffled alike, and with shower bouquets and tulle hats to match. The blending colors were of shades of green worn by two bridesmaids; and orchid color worn by the other two bridesmaids, who were Misses Virginia Hart, Audrey Kirkbride, Frances Boyd and Mrs. Walter Leach.

They were all—so attractive, so youthful and charming!

Each one of the bridesmaids carried a huge shower bouquet of summer flowers.

Yes, the bride's bouquet was a shower, but it was one of the most beautifully arranged bridal bouquets we've seen this season, and was entirely of lilies of the valley with strands of filmy ribbons.

\* \* \*

### Flower Girl

Little Jane Dunne, whose blonde hair was so pretty, and who wore a frock of pink tulle, was the flower girl at Miss Eleanor Birmingham's wedding. Her basket was filled with flowers of rare pink combinations.

Jimmie Dunne, attired in a natty sailor suit, was an escort of dainty little Jane, his sister.

\* \* \*

### Famous Singer Mother Of Pretty Bride

Mrs. Lillian Birmingham, one of California's most famous contralto singers, is also known for her excellent taste in dressing. At her daughter's wedding she wore a dress which attracted admiration. It was made of June rose gorgette, with which she wore a hat to match.

\* \* \*

### Navy Officers

Lieutenant John Richmond was best man. The ushers were Lieuten-

ant-Commander Callahan and Lieutenants U. S. N. Elles Hugh Geiselman, W. P. Clark, and H. W. Toomey, all of the Mississippi, the ship of the bridegroom.

As the bridal party passed out of the church the navy officers formed the customary aisle with raised swords which is always so fascinating to those of us who love this sight and value it significance.

Rev. W. W. Jennings of St. Luke's Church officiated at the ceremony, with Rev. Frederick Clampett, who had baptized the bride, assisting in the marriage ceremonies.

Dr. J. Humphrey Stewart, another old-time friend of the Birmingham family, came up from his San Diego home to play the wedding march for the beautiful bride and added just another touch of real sentiment and loveliness to this perfect wedding.

\* \* \*

### Home Reception

A reception to intimate friends and relatives was held at the home of the bride's parents on Pierce street immediately following the wedding.

Distinguished relatives who came West to attend Eleanor Birmingham's wedding included Mrs. Ferdinand Dorries of Buffalo. Others present were: Mr. and Mrs. Carl Kraft, Dr. and Mrs. Howard Fletcher and Mr. and Mrs. George Gunn.

Lieutenant Henkle is the son of Charles B. Henkle of Indianapolis. After a honeymoon trip the young couple will locate at San Pedro where Lieutenant Henkle is stationed.

The Birmingham home was gorgeously decorated in pastel shades for the reception, where a sumptuous wedding feast was served, while exquisite music was part of the wedding day and, upon request, song selections were sung by Lillian Birmingham, mother of the adorable bride.

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### Honor Bride

Mrs. LeRoy Linnard, bride of the well-known hotel manager of the Fairmont Hotel, was the honor guest at an elaborate society event given by the California Hotel Women's Club of which Mrs. John Zeeman is president.

The affair took place at the newly opened Benjamin Franklin Hotel, San Mateo, last Tuesday, and during the day many special events were introduced in compliment to Mrs. Linnard.

Hotel men of the district were welcomed in the evening, when an elaborate dinner dance was given by the hotel club women.

Prominent members who have been away on vacation were welcomed home—Mrs. Florence Lombard and Mrs. A. C. Grimm. Mrs. Lombard has just returned from a three months' trip to New York via the Panama Canal. Mrs. Grimm has spent several months in Honolulu.

\* \* \*

### Burlingame Fetes

One hundred young people of Burlingame have formed a dancing club to meet at the Burlingame Country Club during their vacations from school. The first meeting took place last week.

The patronesses of the dances assisted in making the evening a success. They are Mrs. Robert Henderson, Mrs. Arthur Rose Vincent, Mrs. Robert Hays Smith, Mrs. Lewis Carpenter and Mrs. Walker Salisbury.

Members of the club include Miss Isobel McCreery, Miss Patricia Tobin, Miss Janet Whitman, Miss Sybil Coryell, Miss Barbara Carpenter, Miss Heath Hamilton, Miss Florence McCormick, Miss Evelyn Taylor, Miss Inez Mejia, Miss Marianna Casserly, Miss Marianne Avenali, Miss Gloria Ames, Miss Genevieve Hart, Miss Dale King, Miss Katherine Stent, Miss Elena Musto, Miss Daisy Bell Overton, Miss Elizabeth Vincent, Miss Virginia Webb, Miss Laura Doe, Miss Peggy and Miss Evelyn Salisbury, Miss Sallie Ordway, Miss Mary McCarthy.

Also Messrs. Harry Poett Jr., William Sullivan, Fentress Kuhn, William Kuhn, Charles Bancroft, Val Scales, Robert Girvin, Mark McCann Jr., John Shortridge, James V. Coleman, William H. Taylor, Corran Plant, Lent Hooker, Geiger Lee, Russell Pratt, Albert Ames, Charles McCormick Jr., Walter Newhall, John Hayes and Nicol Smith.

Mr. and Mrs. Lewis Carpenter and their daughter, Miss Barbara Carpenter, gave a large dinner at their home in Burlingame in advance of the dance and entertained the patronesses and about twenty young people.



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### Dances and Many Diversions at Lovely Tahoe Tavern

Week-end parties at Tahoe Tavern, especially this past week, included many novelties.

Dances, motion picture filming and special programs drew large numbers of summer residents from various other Lake Tahoe resorts to the Tavern.

Venetian night, July 16, will be unusually elaborate for which preparations have been made under skillful management and with much thought. Miss Marjorie Day has charge of the program for tonight's celebrations, Saturday, July 16, and under the full moon which now travels the skies there will be an Italian street bazar established on the Tavern pier. Pretty girls will offer wares to visitors and every one taking part is pledged to appear in Italian costumes.

An illuminated boat parade will be held on the Lake at 9 o'clock with sailing crafts of all kinds in the spectacular event. After the parade there will be an Italian buffet supper in the Casino with Italian troubadours providing the music and the program features. Then will follow—dancing to the lilting and tantalizing music of the Tavern Orchestra directed and conducted by Anson Weeks.

Special races are scheduled for Sunday, July 17, and as a large number of entries are already registered the event promises to be of exceptional interest.

\* \* \*

### Prominent Personages

Many prominent California families and many distinguished people from various parts of the country are registered at Tahoe Tavern, where there are too many good times to miss and too many wonderful events to let escape.

Prominent among the present visitors from San Francisco at Tahoe Tavern are: Mr. and Mrs. Harry J. Daniels, Miss Beatrice Horst, Miss Helen Horst, Mr. and Mrs. B. S. Berry, Miss Muriel J. Aldrich, Downey Saunders, Oliver Fountain, Miss Inez M. Oldham, Miss Lilian McClintic, Mr. and Mrs. F. R. Short, Nancy Short, Mrs. Belle Congdon, Mr. and Mrs. Roy Arnold, Mr. and Mrs. E. J. Stanley, Mr. and Mrs. Kirkham Wright, Mr. and Mrs. George D. Keller and child, Mr. and Mrs. F. C. Rivinius, Mr. and Mrs. M. E. Pinckard, Miss Dorothy Pinkard, Mr. and Mrs. C. O. Carlston, Mr. and Mrs. W. H. George, Miss Isabel George, Miss Frances George, Mr. and Mrs. J. A. Schearer.

Many from Berkeley, the University City, are sojourning this year at Tahoe Tavern which increases in popularity all the time. They include: Mrs. E. Bushwalter, Mrs. Edward de Laveaga, Miss Lucia de Laveaga, Mr. and Mrs. Robert Menning. From Oakland, those at the Tavern include Mr. and Mrs. P. Von An, Mrs. Edward Watson, Miss Betty Watson, Miss M. E. Kerr, Herbert E. Dow, Mr. and Mrs. J. P. Crossley, Miss F. Archer, Miss J. N. Hodges. Piedmont: Mr. V. E. Pay, Mr. H. A. Mosher, Dr. and Mrs. Homer T. Craig.

\* \* \*

### Mrs. Levin Has Vacation Near Los Gatos Foothills

Mrs. Al Levin and son, young Edward Levin, are spending a delightful vacation at Los Gatos where they have been for several weeks. Mr. Levin, the prominent theater man of Northern California, motors down evenings from San Francisco to Los Gatos to be with his family.

\* \* \*

### Yosemite Guests

Dean Wilmer Gresham of Grace Cathedral, and Mrs. Gresham are spending vacation days in Yosemite Valley and stopping at the Yosemite Lodge.

Will C. Wood, State Superintendent of Banks, and Mrs. Woods are at Camp Curry, enjoying the wonders of the great National Park.

\* \* \*

### Prominent Visitors

Among recent arrivals of interest in the army set are Lieutenant and Mrs. Warren J. Clear, who are at the Clift Hotel. Lieutenant Clear has been stationed at Fort Benning, Ga., and has come to San Francisco to report for duty with the 30th Infantry.

\* \* \*

Horace Darton, son of Mrs. Frank Ainsworth by a former marriage, will visit his mother here. He is vice-president of a bank in Houston, Tex. He will remain several weeks.

(Continued on page 9)



# PLEASURE'S WAND

OBEY NO WAND BUT PLEASURE'S  
—Tom Moore



By Josephine Young

## "San Francisco Knows Its Drama and Wants Nothing But—'Drama'"

Now, comes along young Edward Belasco, younger brother of David Belasco, and this brilliant and far-seeing young man points out the likes and dislikes of San Francisco's audiences.

It's refreshing to hear this young Californian speak of his profession—the profession which has made the name of Belasco an honored one, throughout the civilized world.

Edward Belasco knows audiences from one coast to the other. Of the West, he says:

"San Francisco will have none of the patently risqué plays." Then, in emphatic words does this young theatrical man declare:

"For twenty-five years I was with the Alcazar company here and I have had ample opportunity to observe the public's likes and dislikes. Never in all that time have San Francisco audiences patronized a patently risqué play.

"People, here, do not pay their money to support salaciousness."

Then adds Edward Belasco:

"I am proud of the attitude of San Francisco people. They recognize what is really artistic. They differentiate between 'dirt' and drama."

Greetings, from our hearts, Mr. Belasco!

Young ideas—like yours—are making dramatic history and, an appreciative people shall turn the tide in your favor, and generation now in the budding, shall arise and pronounce you:

"True to the Belasco ideals!"

\* \* \*

## Curran

Madge Kennedy, with Sidney Blackmer, Mary Marble and Percy Haswell will begin an engagement in "Love in a Mist" at the Curran Theater, the opening performance to be Sunday night, July 17, following the closing performance today, Saturday, of "The Barker," a colorful comedy featuring John St. Polis, Isabel Withers and Virginia Cleary.

Belasco, Butler and Davis in association with Charles L Wagner are presenting the versatile Miss Kennedy and an excellent supporting cast.

"Love in Mist" comes here after its successful run of ninety-one weeks engagement in the East and will, no doubt, pack the Curran Theater during its performances here.

\* \* \*

## Lurie

"Chicago" will complete its engagement with this coming week's performances at the Lurie Theater on Geary street near Mason.

This Louis O. MacLoon comedy hit features Nancy Carroll in one of her best character roles, in which she portrays the part of Roxie Hart. Good acting and suspense with the lure of "the unexpected" are uppermost features of this play with lines which classify it as comedy-drama, although there is much to stir one's deeper emotions.

Clark Gable commends himself not only for his good acting but because he does appear as a real reporter—and heaven knows the stage seldom gives us the "real" from newspaper fields or editorial offices. Reporters have unusual intelligence (most folks admit)—but oh, the way the playwright draws them—is a crime. Welcome Mr. Gable, and equally welcome Mr. Barry Townly, the defense lawyer—though we might not like exactly what they have to do, we like the way they do it.

"Chicago" pokes its fingers at newspapers and newspaper reporters—but so much does the local craft take the lambasting in merriment that this past week the whole Press Club went in a body to one of the performances and afterwards entertained the whole cast of "Chicago" in their interesting and attractive club rooms.

\* \* \*

## Warfield

W. C. Fields, formerly of the Follies, and at present one of the most popular comedians of filmland, comes to the Warfield Theater Saturday, July 16, in "Running Wild."

Pretty Mary Brian is the star, playing opposite in the role of the adorable daughter and Claud Buchanan is her "boy friend." Marie Shotwell, Barney Raskle, Frederick Burton are in the cast.

In "Running Wild" the woes of the henpecked husband are told in com-

## Amusements

NEXT WEEK

### ON THE STAGE

#### Alcazar, O'Farrell nr. Powell

"Meet The Wife." Henry Duffy Comedy starring Marion Lord.

#### Curran, Geary nr. Mason

"Love In A Mist." Madge Kennedy and Sidney Blackmer in a comedy supported by Mary Marble and Percy Haswell.

#### Lurie, Geary at Mason

"Chicago." A satire on American jurisprudence aptly termed, "Getting Away with Murder."

#### President, McAllister nr. Market

"The Ghost Train." A Henry Duffy mystery drama.

\* \* \*

### VAUDEVILLE

#### Golden Gate, G. G. Ave. and Taylor

On the stage, "Our Gang." The Hal Roach Kiddies of movie fame in person. Additional vaudeville acts.

On the screen, "The Little Adventurers," featuring Vera Reynolds, Victor Varconi and Phyllis Haver.

#### Orpheum, O'Farrell nr. Powell

Henry Santrey and his band, Harry and Anna Seymour are held over for the second week as headliners of a bill of vaudeville.

#### Pantages, Market at Hyde

"The Country Beyond" with Olive Borden, Ralph Graves and Gertrude Astor on the screen and a program of vaudeville.

#### Union Square, O'Farrell nr. Powell

Vaudeville—Pictures.

#### Wigwam, Mission nr. 22nd

Vaudeville—Pictures.

\* \* \*

### ON THE SCREEN

DOWN TOWN

#### California, Market at 4th

"Resurrection." Screen version of Tolstoy's story starring Dolores Del Rio and Rod La Rocque. Gino Severi conducting the California Orchestra.

#### Cameo, Market opp. Fifth street

"Where the North Holds Sway," a thrilling story of mounted police and the northland.

#### Casino, Ellis at Mason

Sat. "My Old Dutch" and "The Street of Tears." Sun., Mon. "Gigolo" and "Atta Boy." Tues., Wed. "For Wives Only" and "The Denver Dude." Thurs., Fri. "The Wilderness Woman" and "Who's Your Friend?"

#### Granada, Market at Jones

On the screen, "The Callahans and the Murphys." On the stage, "Bathing Beauty Pageant." Gene Morgan conducting the Granada Orchestra and master of ceremonies.

#### St. Francis, Market bet. 5th-6th.

"The Way of All Flesh." Emil Jennings supported by Phyllis Haver and Belle Bennett.

#### Warfield, Market at Taylor

"Running Wild." W. C. Fields comedy with Mary Brian on the screen. A Fanchon and Marco Presentation with Walt Roesser conducting the Orchestra on the stage.

edy manner. Fields is "The Patsy" in his family circle. He and the dog rate about equal in prestige around home, until Arvo, hypnotist, tells the downtrodden Elmer Finch, played by Fields, that he is a lion, and Elmer believes him.

So he proceeds to act like a lion, to the amazement of all. He breaks up a tea party his wife is giving. He also puts over a big business stroke, still under the impression he is a lion.

The Glorias, Albert and Adelaide, are featured on the stage at the Warfield Saturday. A "Screen Idea" is the Fanchon and Marco offering. The Glorias, formerly in Ziegfeld's "Midnight Frolic," are stars, and Ernest Charles, composer and tenor, is another attraction.

\* \* \*

**Orpheum**

Next week's bill at the Orpheum again features Henry Santrey and his symphonic orchestra in an entirely new program. Santrey's boys, condescended by critics to be the most versatile group of musicians on the stage, have a new group of specialties and Harry and Anna Seymour, who appear with Santrey, have new songs and dances. Anna Seymour, who is Mrs. Santrey, will offer a new number with friend hubby and the band.

A second feature of the week's show will be Mr. and Mrs. Norman Phillips with Norman Phillips Jr. in a one-act playlet, "A Family Revue." The act features Norman Jr., said to be the most clever juvenile performer in the show business and his work has been a sensation in the East.

There will be a strong supporting show of Orpheum Circuit features in addition to Pathe News, Aesops Fables and musical numbers by Tommy Boyd and his Orpheum Orchestra.

\* \* \*

**Golden Gate**

Hail, Hail, "Our Gang" will be here, for they're coming back to San Francisco next week to play an engagement at the Golden Gate. Joe Cobb, the heavy man of the Gang, Farina, the little darkey with the roly poly eyes, Mango, Farina's sister, Jay R. Smith with more freckles than ever, Harry Spear with his old derby hat, Jean Darling the cute little blonde leading lady, and tousle-haired Jackie Condon,—they'll all be on the Golden Gate stage just as big as life.

All attendance records have been broken at every theater where the kiddies have played and the Gang had the time of their lives entertaining audiences that have been watching them on the screen for five years.

A popular part of the engagement of the Gang will be the receptions

that will be held on the stage following every matinee except Sunday at the Golden Gate. Every child in the audience will have an opportunity to go upon the stage and personally meet each member of the Gang. This feature is only for matinees and will follow their act which includes bits by each child and some scenes from "Uncle Tom's Cabin."

A strong supporting bill will be offered in conjunction with the engagement of the "Gang," including Wright and Dietrich, singers. The screen feature will be "The Little Adventuress," a comedy drama starring Vera Reynolds. Victor Varconi plays the leading male role. The usual short films and Claude Sweeten's music will round out the show.

\* \* \*

**Pantages**

"The Country Beyond" will be the screen feature at Pantages theater commencing with Saturday's program. Olive Borden, Ralph Graves, J. Farrell McDonald and Gertrude Astor are in the cast. The picture is a filmed version of James Oliver Curwood's story.

A Revue Fantasy heads the vaudeville program with singing and dancing features. Young Krevoff, a pupil of Tarasoff, New York dancing maestro, has the lead in the revue.

Other acts on the program include Barrett and Clayton in "The Rebound" with a cast which comprises Mercedes Mordant and Abbott Adams. Brit Wood, exploited as the "world's champion harmonica player" and Princeton and Yale—in chatter and song; Don Valerio and company with wire walking stunts assisted by Helen Gartz complete the bill.

Exterior views of "The Country Beyond" screen feature, were filmed in Jasper National Park, Alberta. Many of the scenes were taken on the shores of Lake Maligne and Mount Edith Cavell.

Don George is at the organ of Pantages theater and Shad Rosebrook conducts the orchestra.

\* \* \*

**California**

"Resurrection," screen version of Tolstoy's novel is on the screen at the California theater for another week where Gino Severi is conductor of the California orchestra.

Dolores Rel Rio and Rod La Rocque are the stars in this photoplay which follows closely the Tolstoy story, one reason, no doubt, of this plan being due to the co-operation of Count Ilya Tolstoy, who assisted in filming "Resurrection" from the pen of his famous uncle.

(Continued on page 8)

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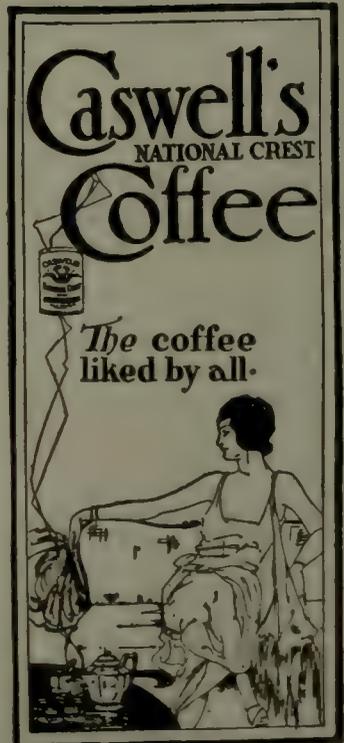
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## PLEASURE'S WAND

(Continued from page 7)

### St. Francis

"The Way of All Flesh" will continue at the St. Francis another week with Emil Jannings in the principal role. The picture is said to exhibit the finest acting since Janning's portrayal in "Variety."

Belle Bennett, whose mother roles have made her one of the screen luminaries, and Phyllis Haver, a versatile and charming screen actress, support Jannings in this picture.

This picture was shown in New York where it registered box receipts to please the theater owners, reaching the figure, so we are authoritatively informed, of \$40,000. The drama is strong and the acting is up to the Jannings' standard. That speaks a lot.

\* \* \*

### Granada

"The Callahans and the Murpheys," a chapter out of the Irish American family life as told in the popular stories by Kathleen Norris, California's famous novelist, will occupy the screen at the Granada this week beginning with Saturday's showings.

Frances Marion, famous scenarist, wrote the screen version of the Norris magazine stories and brought out the vein of humor and homely characteristics of the author to a nicety. The cast includes Marie Dressler, Polly Moran, Sally O'Neil, Lawrence Gray and Eddie Gribbon.

The Granada theater this week will offer as its stage attraction Southern bathing beauties with a Beauty Pageant part of stage feature. Miss Southern California, fairest of the southern bathing girls, will be starred during these presentations, sponsored by Fanchon and Marco. Gene Morgan conducts the Granada orchestra and is master of ceremonies.

\* \* \*

### Alcazar

"Meet the Wife," the keen comedy of satire and lively wit begins its second week at the Alcazar tomorrow, July 17, with Marion Lord in the leading role in her portrayal of "the wife." She is a positive "scream" in this play and keeps up the merriment at a rapid pace all through the drama of sparkling humor.

More than a year ago Henry Duffy obtained the Australian rights to this play and Miss Lord and her company visited the principal cities there and in New Zealand presenting "Meet the Wife" to large audiences.

William Macauley, John Stokes and Robert Adams have comedy roles. Marion Sterly, Richard Eilers, Marie Sorille and John Mackenzie are in the cast.

### President

Realism is an essential feature of "The Ghost Train," an exciting mystery melodrama, which Sunday begins its sixth week at the President. Henry Duffy has gone to great lengths for scenic effects, which have been elaborately perfected.

The first thrill in this play comes with the rise of the curtain, before a single word has been spoken. When action begins there is a succession of laughs and surprises that keep the spectator in a state of mirth. The comedy work of Earl Lee, who has the principal role, has been particularly pleasing to his many friends.

The cast contains many new players and includes: Charlotte Treadway, Ronald Telfer, Dorothy LaMar, Ben Taggart, Lillian Dean, Thomas Brower, John O'Hara, Joan Warner, Henry Caubisens and Westcott Clarke.

\* \* \*

### Cameo

"Where the North Holds Sway" a picture of the mounted police and daring adventure will be shown at the popular Cameo theater this week, with many daring scenes and people of the northland, picturesque scenery and bravery the outstanding features of the screen story.

\* \* \*

### GREAT GUEST CONDUCTOR

Ossip Gabrilowitsch, conducting the San Francisco Symphony Orchestra, in the fifth concert of the Summer Symphony series last Tuesday night, appeared before the largest audience of the summer season—so the box office tells us.

Gabrilowitsch's marvelous music, however, can by no means be reckoned by statistics, for this great conductor gave us something immeasurably superior. He gave us music that we, here in San Francisco, shall remember for a long, long time!

Did you wish to hear Beethoven as a solace to your very soul? Then, verily, were you satisfied with the Overture, "Lenore" No. 3, which, we are informed, is one of the four different overtures Beethoven wrote. His only opera, "Fidelio," originally entitled, "Lenore" after the principal character in the opera, contains this Overture, No. 3 declared by critics a masterpiece of dramatic unity, strength and passion as well as of imposing construction.

This Overture was the first number of last Tuesday night's Symphony, giving us an idea of the rare musical treat in store for us throughout the entire concert.

The Brahms "Symphony No. 1, in C minor," stirred the emotions of all

(Continued on page 10)

**SOCIETY**

(Continued from page 5)

**Mrs. Bracknell Ill**

The many friends of Mrs. George J. Bracknell will be distressed to hear of her accident. She fell and fractured her leg and is now at the Stanford Hospital, where she will be a week or two longer.

\* \* \*

**Surprise News**

News came as surprise Saturday when it was learned that Miss Lucy Gladys Ainsworth, who is engaged to Lieut.-Commander Cornelius Flynn, U. S. N., left that same day for the Orient. She will go directly to Shanghai, where she will be the guest of Dr. and Mrs. William Rector Smith and will be married very soon after arriving. Flynn is the son of Dr. and Mrs. Thomas H. Flynn of Summerville, N. J. He has received orders which will keep him in the Orient indefinitely. For this reason the young couple decided to be married soon after Miss Ainsworth's arrival in Shanghai.

\* \* \*

**Wedding Day Is Named**

The wedding day has been announced for the nuptials of Miss Mary Anne Sutro and Mr. Balfour Bowen which is to take place on Thursday, September 8, at the home of the bride's parents, Mr. and Mrs. Oscar Sutro, in Piedmont. The wedding will be held in the evening at nine o'clock.

The bridegroom-to-be is the son of Mr. and Mrs. W. K. Bowen of Roxwell, Essex County, England.

**Maid of Honor**

Miss Barbara Sutro will be the maid of honor and the bridesmaids will be the Misses Adelaide Sutro, Mary Chickering, Irene Griffin, Frances Stent, Dorothy Griffin and Harriet McCormick.

George Fortune, who is also an Englishman, will attend the bridegroom, and the ushers will include: Messrs. Harrison Dibblee Jr., Elliot McAllister, H. S. M. Burns, Everett Griffin, John Baldwin and Arthur Sutro Jr.

After the ceremony there will be a reception at the bride's home.

\* \* \*

**Well Known Family**

The bride-elect comes from a prominent San Francisco family, the Sutros and the O'Sullivans. Her mother was Miss Mary O'Sullivan, daughter of the late Mr. and Mrs. Cornelius O'Sullivan; the late Dennie O'Sullivan, the singer, was an uncle. Miss Sutro attended Miss Ransome's School, in Piedmont, and later graduated from the Sacred Heart Convent at Menlo

Park. She has toured Europe twice since then. Bowen was educated at Brasenose College Oxford, and is now in business in San Francisco.

The engagement was announced at a luncheon given by Mrs. Oscar Sutro at the beginning of the year at her home in Piedmont.

\* \* \*

Mr. and Mrs. W. W. Colm, with their children, have closed their home in Bakersfield for the summer and are again in San Francisco to spend July and August. The family are registered at the Hotel Whitcomb, where they annually make their headquarters during the summer months.

\* \* \*

Professor Charles Beach Atwell and Mrs. Atwell of Evanston, Illinois, who are summering in California, are registered at the Hotel Whitcomb. Professor Atwell is a member of the staff of the Northwestern University at Evanston. The couple will spend several months in touring California.

\* \* \*

**Oscar Klatt in the East**

Oscar H. Klatt, president of the American Toll Bridge Company, is in New York, attending the convention of the Toll Bridge Association of America, of which he is also president.

The Association convened on the 15th of July, and will last two or three days, taking up important matters pertaining to the American Toll Bridge Company.

After the convention adjourns, Mr. Klatt will leave for Germany, where he will visit his mother, whom he has not seen for seventeen years. He will be gone for six weeks.

\* \* \*

**Society of California Pioneers Elects Officers**

The Society of California Pioneers, one of the State's foremost organizations, this past week, held an election of officers at their headquarters on July 7, at number 5, Pioneer Place.

President Charles S. Cushing, under whose excellent executive work the Society of California Pioneers has advanced to still more splendid attainments was given an ovation of real appreciation from his co-workers and fellow members. With his efforts as president, much activity in collecting historical records of California, valuable pictures, maps and rare books has been carried on with the compensating result of a collection unequalled in many respects. President Charles S. Cushing was most ably assisted by Secretary H.

(Continued on page 10)



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### Great Guest Conductor

(Continued from page 8)

music-lovers. It was gorgeously played with the tonal shadings for which Gabilowitsch seems especially famed. The other two numbers of the fifth concert were "Vivienne," a Symphonic poem by Chausson and the beloved Hungarian Rhapsody of Liszt, No. 2.

No more popular works exist for the piano than the compositions for which Liszt is famed, and the most popular of them all, beyond the shadow of a doubt is the second Rhapsody.

So this is the kind of music we are getting during these Summer Symphonies and the increasing attendance each Tuesday evening at the Exposition Auditorium is eloquent appreciation and permanent applause for the thorough musicians who comprise our San Francisco Symphony Orchestra, as well as for the masters who favor us with their presence as notable guest conductors.

Before closing our article we want to call attention to the Chausson number, "Vivienne," the delicacy and artistry of the music having been most skillfully and fascinatingly played. Solo passages throughout the number enhanced its appeal to our musical appreciation. Comment was made by those "in the know" of Drucker's trumpet calls. The musical composition really makes provision for two trumpets, but so skillfully does Drucker play the passage that the effect of the two trumpets is achieved with pleasing tone qualities and accentuation.

\* \* \*

The next concert, sixth of the Summer Symphony series, will be given next Tuesday evening, July 19, in the Exposition Auditorium, eight-twenty o'clock, with Ossip Gabilowitsch again conducting. There are two Schubert numbers on the excellent program and the Scriabin Symphony No. 3 "The Divine Poem," will be heard for the first time in San Francisco.

\* \* \*

### Lecture

Victor Lichtenstein, will give an informal discussion and musical illustration of the Symphony Concert music on Monday night, July 18 in the Woman's City Club, 465 Post Street, beginning at 8:15 o'clock. A small admission fee is required.

### SOCIETY

(Continued from page 9)

L. Byrne in this special work of historical value.

Mr. Oliver P. Stidger was elected to the office of President following the expiration of Mr. Cushing's term. Both gentlemen are very prominent

in the legal profession and well known citizens of the great commonwealth. As an additional tribute to the retiring president, Mr. Stidger will have Mr. Cushing as a member of the executive staff in the office of a director. Others elected to their respective places on the Board include: Dr. Joseph A. Oliver, Mr. James K. Moffitt, Mr. Robert R. Russ, Mr. William T. Hale, Mr. J. R. Skinner, vice-presidents. Charles J. Deering was elected treasurer; J. H. P. Gedge, elected marshal and the directors are: Messrs. James P. Taylor, John J. Lermen, Charles S. Cushing, L. J. Scoofy, E. A. Douthitt, H. L. Van Winkle, Dr. G. N. Van Orden, Fred G. Russ, F. De P. Teller.

\* \* \*

### Banquet to Officers

Mr. H. L. Van Winkle presided at an elaborate banquet held in the room of the Dons at the Mark Hopkins Hotel on July 7, where speeches, music and splendid entertaining features were programmed for the honor of the out-going and in-coming officers of The Society of California Pioneers.

\* \* \*

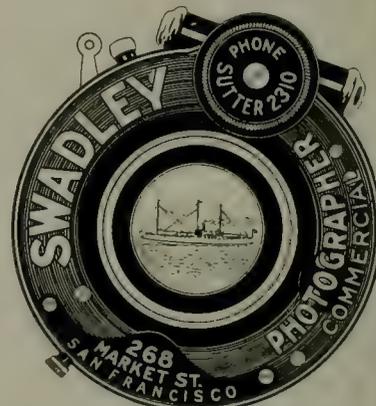
### Lucky

(After Leigh Hunt)

Jenny missed me by a hair  
As she darted down the highway;  
Boy, I got a nasty scare  
When her roadster darted my way.  
Say her driving's pretty bad,  
Say her bumper nearly kissed me,  
Say the following: "X!\$0!z," but add  
Jenny missed me!

—Arthur L. Lippmann.

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**PHOTOGRAPHS**  
*Live Forever*



Edited by Florence DeLong

**HERE IS ENGLAND**, by Marion Balderston. Robert M. McBride & Company. Illustrated, \$3.00.

By the time you have finished this book you will know a great deal more than when you started. You will absorb the contents as much through the pleasure it gives you as through the eyes. The author knows her subject thoroughly, not only how to take you for a most enjoyable trip, but she has an amazing fund of knowledge of everything pertaining to it. It would be interesting to learn whether she studied architecture before she studied the cathedrals, or whether she became so interested in the cathedrals that she studied architecture because of them. Whichever way it was, she has blended the two subjects so completely that she has a perfect combination.

She loves the cathedrals and can tell you all about them from crypt to spire. Who built them and when, and how well they were built. As she says, the best our ancestors had "either as a period of time or as a single man, went into the building," and "never once did a workman do his job badly because he thought no one would see it."

Take the Cathedral of Glastonbury, just for one instance: She first traces the history of England from the first invaders, (and you will be surprised to learn that the first invader of all was the sea itself); then to Britain came Joseph of Arimathea with the Holy Grail; then St. Patrick, King Arthur, and with the retirement of the Romans, the Saxons, who were in turn driven out by the Danes. Finally the Normans, and on and on and on. But it is an interesting story she tells, not the dull routine of "history." Her style is true and concise, and above all entertaining.

She has not forgotten her history as flagrantly as some of us have. How interestingly she places it all before you! All the famous old kings and queens whose names sound familiar but whose deeds we cannot recall. We can remember them now, of course.

We are given a lesson in derivation of words—and we always thought entomology so dry and uninteresting. But what fun it is to follow through her explanations. That is part of the attraction of the book. She ex-

plains so easily just by telling you—she does not stand on the platform and teach. She can tell us about glass making and how the wonderful old method of stained glass has become a lost art. She understands music — harmony — orchestration. She dips into the different religions without giving offense. What a born pedagogue she is, with an inborn gift of imparting interestingly. The dullest student could learn from her book without realizing how many lessons he is absorbing.

Her favorite method of getting about the country is in a motor car. She even tells you where to honk your horn, where to lock the wheels and slide to your fate if you are inclined to be rash; where to get out and walk; what time is best to enjoy to the full the beauties of each place,— in fact how to get the most out of the trip. Incidentally you learn how to work up an enthusiasm to go and do likewise, if you have never felt the urge before. There is a whole chapter on how to get your own car to England, if you so desire, and the reasons why she advocates renting or buying a car in England as the better plan.

There are several excellent maps scattered throughout the book and numerous interesting illustration.

\* \* \*

**THE TRIUMPH OF YOUTH**, by Jacob Wassermann. Boni and Live-right. \$2.00.

A story for "grown-up children." A child is the hero and the children are the ultimate conquerors.

A lad—the son of a dissolute father and a weak and shivering mother, grows up without any of the care which is lavished now-a-days by fond parents on their delicate offspring. He is nominally under the care of a tutor, but the poor man lives in daily dread of losing his vocation because he cannot manage his charge—in fact, he can hardly ever find him. The boy is a vagrant.

Fortunately, his dastardly father dies when the boy is only six years of age, and his mother deserts him about the same time. For comfort, he turns to the "fairies" whom he learns to love through books purloined from his tutor; and they in turn seem to endow him with a wistful imagination. He becomes a child

of nature; and as nature unfolds herself through her endless variety, he unfolds a pure and innocent spirit through his sweet, childish stories. He is a sort of Peter Pan, a Pied Piper, a will-o'-the-wisp. Everyone loves him, and young and old follow him about begging for a "story." Even his villainous old Uncle falls under his spell—although the old man is probably more sinned against than sinning, when you consider the times and the sinister "shadow" under which he lives. Pater Gropp is an unlovely block of granite chiseled with an unkindly hand, and there is no heart in him. But just as he is about to topple upon the poor Young Baron and crush the life out of him, the children take a hand and he is saved.

But—the poor youth, through his suffering, has now become a man, and he pleads with his people for time before he can tell them any more stories. His deeds may speak well for him later, but we wonder if the beautiful gift of story-telling is gone. Youth and innocence cannot be cultivated, but, when later they are tempered with suffering, out of them may come a man worth while.

Books that are reviewed in the News Letter can be obtained  
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 AND PAUL ELDER'S LIBRARY  
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# RADIO

By C. J. Pennington



C. J. Pennington

## Wonderful Lighting At Radio Show

A novel lighting plan, developed by Elliott Conroy, illumination engineer of the famous "Miracle" production, has been provided for the fourth annual Pacific Radio Show to be held in the Exposition auditorium, August 20th to 27th under the auspices of the Pacific Radio Trade Association.

The lighting plan, according to Leo J. Meyberg, chairman of the radio show committee of the association, will surpass anything ever seen in the big indoor spectacle held in the auditorium. One of the features of the lighting will be the utilization of 80 powerful spotlights throwing a rainbow effect of varying colors up the walls and converging in the center of the great overhanging canopy. A colorful scheme of decoration will further enhance the lighting effects.

In addition to the indoor lighting, large batteries of concealed flood lights in the Civic Center will bathe the auditorium in a brilliant glow that will turn the night time hours into daylight. In recognition of the fact that this is America's first radio show of the season, the Board of Supervisors of San Francisco have announced their intention of lighting the \$4,000,000 City Hall and otherwise putting the Civic Center in gala attire.

\* \* \*

## National Broadcasting Co.

The entire twenty-second floor of the Hunter-Dulin building is under lease to the National Broadcasting Company, who have been building for over two months a type of broadcasting studio that is unique in the annals of radio. The Spanish motif was selected to bear out the traditions of

early Western history. The largest studio is fashioned after a Spanish patio, or garden, and so built and decorated. The smaller studio is designed after the interior of a Spanish room with all the appropriate decorations and hangings.

The general offices and rehearsal rooms are practically completed and the members of the staff have moved into their new quarters.

Every convenience possible has been incorporated into the new studios in hopes that no changes will have to be made in the near future.

\* \* \*

## KNX

The Loftus Land Company, developers of "Sunshine Acre Farms," has started a series of radio programs over KNX. The orchestra featured on the program is known as the "Eggbeaters' Band"; the dialogue numbers are given by Tom and William, a new organization over the air, and the "Dixie Girls," two girls from the South, lend their voices, singing all the old Southern melodies.

\* \* \*

## "Take the Air" Has New Meaning

This one actually happened on a recent KFI Midnight Frolic: The announcer after having presented a new artist and turning to him said, "All right. Take the air." The artist's face rapidly ran the gamut of all the emotions from surprise to disappointment and disgust, then he dejectedly walked away. The announcer sensed that he had been misunderstood, and ran after him to explain that around a studio the expression "Take the air" has a decidedly different meaning than that accorded it in the vernacular.

\* \* \*

## The Grandfather of Jazz

Much interest is shown in "The Hour in Memory Lane" programs of the National Broadcasting Company, broadcast over the Pacific Coast network of stations every Friday night from 9 to 10 p. m. The revival of popular songs seem to be enjoyed by all classes and ages.

Recently in releasing information on the program the statement was made that the old song, "To ra ra boom de ay" song was the grandfather of the modern jazz melody, dating back 30 years. A few days ago a letter was received from a resident of Spokane, Fleetwood Ward, a music

lover past 80 years of age, who made the following statement:

"I am over 80 years old. About 50 years ago, as a member of the Union League Club of Philadelphia, I had occasion to enter the library of the Club one day. I came across several volumes containing the words and music of old songs and the pictures of the music halls in London where they were first sung. About this time Lottie Collins, a London music hall favorite, was making a decided success in New York at Koster and Bial's Theater singing this number. To my surprise I came across the identical song in one of the old volumes and looking at its date of publication I found that it had been printed over a hundred years before."

\* \* \*

## KPO KOMMENT

Dedication of KPO's new Philharmonic organ, the installation of which was recently announced by the station management, will take place during the first week of August when Uda Waldrop, the station's official organist, will return from his summer vacation.

The new instrument is now entirely completed. It was built in the laboratories of the Welte Organ Company of New York, according to specifications worked out by Waldrop himself. The organ has been especially designed to give the best tone effects for radio reproduction. It has been installed at KPO at a cost of \$25,000 and will be used in the recitals given by Waldrop, which have been a weekly feature of the station for several years.

Waldrop is not only KPO's official organist, but is also the municipal organist for the city of San Francisco.

Diner—I say, waiter, the portions were much bigger last year.

Waiter—That's an optical illusion on your part, sir. Now that the restaurant has been enlarged they just appear smaller.—Pele Mele, Paris.

\* \* \*

"What sort of a chap is Jack, dear?"

"Well, when we were together last night, the lights went out, and he spent the rest of the evening repairing the fuse!"—Pink Un.

RADIO PROGRAMS

Station	wavelength (meters)	Power (watts)
KMTR—Los Angeles	526.	500
KLX—Oakland	508.2	500
KGW—Portland	491.5	1000
KFI—Los Angeles	467.5	5000
KFRC—San Francisco	454.3	50
KFOA—Seattle	447.5	1000
KFSD—San Diego	440.9	500
KPO—San Francisco	422.3	1000
KHJ—Los Angeles	408.2	500
KGO—Oakland	394.4	5000
KJR—Seattle	384.6	2500
KHQ—Spokane	370.2	1000
KFWB—Los Angeles	361.2	500
KNX—Los Angeles	336.9	500
KOA—Denver	325.9	5000
KOIN—Portland	319.	1000
KPSN—Pasadena	315.6	1000
KYA—San Francisco	309.1	500
KOMO—Seattle	305.8	1000
KSL—Salt Lake	302.8	1000
KOWW—Walla Walla	299.8	500
KQW—San Jose	296.9	500
KTBI—Los Angeles	288.3	500
KTAB—Oakland	280.2	500
KTCJ—Seattle	277.6	500
KFWL—San Francisco	267.7	500
KGA—Spokane	260.7	2000
KFUS—Oakland	256.3	50
KRE—Berkeley	256.3	100
KZM—Oakland	245.8	100
KLS—Oakland	245.8	200
KEK—Portland	239.9	2500
KPWM—Oakland	236.1	500
KJBS—San Francisco	220.4	50
KGTT—San Francisco	206.5	50

**SUNDAY**  
(July 17)

9:00 am—KFUS.  
10:00 am—KFI, KNX, KTAB.  
10:30 am—KGW, KFI, KTAB.  
11:00 am—KTAB, KGO, KFUS, KYA, KOA, KGW, KFI, KGA.  
12:00 m—KGW, KGA.  
1:00 pm—KFWL.  
2:00 pm—KNX.  
3:00 pm—KPO, KGTT, KNX.  
4:00 pm—KGO, KGTT, KNX.  
5:00 pm—KNX, KFI.  
6:00 pm—KPO, KOA, KNX, KFI.  
6:30 pm—KPO, KGO, KNX, KFI.  
7:00 pm—KPO, KGO, KNX, KFI.  
7:30 pm—KPO, KGO, KGTT, KYA, KGW, KNX, KFI, KFI, KGA.  
8:00 pm—KPO, KGO, KGTT, KFWL, KOA, KGW, KNX, KFI, KTAB.  
9:00 pm—KPO, KGO, KGTT, KOA, KGW, KNX, KFI, KFWB.  
10:00 pm—KGW, KFI, KFWB.  
11:00 pm—

**MONDAY**

7:00 am—KPO, KNX.  
8:00 am—KPO, KFWL, KNX.  
9:00 am—KNX, KTAB, KJBS.  
10:00 am—KFUS, KFWL, KOA, KGW, KFOA, KNX, KJBS, KTAB, KFWB.  
10:30 am—KPO, KLX, KFWL, KOA, KGW, KNX, KJBS.  
11:00 am—KFWL, KYA, KOA, KGW, KGA, KJBS.  
11:30 am—KPO, KGO, KYA, KGA.  
12:00 m—KPO, KFWL, KYA, KFOA, KGA, KFWB.  
12:30 pm—KPO, KGO, KGTT, KYA, KNX, KGA, KFWB.  
1:00 pm—KPO, KGO, KYA, KFWB.  
2:00 pm—KFWB, KFOA, KNX, KJBS.  
3:00 pm—KNX, KJBS.  
4:00 pm—KPO, KGO, KFWL, KFOA, KNX.  
5:00 pm—KTAB, KFWB, KPO, KFWL, KOA, KNX.  
5:30 pm—KTAB, KFWB, KPO, KGO, KLX, KFWL, KYA, KFI, KNX, KGA.  
6:00 pm—KTAB, KFWB, KPO, KGO, KLX, KFWL, KYA, KGW, KFI, KFOA, KNX, KGA.  
7:00 pm—KTAB, KFWB, KPO, KGO, KLX, KFWL, KYA, KOA, KFI, KFOA, KNX, KGA.  
7:30 pm—KFWB, KOA, KGW, KFI, KFOA, KNX, KGA.  
8:00 pm—KGA, KTAB, KFWB, KPO, KGO, KLX, KFWL, KYA, KOA, KGW, KFI, KFOA, KNX.  
9:00 pm—KTAB, KFWB, KPO, KLX, KFWL, KYA, KGW, KFI, KNX.  
10:00 pm—KFWB, KPO, KFWL, KYA, KGW, KFI, KNX.  
11:00 pm—KFWL, KYA, KGW, KNX.  
12:00 pm—

**TUESDAY**

7:00 am—KNX, KFWL, KPO.  
8:00 am—KNX, KFWL, KPO.  
9:00 am—KNX, KTAB, KJBS.  
10:00 am—KNX, KGW, KFWL, KPO, KTAB, KJBS.  
10:30 am—KNX, KGW, KYA, KFWL, KPO, KJBS.  
11:00 am—KGA, KGW, KOA, KFWB, KYA, KFWL, KJBS.  
11:30 am—KGA, KOA, KGO, KPO.  
12:00 m—KGA, KNX, KFOA, KOA, KFWB, KYA, KFWL, KGO, KPO.  
12:30 pm—KFOA, KFWB, KYA, KGTT, KGO.  
1:00 pm—KFOA, KFWB, KYA, KFWL, KGO, KPO.  
2:00 pm—KGA, KNX, KFOA, KGW, KOA, KFWB, KLX, KGO, KJBS.  
3:00 pm—KGA, KNX, KOA, KPO, KJBS.

4:00 pm—KNX, KFOA, KFWL, KGO, KPO.  
5:00 pm—KNX, KOA, KFWB, KFWL, KPO, KTAB.  
5:30 pm—KNX, KFI, KFWB, KYA, KFWL, KLX, KPO.  
6:00 pm—KGA, KNX, KFOA, KFI, KGW, KFWB, KGA, KFWL, KGO, KPO, KTAB.  
7:00 pm—KNX, KFOA, KFI, KGW, KOA, KFWB, KYA, KFWL, KX, KGO, KPO, KTAB.  
7:30 pm—KFWB, KNX, KFOA, KFI, KOA.  
8:00 pm—KGA, KNX, KFOA, KFI, KGW, KOA, KFWB, KYA, KFWL, KGTT, KGO, KPO, KPO, KTAB.  
9:00 pm—KNX, KFOA, KFI, KGW, KFWB, KYA, KFWL, KGTT, KGO, KPO, KTAR.  
10:00 pm—KNX, KFI, KGW, KFWB, KFWL, KGO, KPO.  
11:00 pm—KGW, KFWL.  
12:00 pm—

**WEDNESDAY**

7:00 am—KNX, KPO, KFWL.  
8:00 am—KNX, KPO, KFWL.  
9:00 am—KNX, KTAB, KJBS.  
10:00 am—KGW, KFOA, KNX, KFWB, KFUS, KFWL, KTAB, KJBS.  
10:30 am—KGW, KNX, KPO, KLX, KFWL, KJBS.  
11:00 am—KGW, KGA, KPO, KFWL, KYA, KOA.  
11:30 am—KGA, KPO, KGO, KYA, KOA.  
12:00 m—KFOA, KGA, KFWB, KPO, KGO, KFWL, KYA, KOA.  
12:30 pm—KFOA, KNX, KGA, KFWB, KGO, KGTT, KFWL, KYA.  
1:00 pm—KFOA, KFWB, KPO, KFWL, KYA.  
2:00 pm—KFOA, KNX, KFWB, KGO, KLX, KJBS.  
3:00 pm—KNX, KPO, KLX, KGTT, KJBS.  
4:00 pm—KFOA, KNX, KPO, KGO, KLX.  
5:00 pm—KOA, KNX, KFWB, KPO, KFWL, KTAB.  
5:30 pm—KOA, KFI, KNX, KGA, KFWB, KPO, KLX, KFWL, KYA.  
6:00 pm—KOA, KGW, KFI, KFOA, KNX, KGA, KFWB, KPO, KGO, KLX, KFWL, KYA.  
7:00 pm—KOA, KGW, KFI, KFOA, KNX, KFWB, KPO, KGO, KLX, KFWL, KYA, KTAB.  
7:30 pm—KNX, KFWB, KOA, KGW, KFI, KFOA.  
8:00 pm—KOA, KGW, KFI, KFOA, KNX, KGA, KFWB, KPO, KGO, KLX, KGTT, KFUS, KFWL, KYA, KTAB.  
9:00 pm—KGW, KFI, KFOA, KNX, KFWB, KPO, KGO, KLX, KGTT, KFWL, KYA, KTAB.  
10:00 pm—KFI, KNX, KFWB, KPO, KGO, KFWL.  
11:00 pm—KNX, KGO, KFWL.  
12:00 pm—

**THURSDAY**

7:00 am—KNX, KPO, KFWL.  
8:00 am—KNX, KPO, KFWL.  
9:00 am—KNX, KTAB, KJBS.  
10:00 am—KGW, KNX, KFWB, KPO, KFWL, KJBS.  
10:30 am—KGW, KNX, KPO, KFWL, KJBS.  
11:00 am—KOA, KGW, KNX, KGA, KFWL, KYA.  
11:30 am—KOA, KNX, KGA, KPO, KGO, KFWL, KYA.  
12:00 m—KOA, KFOA, KGA, KFWB, KPO, KGO, KFWL, KYA.  
12:30 pm—KFOA, KNX, KFWB, KPO, KGO, KGTT, KFWL, KYA.  
1:00 pm—KFOA, KNX, KFWB, KPO, KGO, KFWL, KYA.  
2:00 pm—KFOA, KNX, KFWB, KGO, KLX, KJBS.  
3:00 pm—KOA, KNX, KFWB, KPO, KJBS.  
4:00 pm—KOA, KFOA, KNX, KPO, KGO, KFWL.  
5:00 pm—KNX, KFWB, KPO, KGO, KFWL, KTAB.  
5:30 pm—KFI, KNX, KGA, KFWB, KPO, KGO, KLX, KFWL, KYA.  
6:00 pm—KGW, KFI, KFOA, KNX, KGA, KFWB, KPO, KGO, KLX, KFWL, KYA, KTAB.  
7:00 pm—KGW, KFI, KFOA, KNX, KFWB, KPO, KGO, KLX, KFWL, KYA.  
7:30 pm—KFI, KNX, KFWB, KGW, KFOA.  
8:00 pm—KGW, KFI, KFOA, KNX, KGA, KFWB, KPO, KGO, KFWL, KYA, KTAB.  
9:00 pm—KGW, KFI, KFOA, KNX, KFWB, KPO, KFWL, KYA, KTAB.  
10:00 pm—KGW, KFI, KNX, KFWB, KPO, KFWL.  
11:00 pm—KGW, KNX, KFWL.  
12:00 pm—

**FRIDAY**

7:00 am—KNX, KPO, KFWL.  
8:00 am—KNX, KPO, KFWL.  
9:00 am—KNX, KTAB, KJBS.  
10:00 am—KGW, KFOA, KNX, KFWB, KFUS, KFWL, KTAB, KJBS.  
10:30 am—KGW, KNX, KOA, KPO, KLX, KFWL, KYA, KTAB, KJBS.  
11:00 am—KGA, KOA, KPO, KGO, KFWL, KYA.  
11:30 am—KFOA, KNX, KGA, KOA, KFWB, KPO, KGO, KFWL, KYA.  
12:00 m—KFOA, KNX, KGA, KFWB, KGO, KGTT, KYA.  
12:30 pm—KFOA, KNX, KFWB, KGO, KFWL, KYA.  
2:00 pm—KGW, KFOA, KNX, KFWB, KPO, KGO, KLX, KJBS.  
3:00 pm—KNX, KOA, KPO, KJBS.  
4:00 pm—KFOA, KNX, KPO, KGO, KFWL.  
5:00 pm—KFI, KNX, KGA, KGA, KFWB, KPO, KGO, KLX, KFWL, KYA, KTAB.  
6:00 pm—KGW, KFI, KFOA, KNX, KGA, KOA, KFWB, KPO, KGO, KFWL, KYA, KTAB.  
7:00 pm—KFI, KFOA, KNX, KOA, KFWB, KPO, KGO, KLX, KFWL, KYA, KTAB.  
7:30 pm—KFI, KNX, KOA, KFWB, KGW, KFOA.  
8:00 pm—KPO, KGO, KLX, KGTT, KFWL, KYA, KTAB.  
9:00 pm—KGW, KFI, KFOA, KNX, KOA, KFWB, KPO, KGO, KLX, KGTT, KFWL, KYA, KTAB.

10:00 pm—KGW, KFI, KFOA, KNX, KFWB, KPO, KGO, KLX, KFWL, KJBS.  
11:00 pm—KGW, KNX, KFWL, KFOA.  
12:00 pm—

**SATURDAY**

7:00 am—KNX, KPO, KFWL.  
8:00 am—KNX, KPO, KFWL.  
9:00 am—KNX, KTAB, KJBS.  
10:00 am—KGW, KNX, KFWB, KPO, KFWL, KJBS.  
10:30 am—KNX, KOA, KPO, KFWL, KJBS.  
11:00 am—KGA, KOA, KFOA, KFWL, KYA.  
11:30 am—KGA, KOA, KPO, KGO, KYA.  
12:00 m—KNX, KGA, KOA, KFWB, KPO, KGO, KFWL, KYA.  
12:30 pm—KNX, KFWB, KGO, KGTT, KYA.  
1:00 pm—KFWB, KPO, KGO, KFWL, KYA.  
2:00 pm—KNX, KFWB, KPO, KGO, KLX, KJBS.  
3:00 pm—KNX, KPO, KJBS.  
4:00 pm—KNX, KPO, KGO, KFWL.  
5:00 pm—KNX, KFWB, KPO, KFWL.  
5:30 pm—KFI, KNX, KGA, KFWB, KPO, KFWL, KYA.  
6:00 pm—KGW, KFI, KNX, KGA, KFWB, KPO, KFWL, KYA.  
7:00 pm—KFI, KNX, KOA, KFWB, KPO, KLX, KFWL, KYA, KTAB.  
7:30 pm—KFI, KNX, KOA, KFWB.  
8:00 pm—KGW, KFI, KNX, KGA, KOA, KFWB, KPO, KGO, KFUS, KFWL, KYA, KTAB.  
9:00 pm—KFI, KNX, KFWB, KPO, KGO, KFWL, KYA, KTAB.  
10:00 pm—KGW, KFI, KNX, KFWB, KPO, KGO, KFWL.  
11:00 pm—KGW, KFI, KNX, KPO, KGO, KFWL.  
12:00 pm—KNX, KPO, KGO, KFWL.  
1:00 am—KFWL.  
2:00 am—KFWL.

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By E. V. WELLER  
 National Automobile Club

**Among the Glaciers**

With highways in good condition and innumerable scenic attractions along the way, the trip to Mt. Rainier National Park is growing in popularity with the vacationist. Leading through the central and northern parts of California, through the state of Oregon and into Washington to Tacoma, a pleasant trip is outlined by the National Automobile Club. From San Francisco, the route leads up the Pacific Highway through Sacramento, Red Bluff, Redding and Yreka to the Oregon line.

After leaving the southern boundary of Oregon, the highway leads through Grant's Pass, Roseburg, Eugene, Salem, and into Portland. From Portland into Washington through Kalama, Centralia and Olympia the route leads into Tacoma from where the trip to Mt. Rainier National Park is begun. It is but a short distance from Tacoma, on Puget Sound, to Washington's great snow-capped volcanic mountain—56 miles.

Leaving Tacoma, the National Park Highway is a fitting approach to the beautiful park. Winding through forest and across park-like prairies, it reaches the great log gateway which marks the entrance to the National Park. Here guests are registered and automobile permits secured

Longmire Springs, at an elevation of 2,732 feet comes next along the way. At Longmire there are 48 hot and cold springs, a phenomenon of

much interest to the tourist. National Park Inn is also located here.

From Longmire a gradual climb brings the motorist to the terminus of Nisqually Glacier. Ten miles more of glorious mountain scenery terminate the highway at Paradise Valley, high up in the mountains. Here the atmosphere is clear and crisp and the panoramic beauty is unsurpassed.

Mt. Lassen, visible from the start of the trip at Tacoma, is the highest volcano in the United States, being at an altitude of 14,408 feet. The top, covered with snow and ice except in spots melted away by the volcanic heat, is not the source of its glaciers. The glaciers originate about four thousand feet below the top and are fed with the winter snows and avalanches coming down from the summit.

A climb to the summit presents no difficulties to the 32-degree mountain climber and although the inexperienced will find it somewhat out of the ordinary as a hike he will count the reward well worth the climb. Hundreds of tourists make the climb every summer.

\* \* \*

Don't throw paper sacks, bottles, picnic plates or tin cans onto the highways from the car while touring the country. The villager and farmer may retaliate as one Middle-Westerner is planning to do. This particular farmer is saving up all the tin cans and other rubbish thrown near or at him by the city motorists during the summer. In the fall, he plans to make a visit to the city and return the collection to its original owners by strewing it on the boulevards.

\* \* \*

Automobile manufacturers have been asked to make all bumpers at an equal distance from the ground, 18 inches. Thus, bumper would bump bumper instead of becoming entangled or injuring other parts.

\* \* \*

"Sweeten the highways!" Never! It can't be done. It was tried in Egypt without success, due to the fact that concrete won't harden if there is sugar present in the mixture.

Two cases of concrete failed to harden and an investigation led to the fact that there was some sugar in it. The alarm was sounded that sugar combines with lime to form saccharates. These destroyed the resistance of the concrete, and the sugar part of the road, although it may have had its good points from a sentimental angle, was found wanting from a practical standpoint.

# THE ROSE JAR

## AFTER FORTY

By Lue F. Vernon

After forty, locks grow thinner,  
 We grow stouter—"there's the rub?"—  
 Linger longer o'er our dinner,  
 Shirk the matutinal tub.  
 After forty we get lazy,  
 To the lads the girls resign—  
 They may flirt with Dot and Daisy  
 While we loiter o'er our wine.

After forty we discover  
 Aches and pains distinctly new.  
 Once a lobster salad lover,  
 Now we court the homely stew.  
 After forty fidgets find us,  
 Sad to tell, an easy prey;  
 Leaving lightness behind us,  
 We grow graver day by day.

After forty, saucy misses  
 Treat us like their own papas—  
 No feat now of stolen kisses,  
 Billets—doux, irate mammas;  
 But, their white arms calmly resting  
 On our shoulders, if you please,  
 They will ask (I am not jesting)  
 After our rheumatic knees.

After forty, graybeards claim us  
 Quite as "one of them"—ah, me?  
 Men of sixty thus defame us—  
 We are only forty-three?  
 Old "Jim Crow," too, crawls with pleasure,  
 After forty on our phiz,  
 Time, who picks our locks at leisure,  
 Winks at wigs—the horrid quiz?

What's the moral of the matter?  
 This, and lay it well to heart:  
 After forty, cease light chatter,  
 Act no more the stripling's part.  
 Let us take with resignation,  
 In old fogies' ranks a place—  
 'Tis an art worth cultivation,  
 That of "growing old" with grace.

—From the "Spectator."

\* \* \*

## KNOWLEDGE

I have known sorrow—therefore I  
 May laugh with you, O friend, more merrily  
 Than those who never sorrowed upon earth  
 And know not laughter's worth.

I have known laughter—therefore I  
 May sorrow with you far more tenderly  
 Than those who never knew how sad a thing  
 Seems merriment to one heart's suffering.  
 —Theodosia Garrison in "The Joy o' Life."



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COMPUTED MONTHLY and COMPOUNDED QUARTERLY,  
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## Finance

H. J. Brunner, chairman of the Highways Committee of the California State Highways Association, says: "The frequency of highway accidents resulting from traffic congestion has demonstrated not only that we must construct our new highways of ample width but also that we need to widen many of the roads and bridges now in use. This has led to the construction in the vicinity of large industrial centers and on main thoroughfares of what is known as the 'super-highway' to insure the maximum road capacity speed and safety."

Guy C. Earl, president of the Great Western Power Company of California, states that subscriptions to preferred capital stock during the year ran over \$2,250,000 and the close of the year showed 8,825 holders of 7 per cent preferred stock, a total of 11,606 holders, being an increase of 2,341 for the year. Preferred sales through the company's own organization during the year, amounted to \$2,264,200, an average of six shares per purchaser.

The extent of the life insurance business appears from the fact that approximately 60,000 agents leave every year, according to Manager John Marshall Holcombe, Jr., of the Life Insurance Sales Research Bureau. This is an enormous 'mortality' and would seem to imply that the material chosen for that particular work is not picked with sufficient care. At the same meeting it was pointed out that lapsed business is not worth going after for restoration.

It took 200,000 insurance people as a field force last year to produce \$16,000,000,000 of life insurance business.

Whitney Palache, well known Californian, will retire as United States Manager of the Commercial Union fleet, at the end of August, to enjoy a well earned leisure. He has been engaged in underwriting for 42 years. Upon his retirement, he will return to California, his native state, to reside. It was here that he first won distinction as manager on the Pacific Coast for the Hartford Fire.

According to the Santa Fe reports, California crop conditions continue favorable and production will probably be the best for the last ten years. Grain yields have been satisfactory, and the grape production of the 312,424 acres now under cultivation, is immense. The area given to grape production was 299,765 acres last year. On the other hand, California cotton production is below that of last year.

It is interesting to learn that of the total steel production of the last year, railroads have used twenty-five per cent, a total value of \$507,302,000. This has been largely due to major construction jobs, among which may be especially noted the new 210 mile Southern Pacific Cascade mainline between San Francisco and Portland.

All previous records for activity of the San Francisco Stock and Bond Exchange were broken during the first six months of 1927. There was an increase of 11.6 per cent over the same period of last year. Shares thus far, for 1927, totalled 7,468,578 as compared with 4,930,298 for the first six months of 1926.

### Nubville Spark

"Lindbergh is gettin' Nubville folks interested in geography in spite of themselves."

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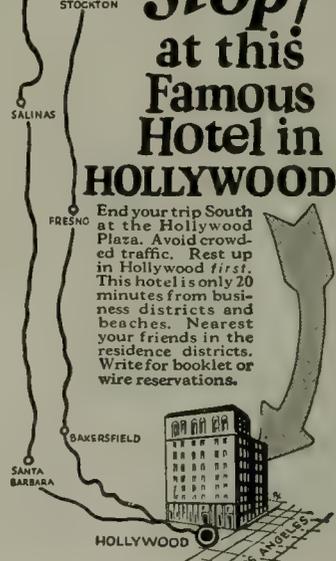
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# News Letter

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SAN FRANCISCO

Saturday, July 23, 1927

LOS ANGELES

## Horse Show Function at Palo Alto



*Flashlight, a fine type of saddle pony that will compete at the Palo Alto Horse Show August 8 - 13. The rider is Carol Lansburgh, petite daughter of the G. Albert Lansburghs of San Francisco.*



*"Such sights as youthful poets dream,  
On Summer eves by haunted stream . . ."*

—MILTON



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 THE HARBOR OF SAN FRANCISCO  
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Vol. CIX

SAN FRANCISCO, CALIF., JULY 23, 1927

No. 30

# From One Thing to Another

By ELEANORE F. ROSS

## Poison!

It would be a stupid person, indeed, who, being attracted to the beauty or lusciousness of wild berries, would proceed to pick and eat them, with no knowledge of natural food in wood or fields; very few people have the temerity to gather mushrooms unless they are familiar with the edible ones; when they do, it inevitably means illness or death; then why, will the misguided wander along beaches and pluck and devour the seemingly innocent bivalve without a knowledge of ichthyology to assist them?

Anyone of a logical turn of mind would realize that shell fish which cling to piles or rocks along the shores of bays or rivers receiving city sewage, might, at times, be questionable food. It is a fact that wooden piles are treated with poisonous chemicals to resist corrosion, and this poison in turn, corrupts the fish. Mussels would appear to be unusually unreliable, for I have heard of persons being poisoned by mussels gathered from rocks, along a coast unpoluted by sewage. These bivalves had better be left alone, unless one can order them at an absolutely dependable market or restaurant.

\* \* \*

## Nation-Wide Motorists

California highways and by-ways are being traveled by people from all over the United States. Practically every state in the Union is represented by auto plates that one encounters on even the shortest drive, and natives and residents of the Golden State should realize that every motorist they meet, from Oshkosh or Kalamazoo, can be made into an advertiser or booster for our California.

It is our desire, or should be, to offer them the finest roads in the world, and even if our building program is a little backward, and our road finances slightly tangled, we should always bear the idea in mind, that the conditions of roads is a most important criterion in judging prosperity of a community or state.

The California Highway Commission has put forth untiring efforts into creating beauty for our highways. Systematic tree planting was inaugurated in 1920, and since then, hundreds of miles have been planted. At the present time, the Highway Commission is maintaining 56,400 trees on the state highways, covering a lineal distance of approximately 685 miles.

This is more of a task than the layman realizes. It demands consistent inspection and care throughout the entire life of the tree, including special planting, watering and protection of young trees against insect pest, damage by squirrels, gophers and moles and loose stock driven along the highways. The hazard is also great.

Shaded highways are a necessity in the hot valleys of California, besides being a mode of beautification that is practical as well as aesthetic. There is nothing the jaded motorist welcomes more fervently than shade on a scorching day.

\* \* \*

## "Snoopers"

Busybodies will always exist; just so long as the quality of prying or "snooping" into other people's business remains in the general make-up of certain persons, the great urge of reforming the world will actuate a large percentage of our citizenry.

A new busybodies' or snoopers' association has been recently formed in the United States of America.

It is called: "The Citizens' Service Association," and is nothing more nor less than a body of private citizens who have constituted themselves as policemen without badges or official authority; they are, in fact, merely officious, and obnoxiously officious, at that.

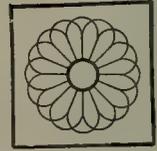
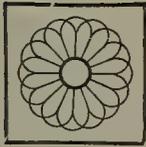
Their ambition is to start a snooping campaign against the "demon rum," and to aid federal officers—without being asked—in their fight for prohibition enforcement.

Here is what R. P. Andrews, Pres. of the Merchants & Manufacturers Association, says anent the above:

"I think that the church and state should be kept separate. The church and its members should confine themselves to saving men's souls. It should look to its attendance and try to make things more attractive for members instead of creating suspicions regarding neighbors and entering into outside political activities. The Citizens' Service Association will fail."

Statement of John F. Maury, President of the Washington Real Estate Board:

"The scheme of the Citizens' Service Association is a ridiculous one. One of the most objectionable features is the opportunity given to obtain revenge in private feuds between neighbors and acquaintances. I am opposed to such measures, which threaten to disrupt law and order in the district."



### Practical Aviation

We have had more flights with practical success, for in spite of the loss of the plane, the Smith flight to the Hawaiian Islands may be considered as an accomplishment of its purpose. Military and civilian planes have done about equally well in the pursuit of records for trans-oceanic flying and we may safely flatter ourselves that we have the material for air-conquest at least to the same extent as other peoples, who, while they may have been less sensational in their methods, have nevertheless proceeded along the line of progress in the science of aviation.

Chamberlin, however, recently struck the true note when he said that the next experiment must be made to see whether long distance flying can be made to pay. After all, there is the gist of the matter. Unless aviation is a paying proposition commercially, it will be nothing but a sport, a splendid sport, and one calling for all sorts of fine qualities; still, a sport as equitation is today, as compared with what the horse meant fifty years ago.

That is the heart of the matter. Of course these preliminary trips are very necessary to prove that as a practical problem the air can be traversed by a plane with practical certainty, although that had been substantially decided some time ago, even in the war. The French are about to try out planes to give special speed, where required, between New York and Europe, by sending up planes from the decks of passenger steamers and thus saving time. It is obvious that, although this is good in an emergency, where special speed is required, it does not apply to the general problem. There is still much to be done.

\* \* \*

### Shaky Ground

The newspapers on Monday morning showed a black prospect. There was an incipient revolution in Vienna; heavy rioting had occurred, numbers had been killed and it was anticipated that the revolution proper had not yet been staged but that this incipient rioting was merely preliminary. Apart from the ever imminent Red peril, which pervades the whole of European political life, there are troubles connected with the strongly expressed desire of the Austrian people, as a whole, to be absorbed in the German republic. This might be a very good thing for Austria and Central Europe, but would not be enthusiastically endorsed by the French.

Then, the ever active Mussolini is to the fore again, demanding that the railroads, blocked by a general strike, be cleared for Italian trains or he will clear them with an army. This would be invasion. If Mussolini can justify an invasion of Austria for the purpose of clearing the tracks for Italian trains to Germany, we get a curious application of the principles of our interstate-commerce regulations applied to international concerns. Once this was conceded, the United States of Europe would not be far off; for if one nation could invade another for the purpose of preventing interference with commerce, the necessity of a general governing body with police powers, would become at once apparent. It will be interesting to see what Mussolini can do in this matter.

The stupidity of the League of Nations becomes apparent in a situation like this. The organization is not calculated to act with force and energy and surely when crisis like the above occur, and they may occur at any time, force and energy are prime necessities.

### Again, Our Bridge

There is a feeling throughout the entire country, as we read our exchanges, that San Francisco is not having fair treatment in the matter of the bridge, which the Secretary of the Navy has again placed under his disapproval. Of course, we know that Secretary Wilbur is in the hands of the admirals, when he makes this decision and that the naval board is really back of the blockade against our development and growth.

It would not matter so much if the contentions made by those against the bridge were such as could not be logically and easily met. If it did happen that we were in such a position that we were obliged to meet a situation, in which the interests of the country and our own local interests were in necessary and natural antagonism, we should have to make the best of it. San Francisco is patriotic enough to sacrifice, willingly, anything to the well-being of the country, as a whole. But there have been no reasons advanced, other than the familiar and stale arguments, which have been put forward, time and time again.

There were no reasons offered against the construction of a bridge across the Golden Gate which, after all, is a practical necessity to the real growth and development of Marin County and the Northern part of the State, along the ocean. Yet, it is clear that reasons could have been presented, much stronger and more cogent than those which have been applied to the Rincon Hill bridge project.

Imaginings get us nowhere; most of us can imagine enough danger connected with any move to effectively paralyze our activities. Rational caution is one thing; panic, unreasonable fear, is another.

\* \* \*

### Anti-Saloon League Tyranny

The recent exposures of the machinations of the Anti-Saloon League are astounding, even to those of us who considered ourselves fairly well informed as to its operations and fairly well cognizant of the tyrannical and corrupt schemes which inflamed the minds of its manipulators. But the audacity and the assumption of this clique surpasses the most partial imaginings of its critics.

Imagine a group of people, who never at the most were more than 300,000 strong, presuming to dictate the affairs of the United States government, to have a hand in the appointment of federal officials and United States marshals, to have a controlling voice in the appointment and the management of the federal judiciary, to seek and obtain enormous sums of money aggregating some \$65,- taking into their own hands functions which belong to the regularly appointed servants of the people! Indeed, so far were they lost in their own form of drunkenness, that, at one time, they had about decided to launch impeachment proceedings against the President himself for slackness in obeying their demands.

It is very doubtful whether any civilized country ever was in a dilemma like this. To have an irresponsible group of second raters and petty ministers arrogating to themselves such power, places us in the most ridiculous light in the presence of the whole world. It is an intolerable and disgusting situation and must be at once cleared up.

## Wells Fargo Anniversary

The recent Wells Fargo anniversary cannot go without notice since the State and the whole Pacific Coast owe so much to the energy and enterprise of the organization which seventy-five years ago took upon itself the arduous task of maintaining connections and business relations between the then distant and uncivilized West and the parent East. Seventy-five years is a relatively short time, but it spells the whole era between Indian primitive savagery and modern commerce and industrialism, the history of two thousand years of human growth, in fact.

Wells Fargo Bank and Union Trust Company is now the oldest financial institution in the West and the largest west of the Mississippi, confining its activities to one city. It dates from March 18, 1852, when Henry Wells, a New Hampshire banker, and William G. Fargo, who had been in the express business in New York, obtained a charter from the State of New York to engage in the banking and express business. In July of that year they established their first banking and express business at 114 Montgomery street in this city. Their first advertisements ran "Gold dust is bought and bills of exchange given in any amount. General and special deposits received. Collections and remittances made in all parts of the world." It was the only bank in San Francisco that survived the financial hurricane of Black Friday.

From that time on the story of the bank and the express business is one of constant and rapid progress, until it starts on the last quarter of the century of its life with resources of more than \$152,000,000, taking Wells Fargo Bank and the Union Trust Company, which has developed from it, together.

\* \* \*

## California and the South

The later statistics on foreign trade show that the products of California are finding increasing markets in Central and South America. Commercial travellers returning from those parts find a great increase in the amount of California food products in the hands of merchants. California is becoming well known and canned fruits and dried fruits of our making are in great demand.

This is a natural market and should be of enormous value to the state, if properly developed. Its development depends, however, more than anything else, upon the attitude taken by our people to this trade. It must be impressed upon our dealers who seek for foreign trade that the taste of foreigners must be considered and met. It does not follow that, because a certain product meets with our enthusiastic approval when placed before us in a certain way, that the same fashion of presentation will be acceptable to other people in other places with a different history. As one authority, who has made a close examination of this matter says: "Intelligent direction is necessary to bring success to the manufacturer or exporter who wishes to deal with these people, for their methods, thoughts and ideas of business are totally different from ours. This does not mean, though, that they are not good business men or keen buyers; they are all of that."

That is very true. It offers somewhat of a problem under our new system of standardization. This latter has been so perfected that any departure from the system is attended with financial loss. It is when we come into contact with foreign trade with backward communities that we learn the advantage of standardized publicity.

## From Brighter Pens Than Ours

### Some Mistake

Hubby—Your check to the grocer came back with "no funds" on it.

Wifie—That's funny, I saw an ad in the paper yesterday which said the bank has a surplus of over \$3,000,000.—Green Gander.

\* \* \*

### Silver Digger

Eeny—He uses the touch system.

Meeny—On the typewriter?

Eeny—No, on his friends.—U. of Wash. Columns.

\* \* \*

Our idea of a life job is membership in the committee Chicago has just appointed to investigate crime.—New York Evening Post.

\* \* \*

### Weekly Procession

If all the autos in the world were laid end to end, it would be Sunday afternoon.—Judge.

\* \* \*

### Patent Silencer

"Pa," said Clarence, "what is an optimist?"

"He's a man, son," replied his dad, "who thinks if he tells the back-seat driver to shut up, she'll keep mum the rest of the trip."—Cincinnati Enquirer.

\* \* \*

### Bright Messenger

"Willie," said his mother, "I wish you would run across the street and see how old Mrs. Brown is this morning."

A few minutes later Willie returned and reported:

"Mrs. Brown says it's none of your business how old she is."—Boys' Life.

\* \* \*

Cop (to man driving past a Stop sign)—Hey, there, can't you read?

Motorist—Sure I can read, but I can't stop!—Black & Blue Jay.

\* \* \*

Irate Pater—What do you mean by coming home at five a. m.?

Indignant Daughter—For cryin' out loud, Pop! I have to patronize the old roost some time, don't I?—Washington & Lee Mink.

\* \* \*

### Well Hooked Tiresome Work

Mother (to small daughter)—Why, Hilda, what do you mean by saying you've had enough of sex appeal?

Hilda (wearily)—Oh, nothing—only we were playing tag and I was "IT" practically all afternoon.

\* \* \*

### No Time to Waste

Sick Chorus Girl—I have a confession to make.

Doctor—Do you want a priest?

S. C. G.—Hell, no! Send for a publisher.

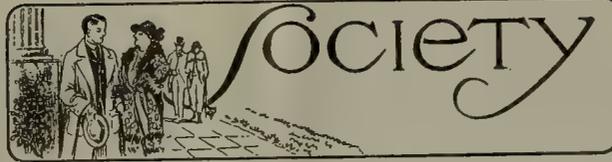
\* \* \*

### Nothing Under the Plate

Sandy—My son writes that he is in a tight place.

Jock—What's the trouble?

"He's a waiter in Edinburgh."



By Antoinette Arnold

### Athletic Society

Has all Society turned athletic?

It seems so; for, no longer is the drawing-room lily, fragile and pale, the popular one in Society. Her more robust sister, given to athletics, is the social favorite.

Golf, tennis, rowing, riding, motor-ing, hiking—are society pastimes and the debutante who proves the best "pal" in out-of-door events is the chosen one these modern days.

True, attire has much to do with it. And, the modish garments women wear in participating with their suitors, their brothers and with husband—are an encouragement for the athletically inclined.

Some one has said that the pleasing game of croquet would have retained its popularity years ago had some wise modiste just had foresight enough to have designed "croquet sweaters, blouse and smartly fashioned 'croquet sets' for women."

\* \* \*

### Croquet Popular

As it is, there are many prominent folks who really enjoy the intricacies of croquet and play many a delightful game on the pretty croquet ground of their country estates.

The famous Norris family, at Saratoga, have a most charming croquet ground, and it is not an unusual sight, by any means, to see the beloved author, Kathleen Norris, and her distinguished novelist husband, Charles Norris, competing for honors in a spirited croquet game.

How often do I recall how my own mother and father used to play croquet. What fun they had! What arguments, too, for croquet can be made a game of real competitive sport, and they who are skilled in the rulings of wooden balls and grounded arches, say: "Oh, there's competition in croquet—plenty of it, if you know the game."

### More Strenuous

However, we started out to talk about the more strenuous pleasures of Society—and that of course, means the ever popular game of the golf links—where Society folks mingle constantly.

No California resort seems complete, these days, without its golf course and even up at Lake Tahoe, where Society was formerly given over to the less strenuous athletics of rowing and fishing, hiking, according to inclinations and endurances, the fashionables there find interesting golf links.

Dancing, after nightfall, naturally, has first claim in Society's realm, although bowling, and the various indoor games also have their appeal for many.

\* \* \*

### Treasure Hunts

Just about so often, the fascinating lure of treasure hunts bobs its head above the popular sports and debutantes and swains rush madly to and fro, engaging in an elusive treasure-search.

This last week an exciting treasure hunt was held at Del Monte, where the merry chase began at the famous old custom house, in Monterey, and ended at the picturesque and modern maze in the Del Monte grounds with some things hid near the beautiful Roman plunge.

Miss Vail Jones, San Rafael society girl; Miss Dorothy Burns, so popular at Pebble Beach; Miss Carol Kofer, pretty debutante of this city and the Misses Lavender Stewart and Nanette Stewart, visitors from Melbourne, Australia, and Mrs. J. C. Sturtevant of Chicago participated in this merry game of hunting for hidden treasures. The men of the party included Messrs. Oren Taft III, Thomas Williams, Alfred Hemmersmith, Earl Riley, John Bun and John Kofer.

\* \* \*

### Polo Parties

Every year polo gains more adherents. This wonderfully popular and typical "men's sport" is now attracting society women, more and more, some of them even venturing upon the ponies to participate in the game.

But, let's hope that polo will continue to belong to the men.

Women have competed in practically every known sport with men, and in many instances outdistanced their

valiant companions in the very games which the cavaliers taught them.

Polo has long been a he-man game. It is theirs by right of heritage and long, long victories. Let us really hope that they may continue to claim polo—for we, women-folks, alas, should have some just on-looking sports to engage our enthusiasm.

I, for one, would rather watch a well-matched polo tournament than any other game it has ever been my great privilege to see.

\* \* \*

### Society Entertains

Peninsula society gave many pretty parties, interesting luncheons, out-of-door barbecues and a series of elaborate dinner parties recently to distinguished visitors from afar who came to California for the summer season.

Mr. and Mrs. William Roth gave a delightful luncheon at their Woodside home in compliment to well-known society folks.

Their guests included:

Dr. and Mrs. Alanson Weeks, Mr. and Mrs. Edwin Eddy, Mr. and Mrs. Charles McCormick, Dr. and Mrs. George Lyman, Mr. and Mrs. Augustus Taylor, Mr. and Mrs. Stewart Lowery, Mr. and Mrs. Russell Slade, Miss Marion Zeile, Mr. Vernon Tenney, Mr. Herbert Gallagher and Mr. Charles N. Black.

\* \* \*

### Hamilton Luncheon

Mr. and Mrs. Alexander Hamilton entertained a group of friends in the Menlo Circus Club, their guests for this occasion including:

Mr. and Mrs. Ross Ambler Curran, Mr. and Mrs. Robert Hays Smith, Mr. and Mrs. Cliff Weatherwax, Mr. and Mrs. Cyril Tobin, Mr. and Mrs. Joseph Oliver Tobin, Mr. and Mrs. Walter Filer, Mr. and Mrs. Archibald Johnson, Mr. and Mrs. Walker Salisbury, Mrs. Ferdinand Thieriot, Mr.

## SANTA MARIA INN

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Raymond Armsby and Mr. George Newhall Jr.

\* \* \*

### Polo Players

Prominent polo players last week in Menlo included Mr. Cliff Weatherwax, Mr. Archibald Johnson, Mr. George Pope Jr. and Mr. Robert Miller.

Mr. Walter Hobart was the judge of the polo races. He was assisted by Mr. Alexander Hamilton, Mr. Ross Ambler Curran, Mr. William Roth, Dr. Max Rothschild, Mr. Robert McGibbon and Mr. Joseph Oliver Tobin, one of the most enthusiastic polo players of the country.

\* \* \*

### Polo at Stanford

Did you know that polo is being taught at Stanford?

It has recently been added to the list of athletics and many young collegians have already asserted their enthusiasm and their ability to sit well on the saddle and carry other honors with technical strikes and drives for scoring.

The manliness of the sport makes its appeal to every true out-of-door athlete. Besides, the technicalities appeal to their intelligence.

And don't forget the horses!

Every regular man loves a horse and the well trained polo ponies become real pets as well as necessary animals for the success of any big tournament in polo fields.

So who knows but that Polo games, may in the future, make rising claim to college sports and popularity.

Polo is really a magnificent sport—and every one who plays the game at all, loves it beyond measure.

\* \* \*

### Midshipmen Entertained

Miss Della Neagle entertained a group of visiting midshipmen and several local friends for dinner and dancing at the Hotel Whitcomb on Saturday evening. The party was chaperoned by Mrs. Henry Shannon, and the young guests were:

Misses Arthelia Shannon, Hattie MacWharton, Dorothy Palamountain, and Midshipmen Kenneth McPherson, Everett Schaefer and James O. Vosseler.

\* \* \*

### Prominent Visitors

Dame Alice Godman and her two daughters of Sussex, England, who are visiting this city, have been registered at the Hotel Whitcomb. Dame Godman is well known for her extensive war work and received the honor title in recognition of her splendid and noble activities. From San Francisco Dame Godman will go to Canada.



**HOTEL MARK HOPKINS**  
Nob Hill  
A Smart Town House for a  
Day or a Year.  
500 Rooms  
Tariff: From \$4 per day

### Garden Tea Given By Hotel Women's Club

Mrs. LeRoy Linnard, the lovely bride of the famous hotel manager of the Fairmont Hotel, was honor guest at a most delightful affair given last Tuesday by the California Hotel Women's Club of which Mrs. John Zeeman is the president.

A large card party and garden tea was staged in the handsome new Benjamin Franklin Hotel at San Mateo, where the flowering beds of choice blossoms, the handsome lawns and the grand old oak trees of the hotel grounds supplied an ideal setting for this event.

Mrs. Linnard, who has already captured the hearts of San Francisco people, was presented a corsage bouquet of lilies of the valley and orchids. The president, Mrs. Zeeman, made an appropriate and gracious speech in making the presentation on behalf of the Hotel Women's Club.

Mrs. Perley Young, former president of the club, who now makes her home in Los Angeles, was accorded an enthusiastic welcome by her many friends here, at this lovely gathering. Mrs. Young came up from the south purposely to attend this society event, looking, as usual, like a model of correct and charming attire. Mrs. Young has many friends in this part of the State where she and her husband were prominent in all hotel events.

\* \* \*

### Back From Tour

Mrs. Florence Lombard, who has recently returned from a trip to New York by way of the Panama Canal, was accorded a real "welcome home" by constituents in the California Hotel Women's Club of which Mrs. Lombard is an officer. She was dressed in white, and with her typical graciousness, assisted Mrs. Zeeman in the reception of members and guests.

Mrs. Belle D'Aquin, prominent member of this organization, who recently returned from a tour of the world, with her husband, was the recipient of felicitations at this pleasant gathering. Mrs. D'Aquin wore a lace gown over green silk with a bow of ribbon, matching in green tones, placed at the side of her lovely frock.

Mrs. Perley Young's gown was of white, adorned with red ribbon embroidery with which she wore an over-jacket of white, of youthful mode. Her bag, hat and shoes formed a fashionable ensemble.

Mrs. Adelyn Brickley Jones, a guest of the day, Miss Lillian Connolly of the San Francisco Chronicle and Miss Connolly's mother, were also entertained as special guests at this notable event.

After hours devoted to card games, tea was served on small tables out under the oak trees, facing the lawns of the new Benjamin Franklin Hotel. The day was ideal and the flowers in their beauty, the cordiality and the service of the new hotel made the affair, indeed, memorable.

Under the management of Mrs. John Zeeman, to whose efficiency and charm the present high standard of the club is due, maintaining, too, the high status of the other club presidents, the Club is achieving many things. Their greatest pride, however, is the work of the Base Hospital at Palo Alto, where they have a room completely furnished and maintained by members.

The San Francisco club is the first club of the kind in hotel women's circles, but they now have in mind a plan whereby to extend their work and are thinking of forming similar groups in other parts of the State.

The local club is really the California Hotel Women's Club, with membership enrollment from other cities; although it is the only club of the kind, the members seek to widen its activities, under Mrs. Zeeman's splendid leadership.

\* \* \*

### Wedding Days

Oh, these happy wedding days! Every week some lovely bride changes her name to that of the man she loves, these July days, and every time it seems to me it is actually the prettiest wedding of them all.

Frankly, I adore weddings. I'd rather go to a wedding than any other dear and fascinating society event. Nor does it have to be in society—I just love a wedding, every time.

Perhaps it is because in my innermost thoughts there is cherished the

(Continued on page 8)



# PLEASURE'S WAND

OBEY NO WAND BUT PLEASURE'S  
—Tom Moore



By Josephine Young

## Theaters Offer Good Summer Attractions Here

All during the Summer season the San Francisco theaters have an appeal for out-of-town visitors as well as for those who have not yet gone on their vacations.

Especially do the people from the interior towns—where the heat is oppressive—thoroughly enjoy being in San Francisco where cool breezes fan jaded nerves. These same out-of-town folks have one big goal in mind during their sojourn and that is—our theaters.

That is why San Francisco theaters, with their fine programs to offer, are always well filled, the long year 'round.

This week there is plenty to please, in our legitimate theaters and, also, in our motion picture palaces.

Leave the heat of the valleys, come to the Golden Gate, and visit the San Francisco playhouses.

You'll work better when you go home.

\* \* \*

### Curran

"Love in a Mist," starring Madge Kennedy in this week's stage attraction at the Curran Theater on Geary street, between Mason and Taylor. Dainty, exotic as a flower, and lovely to behold is this fascinating star in the comedy-play by Amelia Rives and Gilbert Emery.

Sidney Blackmer and Jack Willard are principals with Miss Kennedy. The original New York production is being offered by the Curran Theater so that local audiences will find one of the best plays, enacted by as fine a cast as has been our privilege to greet for a long time.

High class comedy is an outstanding distinctive of this "Love in a Mist," with scintillating humor and touches of sparkling wit, giving verve and vigor to the lines.

With the exceptional outburst of expressive if not elegant words interjected when absolutely needed, the play is refreshingly clean, yet not stupid in any sense of the word. It glitters with genuine fun and spurs the tendency of those who love a good laugh, such as is provided in several places throughout this radiating play.

Jack Willard, the Italian Count,

can say his swear word—when necessary—and that means a lot. Natalie Schaffer and Percy Haswell are in the cast.

\* \* \*

### Lurie

"The Harem," the David Belasco, Butler and Davis production, will be on the stage at the Lurie Theater following the close of "Chicago." The new play opens on Monday night, July 25, with Isabel Elsom, the distinguished actress in the leading role. Others in the cast are Alan Brooks, Jed Prouty and Robert Fischer.

The plot in "The Harem" is really farcical.

\* \* \*

### Alcazar

"Meet the Wife," starring Marion Lord, is still drawing crowds to the Alcazar Theater, where the clever comedy pleases packed houses of laughing audiences. You can't have the blues and listen to the dialogues in this Henry Duffy play.

There is a lot of action throughout the play, too, to hold the interest of every one and not a dull moment from beginning to end.

William Maccauley, Robert Adams, Marion Strely, Richard Ehlers, John Stokes, Marie Sorrille and John Mackenzie are in the cast and each one does well in his part—adding that touch of real dramatic art typical of these Alcazar Henry Duffy comedies.

Be sure to see "Meet the Wife," and take the wife along.

\* \* \*

### President

"The Ghost Train" is beginning its seventh week at the President Theater on McAllister, near Market, where thrills and dangers vie for favor with roars of laughter. Henry Duffy presents a cast of players headed by Earl Lee, Kenneth Daigneau, Frank Darien, Dorothy La Mar, Ronald Telfer, Helen Keers, Charlotte Treadway, Olive Cooper, Joseph De Stefani, Henry Caubisen and Westcott Clarke.

The story is unusual. It is weird and tragic but balanced with comedy enough to keep the theme moving on as it should.

\* \* \*

"Retroussé" because he is always turning up.—Passing Show.

## Amusements

NEXT WEEK

### ON THE STAGE

#### Alcazar, O'Farrell nr. Powell

"Meet the Wife." Henry Duffy Comedy, starring Marion Lord.

#### Curran, Geary nr. Mason

"Love in a Mist." Madge Kennedy and Sidney Blackmer.

#### Lurie, Geary at Mason

"The Harem." Isobel Elsom and Allan Brooks in a David Belasco Comedy.

#### President, McAllister nr. Market

"The Ghost Train." Henry Duffy Mystery-Comedy.

\* \* \*

### VAUDEVILLE

#### Golden Gate, G. G. Ave. and Taylor

Rod La Rocque in "His Dog" on the screen. Pearl Hickman Kiddies and The Neapolitan Four heading the vaudeville bill.

#### Orpheum, O'Farrell nr. Powell

Frank McGlynn as Abraham Lincoln heading a bill of vaudeville.

#### Pantages, Market at Hyde

On the screen. "The Honeymoon Express." "Al's Here," a fantasy on pre-prohibition days heading the vaudeville bill.

#### Union Square, O'Farrell nr. Powell

Pictures—Vaudeville.

#### Wigwam, Mission nr. 22nd

Pictures—Vaudeville.

\* \* \*

### ON THE SCREEN

DOWN TOWN

#### California, Market at 4th

"Chang." A picture of the jungles of Siam with the human element woven into the scenic. Gino Severi and the California Orchestra.

#### Cameo, Market opp. Fifth street

Educational films and news reels in addition to first run pictures. Change of pictures every Wednesday and Saturday unless otherwise stated for longer time.

#### Casino, Ellis at Mason

Sat., "The Midnight Girl" and "The Seventh Bandit." Sun., Mon., "Taxi, Taxi" and "The Flame of the Yukon." Tues., Wed., "The Duchess of Buffalo" and "While London Sleeps." Thurs., Fri., "The Sea Wolf" and "The Midnight Message."

#### Granada, Market at Jones

The Duncan Sisters in "Topsy and Eva" on the screen. The last week of Gene Morgan leading the Granada Orchestra.

#### St. Francis, Market bet. 5th-6th.

"Beau Geste," starring Ronald Colman. First time this picture has been shown in this city at popular prices.

#### Warfield, Market at Taylor

"After Midnight," starring Norma Shearer, on the screen. The stage act is titled "Tommy Atkin's Idea." Walt Roesner is conducting the Warfield Orchestra.

**Golden Gate**

Heading a bill opening with Saturday's matinee at the Golden Gate will be Pearl Hickman's twenty talented juvenile song and dance stars. This season, which is the fourth that Miss Hickman has staged revues at the Golden Gate stage, brings an act that for beauty, entertainment, value and costuming surpasses all her others. Every number is new and the children change costumes six and eight times. A feature of the production is a fashion show number.

The second feature of the bill is the photoplay "His Dog," starring Joseph Schildkraut. The story is one of appeal, casting Schildkraut as a "down and outer" who is eventually regenerated and returned to society through the faithfulness of his dog. Albert Payson Terhune wrote the story. Julia Faye is the girl.

A second featured vaudeville act is that of Bert Gordon, the celebrated Jewish comedian, in the skit "Desperate Sam," with Gordon in the title role.

The Neapolitan Four, Italian street singers, with their harmony songs, are also included in the list of attractions.

Rives and Arnold, comedians, in a comedy skit written especially for them by Herman Timberg, two other acts yet to be announced, Pathe News, Aesops Fables and music by Claude Sweeten's Golden Gate orchestra complete the show.

\* \* \*

**Warfield**

Headed by Norma Shearer in Metro-Goldwyn-Mayer's production of "After Midnight," the program to be offered by Loew's Warfield Theater, Saturday, is to bear the title "The Warfield's Show of Shows."

Nell Kelly, a madcap miss, who laughed and danced her way into the heart of San Francisco last year, returns home on the Saturday program. Nell Kelly has become a most important name in the theater world as the result of her original pranks, songs and dance foolery. She is a graduate of the Fanchon and Marco ranks, having gained her initial laurels here at the Warfield Theater but two years ago. Since departing from San Francisco this "streak o' green" has occupied the advertising lights of many of America's leading theaters. She brings an entire new program of songs and dances for Saturday.

Balancing the incoming Warfield show will be the newest of Fanchon and Marco stage creation, this time titled the "Tommy Atkins Idea." Joe Niemeyer, an eccentric dancer, who comes direct from New York engagements, heads the artists. Doris Walker, also a Broadway favorite, will

share honors with Niemeyer. Delara and Melford, dance team, and Hector, a performing dog, will be other principals. A sextette of boys will also be found in the act.

\* \* \*

**Granada**

Shakespeare has been done in slang and modern dress and half a dozen actresses have appeared bob-haired as "Camille," but it took the irrepressible Duncan Sisters to think of putting the fun in the seriously melodramatic "Uncle Tom's Cabin."

Their internationally famous travesty, "Topsy and Eva," brings the little local stars to the Granada screen and stage Saturday. Preparations are being made by the management for record breaking attendance crowds, as the last time the Duncan Sisters appeared here in person all box office records were shattered.

There is no tragic note in the lively screen play of Harriet Beecher Stowe's famous story. The picture is much the same as the musical comedy, conceived some years ago by the Duncans.

No effort has been spared by United Artists Corporation to make this first screen effort of the sisters one of the funniest and expertly finished comedy presentations of all time. The inimitable stars were given free rein to inject their originality and peculiar gift for fun-making wherever they saw fit. Everything is done in fun. For instance, Little Eva, played by Vivian Duncan, doesn't go to heaven, and Uncle Tom is a jovial ducky who can dance the Charleston with the best of them. "Simon Legree," the hardest bucko-mate in literature, although he still cracks his whip, is made the constant target for the impish buffoonery of Topsy, played by Rosetta.

The Granada Theater orchestra has matched the scenes with fitting melodies.

\* \* \*

**St. Francis**

"Beau Geste," romantic adventure of England and the African Desert, comes to the St. Francis Saturday at popular prices.

Ronald Colman has the principal role in this picture made from the Christopher Wren story, which has made both novel and screen history. In the cast are Alice Joyce, Neil Hamilton, Ralph Forbes, Mary Brian, William Powell, Norman Trevor and Victor McLaglen.

\* \* \*

**California**

The jungle picture, "Chang," is playing at the California Theater this week.

"Chang" is a picture of the interior of Siam with prowling beasts as the

(Continued on page 10)

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## SOCIETY

(Continued from page 5)

vision of another home, another American family-life, another happy pair going down life's journey together.

And I am in perfect sympathy and accord with the bride who always dates everything from her wedding day.

"It was just a year from my wedding day"; or, "It was just one week before the day that I was married"—and similar conjugations—it is all the same to me, too, a wedding day is a day from which to reckon many things.

\* \* \*

### Green-Carlston

Miss Gertrude M. Green, daughter of Mr. and Mrs. William Green, of Central avenue, was married to Mr. Charles O. Carlston, at St. Mary's Church, His Grace Archbishop Hanna officiating. The ceremony was immediately followed by a breakfast at the Hotel Whitcomb at which the bridal party and members of the immediate family were the guests.

The bride wore a pink georgette dress with lace trimmings and a pink hat to match. She carried a shower of pink roses and lilies of the valley. Miss Viola Green was her sister's maid of honor and Mr. John Carlston, brother of the groom, was best man.

\* \* \*

### To Be Wedded In September

Miss Mary Ann Sutro and Mr. Balfour Bowen will be married in September in the Piedmont. Plans are being made for a delightful wedding with elaborate settings and all the fashionable and magnificent things which go to make a perfect wedding.

\* \* \*

### Society Wedding

Another society wedding this month will take place July 30 when Miss Helen M. Faull becomes the bride of Mr. Frederick Denicke Leuschner. The ceremony will take place in the home of the bride's uncle, and aunt, Mr. and Mrs. Willard O. Wayman in Ross, Marin County.

Miss Faull is the daughter of Mr. and Mrs. Henry Fiske Faull. The Faull family is one of the oldest in the city.

Mr. Leuschner is the son of Professor and Mrs. A. O. Leuschner of Berkeley.

Miss Helen Cathrall of Alameda will be the maid of honor, and the bride's cousin, Miss Martha Faull, and Mrs. Frederick Reichert will be the Bridesmaids.

Mr. Richard Leuschner will be his brother's best man, and the ushers will be Mr. Ashley Hill, Mr. Manning Davidson and Dr. Frederick Reichert.

The bride and groom will spend the

remainder of the summer in California and will then go to New York to make their home.

\* \* \*

### Re-Elected

"Let us re-elect the same staff of officers who, by their unfailing work and devotion, their foresight and their business sagacity have made possible the completion of the new San Francisco Women's Building"—was universally heard, just previous to the first members' meeting held in the handsome structure at the corner of Sutter and Mason streets last Friday morning.

So, with but two exceptions, the entire board was re-elected without any fuss or confusion—but with sincere desire to expressively register continued trust in the work of the noble-minded and valiant women.

\* \* \*

### Executive Staff

Prominent women elected to again serve as officials in the San Francisco Women's Building Association include the following notables:

Mrs. Edward Dexter Knight was again made president; Dr. Mariana Bertola, first vice-president; Mrs. C. A. Hawkins, second vice-president, and Mrs. Minna McGauley, third vice-president. Mrs. Harry A. Kluegel, president of the San Francisco branch of the American Association of University Women and Mrs. J. E. Butterfield, new president of the City and County Federation of Women's Clubs, were the two new directors chosen.

### Splendid Board

Members of the board who so courageously have "carried on" the work of the San Francisco Women's Building Association, were again placed in office and include: Mrs. D. C. Heger, chairman of the Building Committee who called sessions every week preparatory to the building and furnishing of the handsome structure; Mrs. Prentiss Cobb Hale and Mrs. Jessie Axel, Mrs. Henry Boyen, Mrs. George Bernhard, Miss Zulu Clements, Miss Margaret Dailey, Mrs. D. E. F. Easton, Mrs. Oscar Fernbach, Mrs. W. T. Fletter, Mrs. Helen W. Greer, Mrs. D. F. Hannah, Mrs. D. C. Heger, Mrs. Annie M. Johnson, Mrs. Felix Kahn, Miss Miriam Michelson, Miss Jennie K. Partridge, Mrs. Paul Scovel, Mrs. Albert W. Stokes, Mrs. B. F. Stoll, Mrs. Gaillard Stoney, Miss May Sinsheimer, Miss Russela Ward, Dr. Edith Hammond Williams and Miss Emma Van Bergen.

\* \* \*

### Life's Darkest Moment

Slim—When do you do your hardest work?

Fat—Before breakfast always.

Siim—What do you do?

Fat—Try to get outa bed.—Boy's Life.

# Palo Alto Horse Show



A. P. Fleming, Manager of the forthcoming horse show at Palo Alto for the benefit of the Stanford Convalescent Home. Mr. Fleming is well known as the manager of the successful horse shows at Oakland, Stockton and Portland, Oregon.

The Northern California Horse Show Association, composed of leading business men of San Francisco and the Peninsula is sponsoring a great horse show to be held on Stanford campus the week of August 8th to 13th for the benefit of the Stanford Convalescent Home for Children.

Ninety-five classes for all divisions of horses will be shown during the eight performances, of which two are matinees. Atholl McBean is serving his third year as president of the organization, whose two previous shows were held in the municipal auditorium at Oakland. James O. Tobin, R. Stanley Dollar, James S. Drum, Herbert Fleishhacker, William S. Tevis Jr., Charles D. Dunphy and Alexander Hamilton are vice-presidents; Timothy Hopkins, treasurer; G. Albert Lansburgh, secretary, and A. P. Fleming, manager.

Many entries have been received from exhibitors residing east of the Mississippi river, and the show, which offers \$24,000 in prize money besides more than \$1000 worth of plate and trophies, will be of national significance in the horse show world.

Pacific Coast exhibitors whose horses excel in quality, will be present without exception and it is probable that there will be not less than 800 entries in Manager Fleming's office at the Whitcomb Hotel, when the books are finally closed on August 1st.

That it will be one of the great social events of the summer is proven

by the box sales for the season, which have already reached large proportions and include the names of the elite of the socially inclined of San Francisco and Bay District.

Donators of \$1000 stakes, for important classes are Mrs. W. P. Roth, Miss Ruth Lansburgh, R. Stanley Dollar, Herbert Fleishhacker, Palo Alto Chamber of Commerce, Los Angeles National Horse Show, Timothy Hopkins, Hartford Livestock Insurance Co., Nipa Hut Co. and Irving Hellman. The Bloomfield Hills Stock Farm, through W. E. Tevis, Jr., is sponsoring a \$2000 stake for polo ponies, the largest that has ever been offered anywhere in this division, which has resulted in the manifestation of great interest amongst the large polo contingent on the Peninsula. Over twenty entries for the polo stake are already in hand, making it the largest class of its kind ever held in the west.

Work on the arena is well under way; 268 boxes, 250 box and 100 tie stalls constitute part of the equipment being erected. Vehicles and space for harnessing and unharnessing will be under cover of a tent, 300x60 feet, which will be erected between the stables and the arena.

Guarantors of the finances of the horse show, whose subscriptions will go to swell the coffers of the Convalescent Home, are Atholl McBean, Geo. A. Newhall, Herbert Fleishhacker, John S. Drum, R. Stanley Dollar, Alexander Hamilton, Mrs. W. P. Roth, Mrs. William Matson, Mrs. A. W. Pike, Wm. T. Sesson, Chas. D. Dunphy, J. O. Tobin, W. S. Tevis Jr., Timothy Hopkins, Ross Ambler Curran, T. T. C. Gregory, R. S. Moore, G. Albert Lansburgh, Mrs. A. B. Sprecckels, C. R. Walter, A. Swinerton, C. R. Tobin, Dr. T. A. Shumate, A. E.



Miss Ruth Lansburgh of San Francisco and The Cardinal.

Schwabacher, Sanford L. Goldstein, George A. Pope Jr., Mrs. C. H. Merrill, Mrs. S. R. Dannenbaum, Mrs. E. T. Perry, Mrs. Catherine Sudden Blair, Mrs. Ninon Tucker, Miss Alice E. Forderer, J. A. Donohue, Ruby Hale, Dr. Ira B. Dalziel, John G. Rapp and Morgan A. Gunst.

\* \* \*

## Hollywood Notes

Proving popular among the guests and the public as well, the salons instituted by Gabriel Ravenelle at the Hollywood Plaza Hotel in Hollywood, Calif., have just entered their second anniversary. Attendance is by invitation. Some of the leading artists of California and other parts of the nation appear on the programs, which also encourage and give recognition to the younger artists.

Another activity at the hotel which is gaining widespread favor are the occasional programs of the Children's Educational Theater of Hollywood, of which Mr. Ravenelle is director. Several hundred parents were present at the last entertainment, which was in the Palm Tree Patio of the hostelry.

The next salon will be on Wednesday evening, July 27, with Mme. Grace Whistler, mezzo soprano and kin of the famous artist, James McNeil Whistler; and Marion Hawthorne, dramatic soprano and winner of the George Eastman three-year prize scholarship at the Rochester School of Music in New York, will be among the artists on the program.

\* \* \*

## At the Elder Gallery

Miss Edith Coburn Noyes, director of the Edith Coburn Noyes' School, Boston, will give a program of short stories and verse by A. A. Milne in the Paul Elder Gallery, Thursday afternoon, July 28th, at 2:30 o'clock. Miss Noyes will draw from Milne's books, "The Day's Play," "Once a Week," and "The Sunny Side"—volumes of intimate short stories—and "Winnie the Pooh" and "When We Were Very Young," his child verse that has endeared him to the entire English reading public with its delicious humor and wistful pathos.

\* \* \*

Mingelgrun—I have lost my biggest creditor, today.

Kohn—Has he died?

Mingelgrun—No, I was forced to pay him.—Faun, Vienna.



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**PLEASURE'S WAND**

(Continued from page 7)

principal actors. There are tigers and elephants aplenty. The primitive life of a family, father, mother, son and daughter is woven into this scenic. There loves, hates, joys and disappointments form the basis for the action.

The scenes portrayed have never been photographed before and they graphically prove to us that there is still room for plenty of adventure on this earth of ours.

Gino Severi leads the California Orchestra in a specially prepared musical score.

\* \* \*

**Pantages**

"The Honeymoon Express," starring Irene Rich, is the screen attraction at the Pantages Theater this week. This picture leaves the impression that the most dangerous time in married life is after twenty years. Why any particular time? Helene Costello, Harold Goodwin and Virginia Lee Corbin are also in the cast.

Headlining the vaudeville acts is a fantasy of pre-prohibition days titled "Al's Here." Other acts include the Dance Studio with Jean Spence and the six dancing models, the Denno Sisters and Thibault, Kay and Rose in a blackface comedy act, and Hach and Mack, an acrobatic team.

\* \* \*

**Cameo**

The popular Cameo theater on Market street opposite Fifth street will show some fine scenic pictures, as usual, and a number of News Reels in addition to their feature pictures. This cosy theater has an appeal for those who like to see many fine educational films as well as some first-run photoplays starring well known cinema stars.

Be sure to go to the Cameo this week.

\* \* \*

**Orpheum**

The distinguished character actor, Frank McGlynn, heads the bill this week at the Orpheum in his impersonation: "Abraham Lincoln" written especially for McGlynn. The famous stage and screen star looks and appears so much like the great American that it seems almost at times as if the Great Emancipator were here again in the flesh.

"California's Own" Sunkist, with Eddie Nelson and Dolly and Officer Jack Jennings, are on the bill. Due to the popularity of the "Our Gang" Kiddies, the Orpheum announces that they will again be in person at the theater this week beginning on Saturday with "Mickey," Daniels and Eames O. "Peggy" and the rest of them who have made fame for them-

selves and the Hal Roach Company of tiny comedians.

Frank De Voe, the popular song star, in 1927 humor, and Eddie Willis at the piano are other attractions this coming week.

\* \* \*

**Well and Home Again**

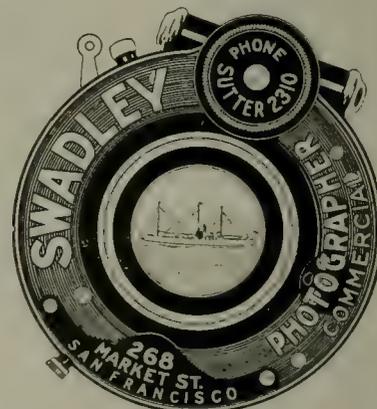
The many friends and admirers of Laurel Conwell Bias are warmly welcoming her back to her home in the Fairmont Hotel after her serious illness of the past few weeks.

Mrs. Bias is a talented dramatic reader, president of the Speech Arts Association of California, and head of the Bias Evans School of Expression. She writes and produces original children's plays and pantomimes, arranges programs for the Easter breakfasts and Mayday festivals at the Fairmont and recently gave one of the most attractive events of the kind dressed in a stunning old-fashioned costume. Talented children are always participants in her programs.

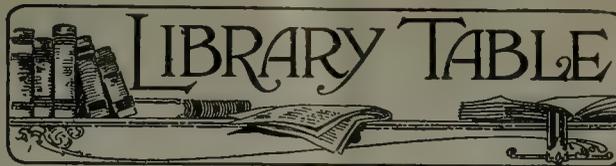
She read opera dramas before the last opera season, at both the Fairmont Hotel, and at the recently destroyed Seven Arts Club on Van Ness avenue. Mrs. Bias is to give a series of opera dramas before the coming opera season, her present health again permitting her to go on with her excellent dramatic work. Her beauty, as well as her pleasing personality and her voice are characteristics of this well-known and brilliant young dramatic reader.

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**PHOTOGRAPHS**  
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Edited by Florence DeLong

PREHISTORIC MAN by Keith Henderson. E. P. Dutton & Company. Price \$2.50.

A book based on authentic investigations and the actual discoveries and scientific deductions thereof of fossils entombed tens of thousands of years ago in the prehistoric caves of No Man's Land. The author and the professors, whose assistance he acknowledges in his preface, have given years of their lives to this study and you are listening to the voice of authority.

The story begins "some thousand million years ago" (the author has a wonderful memory) with the eruption of the earth from the sun. The earth in turn disagreed with the moon and turned her out; and then all our troubles began.

Some 500,000,000 years after this (a little longer ago than can be remembered by even our oldest inhabitant) queer creatures began to appear—jelly-fish and such; later horrible fish with horrid manners; then reptiles. Reaching the Eocene period, we find the tree-climbing animals. Lemurs came first—then the great apes, and finally the super apes.

Proceeding into Java, a specimen is at last found that is too apish to be a man—too human to be pure ape. The processes of deduction are interesting. The brain is studied, the brow and eyebrows, the teeth (the teeth tell a lot). It is interesting to note that it has been resolved (through careful investigation after all these 50,000 years and more) that some of the animals have suffered from toothache, from mastoid abscesses and even arthritis, which we had fondly believed was fairly modern. We learn that one "man" received a blow on the head which did not kill him immediately. Instead the hole festered and the fester traveled around to form a second abscess lower down. (We wonder whether this started litigation between his relatives and his insurance company.)

The Moustierians now come along with their torches. Yes, sir. Although no one knows who started the first fire, these almost human beings left remnants of hearths and ashes, showing that they had fire to burn.

But down in South Africa trouble is brewing. The Tall Aurignacians are approaching!! Run, you Mous-

terians, or you will be annihilated. Too bad!! Brave though they were, the Mausterians are supposedly wiped from the face of the earth, although it is hinted that some are captured for slaves. Maybe it is just as well. Our story might have been different.

These Aurignacians are men,—savages, one must admit, but men. There appear to be artists among them. Bits of their work have been discovered and removed to the various museums. The author has embodied some of their efforts in his book and considering the "age of the artist" the work is remarkable. The world at this time appears to be black. There are no red, white or yellow races as yet, (although the Aurignacians men have traces in their make-up of what we know later as the Red Indians). But the women—ye gods!! Look on this picture (page 70) and then on this (page 71). No, they certainly would not qualify in this day and age.

From this time on the human race begins to begin. Human characteristics become more apparent until step by step we come at last to the things we learn about in histories and read about in better known books.

Interesting? Of course it is. Something happened back there on the trail—we do not know what; but the author and his noted colleagues have gone back to investigate. Their search has been exhaustive and the reports are seemingly convincing, not to say interesting in the extreme. It is hard to prove of course. He, himself, says: "The professors have not yet quite succeeded in disentangling and straightening out the intricate arabesque of man's origin. There are still one or two difficult knots round the great apes."

One of his tests sounds logical:

"When the blood of a man is transfused into that of a dog, say, or a horse, or any other animal, the human blood serum behaves in a hostile manner, and there is great disturbance, ending usually in the total destruction of the red corpuscles; whereas when the blood of a man is transfused into the blood of an ape, or vice versa, there is a harmonious mingling of the two—so close is the relationship."

However, when visiting the monkey cage at the zoo, we leave with small desire to claim kinship with our

supposed ancestors. On the whole it is rather hard on the "superiority complex."

There are numerous illustrations throughout the book and the author furnishes us with a map of Paleolithic Europe. In those days there was no such furore of getting across the Channel without a boat. The "animals" of those days simply walked across. England was connected with the mainland and the Channel did not exist.

\* \* \*

In a will case the plaintiff, when his name was called, stood up in the jury box.

"Why," said the judge, "what are you doing there?"

"I was chosen, my lord, to serve on the jury."

"But," said the judge, "that was a mistake, of course. Surely you must know that you cannot sit on a jury and try your own case?"

"Well," admitted the plaintiff, ruefully, "I thought it was a bit of luck."  
—Tit Bits.

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# RADIO

By C. J. Pennington



C. J. Pennington

## Manager of Reno Fair, to Direct Radio Show

Anthony A. Tremp, managing director of the Nevada Transcontinental Highway Exposition, has been relieved of his duties at the Reno fair in order that he might take up his active work here as director of the fourth annual Radio Show to be held in the Exposition auditorium, August 20th to 27th.

This is Tremp's second year with the Radio Show. A large measure of the success of last year's exposition is attributed to his professional hand. Tremp did all of the preliminary organization work for the Nevada Exposition and carried it to a point where he felt that the local officers could see the Fair through to its conclusion before asking to be released for the Radio Show here. Prior to this, Tremp for several years was the managing director of the Industrial Exposition held annually in the local auditorium.

Tremp has had several conferences this week with Leo J. Meyberg, chairman of the radio show committee of the Pacific Radio Trade Association, under whose direction the show is held, and also with Ernest Ingold, president of the association. Tremp declares that at no time has there been such a heavy advance sale of space, practically every foot of exhibit area having been sold.

Numbered among the exhibitors are all of the leading manufacturers of receiving sets and radio accessories. The show this year will evidence the growth in experience over the exhibits of preceding years in many other ways than an increased number of exhibitors. There will be a more impressive arrangement of dis-

plays, and an unusual lighting plan and decorative scheme.

A full program of events that will mean something of special importance for every day has been provided.

\* \* \*

## KPO Comment

How much are your fingers worth to you? Dave Kane, leader of the Kane's Hawaiians, now an exclusive radio feature from KPO, recently had all the fingers of both his hands insured for \$2000 apiece. The playing of a Hawaiian guitar, in which few equal Mr. Kane, requires the use of all the fingers of each hand of a player, and the loss of a single finger on either hand would be a decided handicap. Kane is not taking any chances and has insured every finger against a possible loss.

Kane and his group of versatile Hawaiian musicians and singers have a number of Victor records to their credit, several of which are original compositions of their leader. They are well-known throughout the Pacific Coast for their excellent noon-day programs from KPO. They are also prime favorites on KPO's late Monday night feature, the Variety Hour.

\* \* \*

Elmer Herling, KPO's stellar baritone and a Variety Hour star, has sung in a great many opera productions in Kansas City, where he lived for many years before coming to San Francisco. He appeared in "Aida" several years ago with Louise Homer, Marie Lapphold, Henry Scott and Clarence Whitehall, all nationally prominent opera stars.

For more than a year Herling was choir leader in a prominent church of Falls City, Nebraska, his birthplace. He appeared first from KPO about a year ago, his remarkably clear, smooth baritone voice immediately attracting the attention of the radio listeners. Herling's singing diction is another factor in explaining his popularity as a radio artist.

\* \* \*

KPO's new Tuesday night dramatic and musical feature, "Dan Casey's Fireside Hour," has already become the "best bet" of Scout Troop No. 112, according to a recent letter received from Frank Mariach, the scoutmaster.

Scout Troop No. 112 is the only one of its kind in America, being composed of the inmates of the San Francisco Shriners' Hospital for Crippled Children.

In his letter to KPO the scoutmaster of the troop said that Dan Casey's novel hour from the station does more for his "shut-ins" than can be imagined. All the scouts of the troop are cripples, most of them never getting out of bed, and they get a great pleasure out of the radio programs, the scoutmaster declares.

\* \* \*

## Better Balance

KFI notes that with the use of two microphones in the main studio much better balance between the instruments and voices results. By pointing the mikes at different angles, the artists can be grouped so as to broadcast to the best advantage.

\* \* \*

## International Time Signals

The remote village of Coronilla in Mexico lately suffered an earthquake which broke all telephone lines and communication with the outside world except radio. All clocks were stopped by the severe tremor. An American mining man, possessor of the only radio set in town tuned in KFI and received the correct time, thus allowing Coronilla to take its daily siesta at exactly 2 p. m. as is fitting and proper.

\* \* \*

## Starr Versatile Star

KFI receptionists know Henry Starr as an appealing vocalist and "hot" pianist, but officials of that station disclose the fact that he is even more. Starr is a thorough musician, having studied for over twelve years, and while his radio performances feature blues and jazz, he is primarily a classical artist. And the piano is not his only instrument, for he is equally adept at all the instruments in an orchestra.

He has written several compositions for piano, has been in musical comedy, and spends most of his time at present writing arrangements and playing piano for Mosby's Dixieland Blue Blowers. It is rumored that he may shortly accept a tempting offer to desert KFI and his orchestra for a vaudeville contract.

RADIO PROGRAMS

Station	wavelength (meters)	Power (watts)
KMTR—Los Angeles	526.	500
KLX—Oakland	508.2	500
KGW—Portland	491.5	1000
KFI—Los Angeles	467.5	5000
KFOA—San Francisco	454.3	50
KFOA—Seattle	447.5	1000
KPSD—San Diego	440.9	500
KPO—San Francisco	422.3	1000
KHJ—Los Angeles	405.2	500
KGQ—Oakland	394.4	5000
KJR—Seattle	384.6	2500
KHQ—Spokane	370.2	1000
KFWB—Los Angeles	361.2	500
KNX—Los Angeles	336.9	500
KOA—Denver	325.9	5000
KOIN—Portland	319.	1000
KPSN—Pasadena	315.6	1000
KYA—San Francisco	309.1	500
KOMO—Seattle	305.8	1000
KSL—Salt Lake	302.8	1000
KOWW—Walla Walla	299.8	500
KQW—San Jose	296.9	500
KTBI—Los Angeles	288.3	500
KTAB—Oakland	280.2	500
KTCG—Seattle	277.6	500
KFWI—San Francisco	267.7	500
KGA—Spokane	260.7	2000
KFUS—Oakland	256.3	50
KRE—Berkeley	256.3	100
KZM—Oakland	245.8	100
KLS—Oakland	245.8	200
KEX—Portland	239.9	2500
KFWM—Oakland	236.1	500
KJBS—San Francisco	220.4	50
KGTT—San Francisco	206.5	50

SUNDAY

(July 17)

9:00 am—KFUS.
10:00 am—KFI, KNX, KTAB.
10:30 am—KGW, KFI, KTAB.
11:00 am—KTAB, KGO, KFUS, KYA, KOA, KGW, KFI, KGA.
12:00 m—KGW, KGA.
1:00 pm—KFWI.
2:00 pm—KNX.
3:00 pm—KPO, KGO, KGTT, KNX.
4:00 pm—KGO, KGTT, KNX.
5:00 pm—KNX, KFI.
6:00 pm—KPO, KOA, KNX, KFI.
6:30 pm—KPO, KGO, KNX, KFI.
7:00 pm—KPO, KGO, KNX, KFI.
7:30 pm—KPO, KGO, KGTT, KYA, KGW, KNX, KFI.
8:00 pm—KPO, KGO, KGTT, KFWI, KOA, KGW, KNX, KFI, KTAB.
9:00 pm—KPO, KGO, KGTT, KOA, KGW, KNX, KFI, KFWB.
10:00 pm—KGW, KFI, KFWB.
11:00 pm.

MONDAY

7:00 am—KPO, KNX.
8:00 am—KPO, KFWI, KNX.
9:00 am—KNX, KTAB, KJBS.
10:00 am—KFUS, KFI, KOA, KGW, KFOA, KNX, KJBS, KTAB, KFWB.
10:30 am—KPO, KLX, KFWI, KOA, KGW, KNX, KJBS.
11:00 am—KFWI, KYA, KOA, KGW, KGA, KJBS.
11:30 am—KPO, KGO, KYA, KGA.
12:00 m—KPO, KFWI, KYA, KFOA, KGA, KFWB.
12:30 pm—KPO, KGO, KGTT, KYA, KNX, KGA, KFWB.
1:00 pm—KPO, KGO, KYA, KFWB.
2:00 pm—KFWB, KFOA, KNX, KJBS.
3:00 pm—KNX, KJBS.
4:00 pm—KPO, KGO, KFWI, KFOA, KNX.
5:00 pm—KTAB, KFWB, KPO, KFWI, KOA, KNX.
5:30 pm—KTAB, KFWB, KPO, KGO, KLX, KFWI, KYA, KFI, KNX, KGA.
6:00 pm—KTAB, KFWB, KPO, KGO, KLX, KFWI, KYA, KGW, KFI, KFOA, KNX, KGA.
7:00 pm—KTAB, KFWB, KPO, KGO, KLX, KFWI, KYA, KOA, KFI, KFOA, KNX, KGA.
7:30 pm—KFWB, KOA, KGW, KFI, KFOA, KNX, KGA.
8:00 pm—KGA, KTAB, KFWB, KPO, KGO, KLX, KFWI, KYA, KOA, KGW, KFI, KFOA, KNX.
9:00 pm—KTAB, KFWB, KPO, KLX, KFWI, KYA, KGW, KFI, KNX.
10:00 pm—KFWB, KPO, KFWI, KYA, KGW, KFI, KNX.
11:00 pm—KFWI, KYA, KGW, KNX.
12:00 pm.

TUESDAY

7:00 am—KNX, KFWI, KPO.
8:00 am—KNX, KFWI, KPO.
9:00 am—KNX, KTAB, KJBS.
10:00 am—KNX, KGW, KFWB, KPO, KTAB, KJBS.
10:30 am—KNX, KGW, KYA, KFWI, KPO, KJBS.
11:00 am—KGA, KGW, KOA, KFWB, KYA, KFWI, KJBS.
11:30 am—KGA, KOA, KGO, KPO.
12:00 m—KGA, KNX, KFOA, KOA, KFWB, KYA, KFWI, KGO, KPO.
12:30 pm—KFOA, KFWB, KYA, KGTT, KGO.
1:00 pm—KFOA, KFWB, KYA, KFWI, KGO, KPO.
2:00 pm—KGA, KNX, KFOA, KGW, KOA, KFWB, KLX, KJBS.
3:00 pm—KGA, KNX, KOA, KPO, KJBS.

4:00 pm—KNX, KFOA, KFWI, KGO, KPO.
5:00 pm—KNX, KOA, KFWB, KFWI, KPO, KTAB.
5:30 pm—KNX, KFI, KFWB, KYA, KFWI, KLX, KPO.
6:00 pm—KGA, KNX, KFOA, KFI, KGW, KFWB, KYA, KFWI, KGO, KPO, KTAB.
7:00 pm—KNX, KFOA, KFI, KGW, KOA, KFWB, KYA, KFWI, KGO, KPO, KTAB.
7:30 pm—KFWB, KNX, KFOA, KFI, KOA.
8:00 pm—KGA, KNX, KFOA, KFI, KGW, KOA, KFWB, KYA, KFWI, KGTT, KGO, KPO, KTAB.
9:00 pm—KNX, KFOA, KFI, KGW, KFWB, KYA, KFWI, KGTT, KGO, KPO, KTAR.
10:00 pm—KNX, KFI, KGW, KFWB, KFWI, KGO, KPO.
11:00 pm—KFWI, KFWI.
12:00 pm.

WEDNESDAY

7:00 am—KNX, KPO, KFWI.
8:00 am—KNX, KPO, KFWI.
9:00 am—KNX, KTAB, KJBS.
10:00 am—KGW, KFOA, KNX, KFWB, KFUS, KFWI, KTAB, KJBS.
10:30 am—KGW, KNX, KPO, KLX, KFWI, KJBS.
11:00 am—KGW, KGA, KPO, KFWI, KYA, KOA.
11:30 am—KGA, KPO, KGO, KYA, KOA.
12:00 m—KFOA, KGA, KFWB, KPO, KGO, KFWI, KYA, KOA.
12:30 pm—KFOA, KNX, KGA, KFWB, KGO, KGTT, KFWI, KYA.
1:00 pm—KFOA, KFWB, KPO, KFWI, KYA.
2:00 pm—KFOA, KNX, KFWB, KGO, KLX, KJBS.
3:00 pm—KNX, KPO, KLX, KGTT, KJBS.
4:00 pm—KFOA, KNX, KPO, KGO, KLX.
5:00 pm—KOA, KNX, KFWB, KPO, KFWI, KTAB.
5:30 pm—KOA, KFI, KNX, KGA, KFWB, KPO, KLX, KFWI, KYA.
6:00 pm—KOA, KGW, KFI, KFOA, KNX, KGA, KFWB, KPO, KGO, KLX, KFWI, KYA.
7:00 pm—KOA, KGW, KFI, KFOA, KNX, KFWB, KPO, KGO, KLX, KFWI, KYA, KTAB.
7:30 pm—KNX, KFWB, KOA, KGW, KFI, KFOA.
8:00 pm—KOA, KGW, KFI, KFOA, KNX, KGA, KFWB, KPO, KGO, KLX, KGTT, KFUS, KFWI, KYA, KTAB.
9:00 pm—KFWI, KFI, KFOA, KNX, KFWB, KPO, KGO, KLX, KGTT, KFWI, KYA, KTAB.
10:00 pm—KFI, KNX, KFWB, KPO, KGO, KFWI.
11:00 pm—KNX, KGO, KFWI.
12:00 pm.

THURSDAY

7:00 am—KNX, KPO, KFWI.
8:00 am—KNX, KPO, KFWI.
9:00 am—KNX, KTAB, KJBS.
10:00 am—KGW, KNX, KFWB, KPO, KFWI, KJBS.
10:30 am—KGW, KNX, KPO, KFWI, KJBS.
11:00 am—KOA, KGW, KNX, KGA, KFWI, KYA.
11:30 am—KOA, KNX, KGA, KPO, KGO, KFWI, KYA.
12:00 m—KOA, KFOA, KGA, KFWB, KPO, KGO, KFWI, KYA.
12:30 pm—KFOA, KNX, KFWB, KPO, KGO, KGTT, KFWI, KYA.
1:00 pm—KFOA, KNX, KFWB, KPO, KGO, KFWI, KYA.
2:00 pm—KFOA, KNX, KFWB, KGO, KLX, KJBS.
3:00 pm—KOA, KNX, KFWB, KPO, KJBS.
4:00 pm—KOA, KFOA, KNX, KPO, KGO, KFWI.
5:00 pm—KNX, KFWB, KPO, KGO, KFWI, KTAB.
5:30 pm—KFI, KNX, KGA, KFWB, KPO, KGO, KLX, KFWI, KYA.
6:00 pm—KFWI, KFI, KFOA, KNX, KGA, KFWB, KPO, KGO, KLX, KFWI, KYA, KTAB.
7:00 pm—KFWI, KFI, KFOA, KNX, KFWB, KPO, KGO, KLX, KFWI, KYA.
7:30 pm—KFI, KNX, KFWB, KGW, KFOA.
8:00 pm—KFWI, KFI, KFOA, KNX, KGA, KFWB, KPO, KGO, KFWI, KYA, KTAB.
9:00 pm—KFWI, KFI, KFOA, KNX, KFWB, KPO, KGO, KFWI, KYA, KTAB.
10:00 pm—KFWI, KFI, KFOA, KNX, KFWB, KPO, KFWI.
11:00 pm—KFWI, KFI, KFOA, KNX, KFWB, KPO, KFWI.
12:00 pm.

FRIDAY

7:00 am—KNX, KPO, KFWI.
8:00 am—KNX, KPO, KFWI.
9:00 am—KNX, KTAB, KJBS.
10:00 am—KFWI, KFI, KFOA, KNX, KFWB, KFUS, KFWI, KTAB, KJBS.
10:30 am—KFWI, KFI, KFOA, KNX, KFWB, KPO, KFWI, KYA, KTAB, KJBS.
11:00 am—KFWI, KFI, KFOA, KNX, KFWB, KPO, KFWI, KYA.
11:30 am—KFOA, KNX, KGA, KOA, KFWB, KPO, KGO, KFWI, KYA.
12:00 m—KFWI, KFI, KFOA, KNX, KFWB, KPO, KFWI, KYA.
12:30 pm—KFOA, KNX, KGA, KFWB, KGO, KGTT, KYA.
1:00 pm—KFOA, KNX, KFWB, KGO, KFWI, KYA.
2:00 pm—KFWI, KFI, KFOA, KNX, KFWB, KPO, KGO, KLX, KJBS.
3:00 pm—KNX, KOA, KPO, KJBS.
4:00 pm—KFOA, KNX, KPO, KGO, KFWI, KTAB.
5:00 pm—KFI, KNX, KGA, KOA, KFWB, KPO, KGO, KLX, KFWI, KYA, KTAB.
6:00 pm—KFWI, KFI, KFOA, KNX, KGA, KOA, KFWB, KPO, KGO, KFWI, KYA, KTAB.
7:00 pm—KFI, KFOA, KNX, KOA, KFWB, KPO, KGO, KLX, KFWI, KYA, KTAB.
7:30 pm—KFI, KNX, KOA, KFWB, KGW, KFOA.
8:00 pm—KFWI, KFI, KNX, KGA, KOA, KFWB, KPO, KGO, KLX, KGTT, KFWI, KYA, KTAB.
9:00 pm—KFWI, KFI, KFOA, KNX, KOA, KFWB, KPO, KGO, KLX, KGTT, KFWI, KYA, KTAB.

10:00 pm—KFWI, KFI, KFOA, KNX, KFWB, KPO, KGO, KLX, KFWI, KJBS.
11:00 pm—KFWI, KFI, KFOA, KNX, KFWB, KPO, KGO, KLX, KFWI, KJBS.
12:00 pm.

SATURDAY

7:00 am—KNX, KPO, KFWI.
8:00 am—KNX, KPO, KFWI.
9:00 am—KNX, KTAB, KJBS.
10:00 am—KFWI, KFI, KFOA, KNX, KFWB, KPO, KFWI, KJBS.
10:30 am—KNX, KOA, KPO, KFWI, KJBS.
11:00 am—KGA, KOA, KFWI, KYA.
11:30 am—KGA, KOA, KPO, KGO, KYA.
12:00 m—KNX, KGA, KOA, KFWB, KPO, KGO, KFWI, KYA.
12:30 pm—KNX, KFWB, KGO, KGTT, KYA.
1:00 pm—KFWB, KPO, KGO, KFWI, KYA.
2:00 pm—KNX, KFWB, KPO, KGO, KLX, KJBS.
3:00 pm—KNX, KPO, KJBS.
4:00 pm—KNX, KPO, KGO, KFWI.
5:00 pm—KNX, KFWB, KPO, KFWI.
5:30 pm—KFI, KNX, KGA, KFWB, KPO, KFWI, KYA.
6:00 pm—KFWI, KFI, KNX, KGA, KFWB, KPO, KFWI, KYA.
7:00 pm—KFI, KNX, KOA, KFWB, KPO, KLX, KFWI, KYA, KTAB.
7:30 pm—KFI, KNX, KOA, KFWB.
8:00 pm—KFWI, KFI, KNX, KGA, KOA, KFWB, KPO, KGO, KFUS, KFWI, KYA, KTAB.
9:00 pm—KFI, KNX, KFWB, KPO, KGO, KFWI, KYA, KTAB.
10:00 pm—KFWI, KFI, KNX, KFWB, KPO, KGO, KFWI, KYA, KTAB.
11:00 pm—KFWI, KFI, KNX, KPO, KGO, KFWI.
12:00 pm—KNX, KPO, KGO, KFWI.
1:00 am—KFWI.
2:00 am—KFWI.

**Daredevil's Terrors**  
 Interviewer — "Aren't you sometimes frightened when you look down at the street below you?"  
 Steeplejack — "Yes. Only yesterday I thought sure I was going to see a pedestrian get run over."—Life.

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By E. V. WELLER  
 National Automobile Club

"The Booker T. Washington School on Wheels," maintained by the Tuskegee Institute, was founded by Booker T. Washington and is probably the most famous school of its kind in the country.

Dr. Washington, anxious to assist his fellows, many of whom were living in miserable conditions on their farms in the South, secured financial assistance from a wealthy man in the North and sent out a wagon equipped with garden tools, dairy apparatus and farm implements. With the wagon, instructors went through the poorer regions of the South and brought education to dwellers in out-of-the-way places. Specimens of well-bred livestock and of good crops were also shown.

This venture was a success and out of it has grown the present school which is mounted on a truck and reaches hundreds of negro farmers yearly. It travels in districts which are inaccessible by railroad and brings improved means of living to many who would otherwise never come in contact with modern methods. Arrangements for the school's coming are made in advance and it "keeps" the year around, giving an education of a practical nature.

"School on Wheels" are also operated in some states by the Forest Service in an effort to educate people in the methods of fire prevention. Last year these schools drew audiences of 27,000 persons and traveled 7,000 miles. One truck traveled

through the State of Arkansas and another covered the Appalachian regions and Florida. Each school carries several instructors.

\* \* \*

**Auto Invades London**

London is becoming "Americanized" and all on account of the automobile. Old-timers of that city are bewailing the fact that the popular American sport of automobiling is encroaching on some of their most honored traditions. This lament is because all things are being regulated in such a way as to make way for the great increase of motor car traffic.

Many tears have been shed over the changes made necessary to bring about this new order of things. Although the alterations are being made with an attempt to save all historic and artistic associations, it has been found needful to do away with old landmarks, in many instances.

London's traffic problem is as bothersome as the traffic problems with which most of the large American cities have to contend. In London, the old streets are narrow and crooked and the number of cars is large. Part of Piccadilly and the Strand are being transformed to make way for the automobile.

\* \* \*

**Road Conditions**

Construction work is still in progress on the Coast Highway between Ventura and Carpinteria. The first four miles are open but work is still in progress on this stretch. The next two miles are one-way road and delays of from ten to fifteen minutes may be experienced. The next six miles consist of newly completed pavement and the last four miles, leading into Carpinteria is open.

\* \* \*

The highway is again open between Carpinteria and Summerland. The five-mile paving contract is nearing completion with two-thirds of its width open to travel and the remaining portion being rapidly completed. Traffic was formerly detoured via the Foothill Road.

Just welcomed into the now famous National Canada Dry Hole-In-One Club, are the following new members: Mr. D. H. McGeough, 630 Geary street, City; Mr. R. V. Hill, 473 Ellis street, City; Mr. L. A. Hewitt, 2230 MacDonald Ave., Richmond, Calif.



**Lindbergh**

So beautiful his deed, and brave,  
It is heroic, great, and yet—  
Today I saw a man war-blinded  
Sell papers; I can not forget—

Another youth, another time,  
Oh, not so very long ago,  
That risked Its sight, Its skin, Its all,  
To keep a reeking world from woe.

His deed is beautiful and brave;  
It shall stand shining through the years  
While those sleep in their unknown graves,  
Lost even to their love's dear tears.

His, a reward beyond all dreams;  
Theirs, but a passing line, strange grave;  
His, splendor of a daring feat;  
Theirs, honor and a world to save.

Is it not timely that his daring  
Illumines one memorial day?  
To turn men's memories, slackening,  
To all youth proudly gave away?  
—By George Elliston.

\* \* \*

**Don't Be Shy—**

Lives of men like Shaw remind us:  
That we will, if we are wise,  
Leave our modesty behind us,  
And get out and advertise.  
—London Opinion.

\* \* \*

**Defiance**

You have hounded me well, my Lady Life,  
You have beaten and bruised and bent,  
But ever I stayed me amid the strife  
To turn you a compliment.

You have cozened me there and tricked me here,  
Your way with a soul, long since—  
But I'll mock before I'll plead, my dear,  
And I'll boast before I wince.

Why, think you to make me a captive cowed?  
That day that you slay, I swear  
I will kiss my finger tips to the crowd  
And jest with the headsman there!  
—Theodosia Garrison in "The Joy o' Life."



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 Employees' Pension Fund over \$575,000.00,  
 standing on Books at 1.00

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 PARK-PRESIDIO BRANCH.....Clement St. and 7th Ave.  
 HAIGHT STREET BRANCH.....Haight and Belvedere Streets  
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## Finance

The Finance Committee of the Board of Supervisors proposed an appropriation of \$275,000 for the reconstruction of streets. This item was increased to \$309,000 by the inclusion of street work which had been previously scheduled to be done out of the "Good Roads Fund."

\* \* \*

The new ordinance with respect to the budget of San Francisco contains the very essential provision that no department shall incur any liability in excess of the amount provided therefore; and that no appropriations shall be made for any other purpose than specifically declared. This prevents the now established practice of transfers between items, which encourages the incurring of deficits.

\* \* \*

Col. T. H. Jackson made a very informing address to the Commonwealth Club recently in which he detailed the efforts made by the United States government to prevent floods. It is a fine story of grappling with difficulties and contrasts favorably with the management of the Mississippi problems. In this connection, Col. Jackson is emphatic in his stand against the resumption of placer mining in the headwaters of the Sacramento River.

\* \* \*

The Pacific Coast has more great waterfalls than any other part of the world. These waterfalls have a potential power sufficient for more than thirty million people, according to J. T. Saunders, the traffic manager of the Southern Pacific.

\* \* \*

California industrial stocks show well on the exchange in spite of the summer slump.

\* \* \*

The California Tax Payers' Association is conducting a campaign against one-room district schools, upon the ground that such schools are obsolete and uneconomic. This State ranks sixth in percentage of teachers in one-room schools.

\* \* \*

The development of the Salinas rodeo appears in the fact that \$40,000 will be given in prizes this year.

\* \* \*

The report of H. I. Mulcrevy, county clerk in the twenty-first year of his office, is a very inspiring document and reflects the greatest credit upon the incumbent. He has succeeded in handling the business of the office, in spite of its enormous increase, without additional forces, and has earned \$1,064,574.45 in excess of running expenses during his administration.

\* \* \*

While there are probably more than 100 insurance companies writing industrial insurance in the United States, over 85 per cent of such insurance is in the hands of three companies, the John Hancock Mutual, Metropolitan Life and the Prudential. That does not mean that the business conducted by the others is light, for three of them pass the million mark in policies in force.

\* \* \*

Figures on electric power consumption and bank clearings still indicate that trade is running on record breaking levels to quote the National City Bank of New York. But there is on the other hand a notable decline in steel production and there is no doubt that railway shipments have declined somewhat.

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SAN FRANCISCO

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SAN FRANCISCO

Saturday, July 30, 1927

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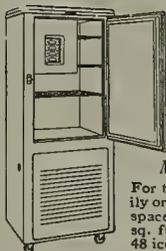
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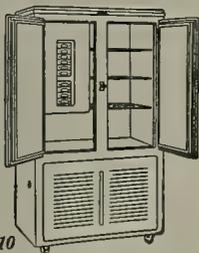
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# SAN FRANCISCO NEWS LETTER



Devoted to the Leading Interests of California and the Pacific Coast

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Vol. CIX

SAN FRANCISCO, CALIF., JULY 30, 1927

No. 31

## From One Thing to Another

By ELEANORE F. ROSS

### Incredulity Is Sometimes Ignorance

When you tell the person of limited intelligence that each new subscription to a magazine means a loss, instead of a profit, he or she stares at you blankly and incredulously.

They do not realize that the profit of a journal comes only from its advertising; that each extra copy printed adds to, instead of lessening the expenses; and when you go on to explain, for instance, that the Ladies Home Journal or the Saturday Evening Post, or any other of the thousands of voluminous publications lose on their subscriptions, they show every indication of summing you up as a poor nut.

The Telephone Company has been trying to explain this situation to the general public; for each new exchange is similar to each new subscription, and entails an added expense to the Telephone Company, instead of swelling the profits of the Company.

The more the Telephone Company develops, the more costly relatively, the system becomes.

This is too novel an idea for the limited intelligence to grasp, however, and so far the public, which the phone company has so faithfully served for nearly half a century, greets all its explanations and elucidations with derisive scorn.

It is only right that the Company be given a fair deal.

\* \* \*

### Need of Signals

It is hardly an exaggeration to say that almost every day an accident occurs at the intersection of Davis, Pine and Market streets. Why this particular street junction should be minus a stop and go signal, or a traffic cop, is one of the mysteries involved in the administration of the city's politics. The interference of the Board of Supervisors with the Traffic Department, is uncalled for and unnecessary. In fact, it is more than that; it borders on impertinence.

The traffic department of San Francisco is headed by a capable and practical man. Captain Henry Gleeson, under whose management the traffic system of this city has developed and improved to an admirable degree; that his

supervision should be hindered by the manipulations of politicians, is to be deplored.

The traffic chief of a city should surely be the one to choose the locations of these signals that so often mean a matter of life and death. Otherwise, why maintain this position? This particular corner should be attended to, at once.

\* \* \*

### Living Costs

There is quite a decrease in the cost of living in San Francisco, since the year 1920, we are told. Just 18.1 per cent less, to be exact. But personally, the figures do not mean anything, and I have no doubt, the average citizen feels the same way. I have not seen any decrease in rents, nor in foods. Clothing appears to be slightly less expensive this year, but this is only a temporary decrease, due to the usual Summer dullness in business.

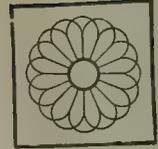
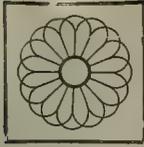
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### Prices of Crops Should Be Regulated

The situation existing between the fruit growers and the canners is one which should be arbitrated by a committee of disinterested citizens, if such a body of men could be found.

The writer has passed through the apple orchards of the Pajara Valley, when lusciously ripe fruit was rotting on the ground in heaps, and has turned from the car windows to find a boy with baskets of apples, offering them at five cents apiece!

What sort of injustice is this? We have a railroad commission, regulating freight rates on the very fruit which the growers threaten to leave unpicked, this year, because of a deadlock with the canners; why should the handling of the fruit be important enough to demand commissioners to supervise the rates, and the prices for the fruit itself, be made the cause of a disastrous fight between the farmer and the canner? Waste is a criminal condition, and there threatens to be a waste of tons of good fruit unless the canners' association and the grower come to terms. This question is one that cries aloud for arbitration.



### Foreign Trade

There is no question that the main matter before business men of this country, at the present time, is the rapid extension of foreign trade in order to find a ready market for the mass of manufactured goods which we are turning out in hitherto unheard of quantities.

The United States leads the world in the production of goods. Our industrial system is such that we have developed methods of manufacture in mass, which are at once the envy and despair of the industrialists of other countries. We have, at the same time, developed the demands of our working people by the payment of good wages, to a point where they consume proportionately much more of the goods manufactured than do the working people of any other country, twice as much, as the nearest, in all probability.

Even so, the mass of goods accumulates. The question of the disposal of those goods becomes more and more urgent, and very soon, unless the demand is steady and uninterrupted, the mass tends to congeal, to clog the machinery of production and to cause gluts and trade depressions.

Thus the necessity for the discovery of ever new foreign markets and the importance of foreign trade. The United States is now the world market, not as formerly, selling raw materials, but to an ever greater extent, as selling manufactured goods. They are high class goods, in some respects the best goods in the world. It is necessary that they be sold, and the home machinery kept busy. These goods add to the well being of man wherever they go. The machinery which sells them is an instrument of human happiness.

\* \* \*

### Our Trade With Mexico

The Faculty Club of the University of California is doing much good with its dinners-conferences in connection with the Assembly on International Relations. A recent dinner at which the Mexican Consul was the chief speaker, was particularly illuminating. During the course of the evening, B. A. Alameda, Mexican commercial attache at San Francisco, pointed out that the trade with Mexico amounted to an average of \$1,000,000 a day of which California's share was about 5%, or, annually, about \$18,000,000. This is no small amount and is worthy of consideration by the people of the State.

The same gentleman called attention, also, to a matter which is generally overlooked and that is a tendency on the part of Mexican farming to develop into vegetable gardening. Thus he declared that the local markets in San Francisco received, from Mexico, during the first six months of this year 454 carloads of bananas, green peppers, tomatoes and the like, all sent by railroad.

Generally speaking, Mexico is the best buyer from California of any American Latin country and its purchases amount to about the same as those of Canada.

Of course trade is reciprocal and, as fast as the Mexicans develop prosperity, so fast will their demands for the produce of our part of the country develop. It is much better for us to have a prosperous and growing community next door, than to have one sunk in poverty and subject to the confusion of revolutionary methods. Destiny lies largely in the hands of our commercial men. As fast as trade is developed, wants grow and relations between

countries grow closer. The very statement of the extent of trade with Mexico makes us feel more friendly.

\* \* \*

### The Pugilistic Decline

The last fight, which was marked by all the stupidities and brutalities of the fighting game, reveals the fact that in all probability prize fighting has passed the zenith of its popularity and is being gradually relegated to a more remote place among amusements. The newspapermen who proclaimed so confidently that the victor in the recent Sharkey-Dempsey fight would be as popular as Lindbergh have proved to be wrong. There is not even a ripple of public excitement over the affair. In fact, it is freely whispered that there might have been more enthusiasm if Dempsey had been well trounced.

Be that as it may, there is no doubt that the revelation of crookedness, in this particular pastime, has had much part in cooling off public interest. It is hard to take an interest in a sport that is honeycombed with corruption.

Bernard Shaw recently expressed his opinion as a student of the prize ring, on which he wrote the novel "Cashel Bryon's Profession." He says that as a matter of fact, prize fighters hurt themselves very little and the amount of physical damage done mutually by these well-trained men, is comparatively slight. If once this notion is taken hold of by the public there will be a very distinct falling off in popular interest, for there is little doubt that the charm of the thing, to most people, lies in the impression that they are watching a contest in which men really get hurt.

Meanwhile, it seems undeniable that the amount of money expended, and the enormous publicity connected with it, are detrimental to the best interests of society, as a whole.

\* \* \*

### Another Boycott

There is quite an interesting commentary on the use of the boycott in the fact that the Standard Oil Company of New Jersey has followed the example of the Royal Dutch Shell, in placing a boycott on Russian oil.

The very powerful Royal Dutch Shell Company, which has far reaching European influence, has declared that it will not buy Soviet oil products as long as the Soviet government refuses to acknowledge the rights of private property. Of course, if such a plan were carried out by the oil companies of this country as a whole, it would strike a very deadly blow at the Russian governmental policy and would damage the economic power of Russia very considerably. But it appears that the Standard Oil Company of New York and the Vacuum Oil Company, both of which are in the Standard Oil group, are still buying large quantities of oil from Baku for European trade.

The boycott may be considered as the reply of Great Britain, so far, to the Russian movement towards the boycott of British trade since the expulsion of Arcos, the Russian trading group, from Britain and it is the application of a new method of fighting on the part of the corporations. Formerly, the boycott had been the weapon of the labor groups exclusively. It is clear, however, that it has potentialities as the weapon of the possessing groups.

If Russia refuses to buy industrial products from what it calls "bourgeois capitalists," in other countries, with the idea of embarrassing them financially, it is clearly within the power of such industrialists to refuse to buy Russian industrial products for the same reason.

Two can play at that game and the fact that the Russians have not seen it that is proof of the soundness of the statement of Winston Churchill that they are "second raters."

\* \* \*

### The Nicaragua Matter

There is, in some quarters, a great outcry about affairs in Nicaragua, and the repulse of a bandit army by the United States Marines. It is much ado about nothing; merely one of those scavenging instances which are inseparable from the extension of our influence and the impact of the civilized on the backward peoples.

The question is, whether, after all, it is to the interest of humanity, as a whole, that the black spots in Central America should be cleaned up and that decency should prevail where, up to the present conditions, have been little short of disgusting. We are well acquainted with the doctrine that an independent state can govern its own country in its own way. But such a country cannot, and must not, be allowed to interfere with legitimate conduct of business on the part of people who have gone down into it for trade and business purposes with the agreement of its own government.

Still less can it be argued that the United States, or any other country should sit supinely by and see the property of its citizens destroyed and their lives threatened by banditti which the government of the country is unable or unwilling to subdue. Such banditry must be stopped at any price. If it persists in trying to upset the lives and liberties of people and engaging in the childish pastime of parading under arms and committing robbery and arson, it must be stopped even if it takes bullets and bombs to do it.

We do not pretend to think scavenging heroic, but it is necessary. The Marines are a sanitary precaution in Nicaragua.

\* \* \*

### Anti-Saloon League Infamy

The news that the Anti-Saloon League actively took part in the appointment of Judge A. F. St. Sure as Federal judge in this district is a shameful and disgraceful episode in the history of the State. Nothing worse has happened for a long time, if ever.

The Federal judiciary is the crowning glory of our national system of jurisprudence. Its bench has been occupied, from the beginning of our history, by men against whose integrity and scholarship there can be no cavil. It has, for a hundred and fifty years, been regarded, at home and abroad, as a bulwark of our liberties and a security for the integrity of our national existence. It therefore comes as a great shock that an irresponsible body such as the Anti-Saloon League, should have called upon a candidate for such distinction to appear before it and show cause why he should not be opposed and his candidacy threatened. Nothing more insolent has ever been attempted. We think that the attempt should have been exposed when made, and that it should not have been left to newspaper enterprise to discover the brutal assault upon judicial independence and expose it to the public.

It is useless to say that there was no attempt to interfere with the administration of justice, when we have the admission of the judge himself that he was asked to be strict in his enforcement of the prohibition laws and severe in punishment. His reply, as reported, was that if a man was convicted under the prohibition law, he saw no reason why he should not get the full penalty. When a judge promises practically to give the full penalty for a man convicted of a special sort of crime he, to that extent, has already given pledges with respect to the administration of the law. It is a bad business.

## From Brighter Pens Than Ours

Add summer vacation advice: Don't rock the plane.—New York Evening Post.

\* \* \*

Those who censor the modern bathing-suit have scant reason for doing so.—St. Louis Post-Dispatch.

\* \* \*

The old-fashioned fellow who never thought anything of walking eighteen or twenty miles in an afternoon has a grandson who never thought of it either.—Detroit News.

\* \* \*

The Department of Commerce informs us that cotton stockings are being manufactured, and then adds the wholly unnecessary information that most of them are exported.—St. Louis Post-Dispatch.

\* \* \*

Cook-book for brides advertises itself as giving "Concrete rules for making biscuits." It should be pointed out that concrete is used in the abstract.—Arkansas Gazette.

\* \* \*

"Live dangerously from Saturday to Monday," advised the romantic Robert Louis Stevenson. How "R. L. S." would have rejoiced in the automobile era!—Chicago Daily News.

\* \* \*

The British are very cordial toward any scheme of naval equality which will leave them with the biggest Navy.—Dallas News.

\* \* \*

If it keeps on, the parking of American airplanes will become another of Europe's troubles.—Columbus Dispatch.

\* \* \*

Europe seems to be willing to let America take the lead in transatlantic flying. That's one way we get more tourists over.—Florida Times-Union.

\* \* \*

In 1950 it is likely that the careful mother will insist on parachutes when her daughter goes riding with a young man.—Nashville Banner.

\* \* \*

### Come to Think of It

Judge—Well, John, I can give you this divorce, but it will cost you three dollars.

John—Three dollars, boss?

Judge—That's the fee.

John—Well, boss, I jes' tell ya, I don't b'lieve I wants no divorce. There ain't three dollars difference 'tween dem two wimmen.—Alabama Rammer-Jammer.

\* \* \*

### How to Torture Your Wife

"John, dear, I am to be in an amateur theatrical. What would folks say if I were to wear tights?"

"They would probably say that I married you for your money."—Hardware Age.

\* \* \*

"And there," said the Athenian guide, "is the Parthenon."

"Gee," exclaimed the American tourist, "wouldn't it make a swell filling station."—Judge.

\* \* \*

Movie Star—Why did Roy lose his job with the company?

Comedian—Well, some one told him to throw the dummy over the cliff and he thought they meant the director.—Judge.



By Antoinette Arnold

### Debutantes Will Make Society Debut

What is ever more interesting and speculative in Society than a debut?

The charming young debutantes of Golden California are so superlatively attractive, so magnetically beautiful, that no one can forego the formal presentation, in Society, of these promising young "irresistibles."

Every season, some one of California's millionaires stages a "coming-out" party which is the last word in elegance and distinction.

This year, we have had many perfectly marvelous events when the lovely young creatures have held the limelight most gracefully.

Now, we are to have another splendid and elaborate coming-out party when Miss Agnes Clark, youngest of three daughters of Mrs. Tobin Clark, will make her formal debut.

\* \* \*

### Miss Clark Will Bow to Society

Miss Agnes Clark, who is now visiting her friend, Miss Phyllis Bryne, at Bar Harbor, since finishing school days at the New York Spence School, will be presented by her mother, Mrs. Tobin Clark in one of the most beautiful debuts, so we are told, ever known here in the West.

Miss Patricia Clark, the second daughter, was last season's star in the social realm when she made her bow to society. The ball given in honor of Miss Patricia surpassed any other event in quite some time, and, I thought, was really one of the most truly exquisite affairs within the realm of society.

The handsome home of Mrs. Tobin Clark in San Mateo, it is now planned, will be the setting for Miss Agnes Clark's debut.

"El Palomar" is one of the most attractive places on the entire peninsula and famed for its architectural beauty, its magnificent gardens and

the entire exterior, as well as the interior, of the Tobin Clark home.

Miss Mary Clark made her debut on her mother's estate last summer when the millionaire set were in representative attendance. Then, last season, Miss Patricia Clark was society's favorite and her debut was declared one of the most elaborate and charming events of all.

So, no wonder, we are all eagerly anticipating this Society Season with lovely Miss Agnes Clark, the debutante upon whom all eyes will be centered. She is an adorable young girl, unspoiled and so always charmingly gracious.

\* \* \*

### Burlingame Dance

Mr. and Mrs. Joseph D. Grant will give a dinner dance tonight, July 30, at the Grant summer home in Burlingame, in honor of their daughter, Mrs. William A. Magee Jr., and her husband. Many of the Peninsula set and society folks from Piedmont will be present at this lovely affair, typical of all the Joseph Grant home parties.

\* \* \*

### Crocker's Home

Mr. and Mrs. Charles Crocker have returned from abroad where they have been spending their honeymoon and are now at New Place in Burlingame, the home of Mr. Crocker's parents, Mr. and Mrs. William H. Crocker.

The young bride, Mrs. Crocker, is the daughter of Mr. and Mrs. Horace Bennett of Denver, Colorado.

Mr. William Crocker went to England to attend the wedding of his daughter, Helen, and Mr. Henry Potter Russell, but is returning home this week. Mrs. William H. Crocker will spend the remainder of the summer months in Paris.

\* \* \*

### Miss Mollie Merrick Returns From Abroad

Miss Mollie Merrick, the brilliant young music critic of the San Francisco Bulletin, has returned from a tour of European cities, especially the musical centers of the Old World. While abroad Miss Merrick wrote articles on conditions as she found them, in her own clever way, while in various cities of Europe. Her articles on music were exceptionally vibrant, with the verve and originality for which this young critic is famous.

### Names Her Wedding Day

Miss Katherine Kuhn has named the day of her wedding Saturday, August 20, when she will become the bride of Mr. Thomas Jefferson Coolidge of Boston. The wedding will take place at 4 o'clock in St. Matthew's Church, in Burlingame.

Mrs. Robert G. Hooker Jr., the former Miss Marianne Kuhn, a sister of the bride, will be the matron of honor and Miss Mary Jennings Hill, a cousin of the bride and a daughter of Mr. and Mrs. Jerome Hill of Pittsburgh, will be the maid of honor. Little Miss Angelica Hill, the daughter of Mr. and Mrs. Fentress Hill, another cousin, will be the flower girl. The best man will be Mr. Armory Coolidge, a brother of the bridegroom.

\* \* \*

### Relatives Coming

Mrs. Thomas Jefferson Coolidge will accompany her sons to California for the wedding.

Mr. Coolidge belongs to a well-known Massachusetts family and is related to Miss Eleanora Sears and a number of other prominent persons.

\* \* \*

### Prominent Families

Mrs. William Scaife of Pittsburgh and New York, arrived from the East last week, coming West for the lovely wedding of Miss Kuhn and Mr. Thomas Jefferson Coolidge.

\* \* \*

The wedding in the church will be followed by a reception at the home of the parents of the bride-to-be, Mr. and Mrs. William Speer Kuhn of Burlingame.

Miss Kuhn is one of the most popular girls in peninsula society and many affairs are planned for her between now and the time of her marriage.

\* \* \*

Mrs. Louis Parrott and Mrs. William Mayo Newhall have been spending a few weeks at Feather River Inn.

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### Children's Parties At Feather River Inn

Did you ever go to a Children's Party and then wish that you were once again a child? Of course you have—everybody has, especially if they have a heart of gold and a penchant for fun.

That's what happened to most of us as we watched the happy youngsters at Feather River Inn last week.

Mr. and Mrs. Nion Tucker and their children, Miss Nan and Buddy Tucker, have been staying at Feather River Inn and that's where the elders as well as the children had the "time of their lives." Miss Nan Tucker was the honor guest at the party, for it was the birthday of this charming little lady, while Buddy helped his sister "receive."

The feature of Miss Nan Tucker's party was a large Jack Horner pie into which many thumbs were thrust. It adorned the center of a table prettily arrayed in pink and blue, flowers, ribbons and birthday favors.

After the party of ice cream and bon bons, there were out-of-door games on the big green lawns, where the children were entertained. Those who were present at Miss Nan Tucker's birthday party were little Misses Barbara Tobin, Tania Whitman, Yvonne Thieriot, Nancy Leighton, Lila Renshaw, and Genevieve Lyman. The young cavaliers who were present, also, included Masters Peter Thieriot, Howard Renshaw Jr., John Renshaw, Harry Jackson, Buddy Tucker, Freddie Whitman and Alec Henderson.

They all had a "perfect time."

\* \* \*

### Fancy Dress Ball For Happy Youngsters

A pretty fancy dress ball for the children was staged for those who stayed at Feather River Inn this past week. It was the prettiest affair you could ever imagine. All of the little folks were arrayed in fancy dress costumes and many of the boys chose their favorite, a pirate's outfit.

Clever costumes were worn by the youngsters, the prize going to pretty Miss Tania Whitman, who represented a jonquil in her dainty yellow frock of petaled tissue paper.

Prizes for the most original costumes were awarded the Tucker children, who appeared as saucy chanticleers, looking for all the world as proud as the proverbial roosters.

Young Peter Thieriot won a prize, too, for his Indian costume and his sister, Miss Yvonne Thieriot, was also given a prize for her Indian costume. Then there were a lot of other interesting prize awards. Little Miss Nancy Leighton, daughter of the



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popular Mrs. H. C. Leighton, who with her husband, of New York City, is visiting the Inn, was dressed in a fancy costume to represent "Saturday Night."

\* \* \*

### Little Pirates

Two ferocious but attractive pirates were represented by Miss Lila Renshaw and Master John Renshaw, while Master Howard Renshaw, Jr., was a brave-looking fireman. Master Alec Henderson, in his Oriental costume was an intelligent appearing Chinaman. Little Miss Barbara Livingston went to the costume party dressed as a Japanese girl; Miss Genevieve Lyman was a pretty pansy and Jimmie Zellerbach was a sailor. Mary Louise Bine was dressed to represent "Stanford," in her flaming red dress with white adornments. Barbara Blue was the prettiest kind of an Irish girl; Harry Jackson was a pirate, Marjorie Davis wore a peasant girl costume and lovely Marjorie Cahn took the role of "Summer."

Altogether this children's party was a thing of beauty—and a perfect joy to beholders as well as to the juveniles.

\* \* \*

### At Lake Tahoe

Mr. and Mrs. Augustus Taylor of Menlo Park, and their daughter, Miss Evelyn Taylor, have been visiting Mr. and Mrs. George Pope at their Lake Tahoe summer home.

\* \* \*

### Swimming Meet for Society Folks, Soon

Under supervision of H. D. Lawler, director of publicity for the D. M. Linnard Hotels, Inc., Tahoe Tavern will hold the first annual swimming meet on August 13th and 14th. Teams of swimmers, divers and water polo players will be sent from the Olympic Club in charge of Coach Tom Whitaker and Swimming Commissioner

Coffman. All events will be held under the rules of P. A. A., of which an official has been delegated. This promises to be the largest swimming meets ever held in the Lake Tahoe region and is looked forward to with considerable expectancy by guests of Tahoe Tavern.

On the same date the San Francisco Motor Car Dealers' Association will arrive on its Sociability Run to Tahoe Tavern, headed by President E. W. Milburn of the association, and Chairman Fred W. Pabst. There will be about fifty machines in the motor caravan which will leave San Francisco on the evening of August 12th, and will comprise about one hundred and fifty people.

\* \* \*

The week of July 11th was the busiest of the mid-summer season for Hotel Mark Hopkins. A great many people from the East and Southern California having registered, some to stay a day or so on their way to Tahoe, the Yosemite and other California resorts, Honolulu and the Orient—others to spend several weeks in the city and its vicinity—making the Mark Hopkins their headquarters. There were also many guests from Los Angeles and the Valley cities. The approach of the Bohemian Club encampment brings several important reservations. Already inquiries for hotel apartment accommodations for the Winter have been received and several suites above the tenth floor are being prepared for occupancy.

Among those from the East who registered at the Mark Hopkins were: W. H. Graham of New York, Mr. and Mrs. Charles R. Page of Montclair, New Jersey; Mr. and Mrs. B. F. Beal of Brookline, Massachusetts; Dr. A. J. Bedell and family of Albany, A. E. Dietze of New York, S. L. Harris and family of New York, Mrs. J. F. Tatem of Haddonfield, New Jersey; C. Waters of Brooklyn, New York; Mr. and Mrs. J. C. Crawford of Washington, D. C., and Mrs. E. M. Simpson of Philadelphia.

A European visitor, Mr. Arturo Gramaj and his wife of Paris, are stopping at the Mark Hopkins during their stay in San Francisco.

Mr. Randall of the Richfield Oil Company had dinner for thirty-one persons in one of the small dining rooms of the hotel. A large luncheon by Garnett King of the Southern Pacific Company in Peacock Court was another important event of the week. Another luncheon was held by officials of the Hartford Fire Insurance Company.

(Continued on page 8)



# PLEASURE'S WAND

OBEY NO WAND BUT PLEASURE'S  
—Tom Moore



By Josephine Young

## Let's Go To A Show Tonight

How often do we hear some one say: "Let's go to a show, tonight. What's good?"

In this city, there is always something good to see, and that's no mistake. Our theaters have a fine reputation to uphold in the way of "good shows" and they seldom, if ever, fall short of the high mark.

So take your very best girl, and let's hope she's the dear wife of many a year, and go somewhere to one of our San Francisco theaters—where you and she will be sure to have a "peach-of-a-time."

Theaters were made for real folks—like you and your friends—so put aside every care, and go to see every show in town.

You'll be a better business man!

\* \* \*

## Lurie

"The Harem," a Belasco comedy, is on at the Lurie Theater (Geary street, right near Mason), with Isobel Elsom in the starring part in the role that Lenore Ulric sent whirring to success.

Belasco, Butler and Davis bring this play to our town with many fine people in the cast, Alan Brooks being a co-star with Isobel Elsom. A splendid group of players sustains the support.

This comedy-drama was written by Avery Hopwood and deals with pleasure-loving people of Vienna, the locale being Budapest, with several lines of sophisticated intent bent on adding more frolic to the plot.

In the story of "The Harem," a wife puts on Turkish trousers and wears a veil in her scheme to flirt with her own husband whose fidelity she seems determined to doubt. Robert Fischer of the original cast appears in this company presenting "The Harem" at the Lurie Theater.

The advertising man tells us that this is the first time the play has been produced in the West and that the engagement in San Francisco must, necessarily, be a limited one.

## Curran

"Love in a Mist," at the Curran, has proven so much of a hit that the attraction will be held over a third week beginning Sunday night. This delightful comedy of love, laughter and lies with Madge Kennedy and Sidney Blackmer in the title roles, was produced in New York by Charles Wagner and ran in that city for over a year. The entire production and cast was brought direct from New York to San Francisco by Belasco, Butler and Davis.

Miss Kennedy has not been seen on a local stage for ten years and Sidney Blackmer, who is sometimes called the young John Drew has spent most of his young life in the East. These two as a team are rated as the foremost romantic couple on the American stage. The rest of the supporting cast is excellent.

Bargain matinees are given on Wednesday and Saturday where the best seats may be obtained for \$1.50. Night prices range from 50c to \$2.50.

\* \* \*

## Alcazar

An enthusiastic welcome has been accorded Marion Lord in the Alcazar play, "Meet the Wife," which, on Sunday will start its fourth successful week.

"Meet the Wife," written by Lynn Starling, is really a "festival of fun" with its clever lines, witty repartee, and its full measure of satire. In her portrayal of Mrs. Gertrude Lennox, the wife, Marion Lord charms her audience, indeed, and keeps up the turn of laughter. Robert Adams is funny in his role of the effeminate Victor Staunton.

Henry Duffy, producer of this play, has chosen his cast well, including John Stokes, William Macauley, as principals; and Marion Sterly, Richard Ellers, Marie Sorville and John Mackenzie.

\* \* \*

## President

The merry thrills which punctuate "The Ghost Train," now entering upon its eighth successful week at the President, stills packs 'em in.

Earl Lee takes the part of a blundering Englishman who is responsi-

## Amusements

NEXT WEEK

### ON THE STAGE

#### Alcazar, O'Farrell nr. Powell

"Meet the Wife." Henry Duffy Comedy starring Marion Lord.

#### Curran, Geary nr. Mason

"Love in a Mist." Comedy, starring Madge Kennedy and Sidney Blackmer.

#### Lurie, Geary at Mason

"The Harem." Farce written by Ernest Vajda starring Isobel Elsom and Alan Brooks.

#### President, McAllister nr. Market

"The Ghost Train." Henry Duffy Mystery-Comedy.

\* \* \*

### VAUDEVILLE

#### Golden Gate, G. G. Ave. and Taylor

Henry Santrey and his band heading the vaudeville program. Jack Mulhall in "See You in Jail" on the screen.

#### Orpheum, O'Farrell nr. Powell

A bill of vaudeville including Edmund Breese, Mercedes and Hari Oniki.

#### Pantages, Market at Hyde

"Slaves of Beauty" on the screen. Seven acts of vaudeville.

#### Union Square, O'Farrell nr. Powell

Pictures—Vaudeville.

#### Wigwam, Mission nr. 22nd

Pictures—Vaudeville.

\* \* \*

### ON THE SCREEN

DOWN TOWN

#### California, Market at 4th

"Chang." Life and scenes of the jungles of Siam combined into a remarkable scenic.

#### Cameo, Market opp. Fifth street

"Midnight Watch," Saturday. Jack Dempsey and His Wife—"Manhattan Madness," Sunday, Monday.

#### Casino, Ellis at Mason

Sat., "The Foolish Virgin" and "A Fight to the Finish." Sun., Mon., "The Clinging Vine" and "Obey the Law." Tues., Wed., "The Prince of Tempters." Thurs., Fri., Lon Chaney in "Flesh and Blood" and "Her Man O'War."

#### Granada, Market at Jones

On the screen, "Metropolis." An impression of how our centers of population will appear a thousand years from now. On the stage, a Fanchon and Marco Idea.

#### St. Francis, Market bet. 5th-6th.

"Beau Geste." Ralph Forbes, Ronald Colman, Neil Hamilton. Following run of Emil Jannings in "The Way of All Flesh."

#### Warfield, Market at Taylor

"College." Anne Cornwall, Snitz Edwards. "Pep Idea" on the stage.

RESIDENCE DISTRICT

#### Alhambra, Polk St., nr. Green

"Jim the Conqueror" and "Oh Baby." Madge Kennedy, Sat.; "The Notorious Lady," Sun.; "The Auctioneer," three days, Mon., Tues., Wed., George Sidney, Marian Nixon.

ple for many a laugh. Charlotte Treadway, afraid of her own shadow, creates hysterical situations.

This play ranks high with the other Henry Duffy comedies which have a distinct place in our theaters. Careful and discriminating stage craft, as well as acting, is always considered by the masterful Duffy who looks to every detail of his pleasing plays. Dorothy LaMar, Ben Taggart, Lillian Dean, Ronald Telfer, Joan Warner, Thomas Brower, Westcott Clarke and Henry Caubisens are players in "The Ghost Train."

\* \* \*

**Orpheum**

The Orpheum Theater announces an all-new program for the week beginning Saturday matinee with three notable headline attractions. Sharing topline honors will be the American star, Edmund Breese, who will appear in a one-act play entitled "Happy New Year," written by the International humorist and writer, Irvin S. Cobb; Will and Gladys Ahern, playing a return engagement in an oddity entitled "A Spinning Romance"; and the Italian comedian, Harry Burns, assisted by Carlena Diamond and Tony De Luca in a rip-roaring skit called "I Think You Touch."

Haru Onuki, Japanese prima donna, is to make her reappearance in vaudeville after an absence of several years offering a repertoire of songs; Sim Moore and Pal in a surprise act; The Three Lords in "Lights Out," and several other Orpheum feature acts.

\* \* \*

**Golden Gate**

Henry Santrey and his orchestra, returning from tours of Australia and Hawaii, will headline the bill this week at the Golden Gate Theater, beginning with Saturday matinee. Harry and Anna Seymour, brother and sister, two versatile comedy artists, will present breezy bits of melody, comedy and mirth, as members of the Santrey company.

The Ruth Howell Duo and La Pan and Bastedo are also prominent on the new bill.

"See You in Jail," with Jack Mulhall, in a picture of laughs and thrills will be the motion picture feature. Pathe News Weekly, Aesop's Fables, a scenic, a short comedy and Claude Sweeten and the Golden Gate Orchestra in a special concert number will complete this week's splendid program.

Santrey in his musical numbers will present the aori Harkar.

\* \* \*

**Warfield**

A world premier, "College," newest of Joseph M. Schenck productions, comes to the Warfield Theater this week with Buster Keaton in the prin-

cipal role. This picture was especially secured for its initial showing at Loew's Warfield through arrangements by the West Coast Theaters, Inc.

In addition to an elaborate cast of screen players headed by Anne Cornwall, Snitz Edwards, Grant Withers and Buddy Mason, the cast includes five world champions of sport and two famous international sport figures. Bud Houser, Charlie Borah, Lee Barns, Kenneth Grumbles, Morton Kaer and Ben Wallis of Yale are some of these stars. Sam Crawford, former Detroit ball wonder, is seen as coach of the baseball club on which Buster plays.

Nell Kelly, San Francisco stage star who is making her return appearance at the Warfield this week, remains over a second week to cut more capers with Walt Roesner. Roesner, by the way, has prepared another carefully planned music program for Saturday. The stage attraction will find George Givot as the star of Fanchon and Marco's "Pep Idea."

\* \* \*

**Cameo**

"Midnight Watch," which closes its screening Saturday at the popular Cameo Theater, stars Roy Stewart and David Torrence in a thrilling story of adventuresome daring and excitement. The stars and the picture provide plenty of picturesque events.

Jack Dempsey and his wife will be shown at the Cameo on Sunday and Monday in a dashing story entitled "Manhattan Madness." Then there will be the educational films in addition to the feature picture.

\* \* \*

**Granada**

"Metropolis," an impression of cities in the future, screen feature at the Granada Theater this week, will give imaginary ideas of how many large population centers might appear one thousand years from now. This picture is one of the most unusual cinema features yet shown. A Fanchon and Marco stage "idea" will be in keeping with the plan and introduce many striking novelties.

\* \* \*

**St. Francis**

Emil Jannings proved such a big drawing card at the St. Francis in "The Way of All Flesh" that after we had gone to press last week it was decided to retain this picture. There is just a possibility that it may still remain over another week. But otherwise the St. Francis Theater will then offer the great American Legion film.



# Lake Tahoe Sleeper

—now through to Tahoe Station without change of cars.

You can leave here any evening aboard a comfortable Pullman, for arrival at Lake Tahoe for breakfast next morning.

A swift, enjoyable trip to this delightful inland sea high in the Sierra. You'll have the maximum amount of time there if you go by train. Pullman returning leaves the lake in the evening arriving here in time for business next day.

Leave San Francisco (Ferry) at 7 p.m., arriving Tahoe Station at 7:00 a.m. Returning, leave Tahoe Station at 9:30 p.m. arriving San Francisco at 7:50 a.m. By day, leave San Francisco at 7:40 a.m., a fascinating ride up the Sierra, arriving Tahoe Station at 5:30 p.m. Similar service returning.

**\$13.25 round trip**, good for 10 days. Other fares and limits. Ask for new illustrated booklet about Tahoe Lake Region; also the booklet "Low Fares for Summer Trips."

## Southern Pacific

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## SOCIETY

(Continued from page 5)

### Golf Tournament

The A. B. Spreckels Golf Tournament, among the most notable golf classics of the Pacific Coast, will be held at the Coronado Country Club, Coronado Beach, from August 23rd to 27th, inclusive. Awards will be made for special events, the trophies going to winners and runners-up with entries open to members of all golf clubs affiliated with the golf associations.

Many prominent society people will attend with registrations from various parts of the State already made and many more already on the way.

The principal trophy is a beautifully etched silver punch bowl. A gold medal will be given to holder of low gross score in qualifying round. Trophies similar to those for 1927 tournaments were won by such amateur golfers as Willer Hunter (not professional), runner-up Jack Tarrant. Allen Moser possesses two winner's trophies, 1925 and 1926. Runner-up in 1925, Captain S. Bullock Webster. Runner-up Dave Martin.

Mel S. Wright is manager of the Coronado Beach events.

\* \* \*

Many prominent people have been spending the week at Santa Maria Inn which is constantly growing more and more popular.

Those who have been at the Inn this past week include: Mrs. Joy Lichtenstein and Stanley Lichtenstein, San Francisco; Mr. and Mrs. Walton N. Moore and Miss Elizabeth Moore, Piedmont; Mr. and Mrs. John J. Barrett, Miss Barrett and Garret H. Barrett, all of San Francisco; Mr. Paul O. Tietzen, Berkeley; Captain and Mrs. B. Aillet and Miss Aillet, San Mateo; Mr. and Mrs. H. S. Gump, Miss Rose and Miss Vivian Gump, Mr. and Mrs. Chas. E. Green, Mrs. G. H. Hart and Miss Jane Hart, Mr. and Mrs. A. B. Brooks, San Francisco; Mr. and Mrs. E. Palmer Gavitt and Mrs. Jackson, Santa Barbara; Mrs. Wm. Pratt Lyman, Newport, Rhode Island; Mr. A. Z. High Jr. and Mr. G. Leisander, Mr. and Mrs. Jas. E. Ziegler, James Ziegler Jr., and Karl Ziegler, Mrs. F. H. Cowdin and J. C. Cowdin Jr., San Francisco, and Mr. and Mrs. Ensley B. Smith, Miss Leslie and Miss Coralie Smith of Oakland, and Mr. S. A. Lovejoy of San Francisco.

### At the Elder Gallery

W. Somerset Maugham's play, "The Constant Wife," is one of the few brilliant dramatic successes of the present season. It will be read by Miss Edith Coburn Noyes of Boston, in the Paul Elder Gallery, Thursday afternoon, August 4th, at 2:30 o'clock. "The Constant Wife," a mod-

ern version of marital constancy, has proved a vehicle of rare distinction for Ethel Barrymore's superb personality and acting.

\* \* \*

### Symphony Concert

Will we ever forget the fourth Summer Symphony concert?

How can we? Ossip Gabrilowitsch, the conductor and celebrated pianist, captivated musical and music-loving San Francisco two weeks ago, when he first appeared. Now, last Tuesday night, July 26, he registered another triumph and cemented a friendship and appreciation which we, in the West, will nurture for many a year to come.

The largest audience in the history of the Summer Symphonies, welcomed and applauded the conductor when nine thousand people sent soaring to the roof their valuation of the marvelous program.

Tschaikowsky's Symphony No. 6, "Pathetique," with its lights and shadings, its emotional appeal and its stirring tragedy, moved the people as nothing has for quite some time. It was the artistic interpretation and the masterful domination of Gabrilowitsch which made us rejoice when the selection was played.

Two Nocturnes by Debussy, "Clouds" and "Festivals," with poetic

The next Symphony concert, August 2nd, will be led by Alfred Hertz, with the Goldmark overture, "In Springtime," a program number; also, Dvorak's Symphony No. 3 "From the New World" and Respighi's "The Pines of Rome." Mishel Piastro, soloist, will be heard in the violin concerto as an additional attraction.

\* \* \*

### Nelly Gaffney, Inc., Shop

Another smart shop has been added to the Fifth avenue of San Francisco. Nelly Gaffney, Inc., at 354 Post street had a brilliant opening on Monday, July 25th, and amid hundreds of beautiful floral baskets, the mannequins stepped among the smart visitors, displaying the advanced models for the coming season. Gowns for sports, afternoon and evening and sumptuously fur trimmed coats all displayed exquisite taste.

The Nellie Gaffney Shop is modern French in its furnishings and designs and is the smartest shop of its type on the Pacific Coast.

Juanita Oldham, San Francisco's foremost milliner, has associated herself with the Nelly Gaffney Shop and, carrying out the French idea, Miss Oldham makes the hat on the head and individualizes the chapeaux for each client.

Modes for Smart Women is the slogan of this shop and the writer predicts it will be the rendezvous for San Francisco's smartest women.

# Horse Show at Palo Alto



"Miracle Man," pride of Carnation Farm Stable, owned by E. A. Stuart of Seattle. The rider is Don Reavis who has shown the great five-gaited gelding to the winning of more money and stake events during the past year than any other horse and rider have won.

The Palo Alto horse show, next month, will probably be made memorable by the most sensational jumping ever seen at a western horse show.

There are sixteen hunting and jumping events to be shown during the week, each course carrying from four to seven jumps. Heading the list are the \$1000 stake for hunters, donated by Mrs. W. P. Roth, and the \$1000 stake for jumpers, donated by E. A. Stuart of Seattle, proprietor of Carnation Farm Stable; each of these events and the sweepstake already has almost twenty entries and some of the other classes have upwards of thirty.

The sensational and dangerous handy hunters class has 33 entries. This event calls for seven jumps, including the treacherous "pig pen" and a table and benches with a dummy red-coated soldier on the table, which seems to be so much of a mental hazard to horses that they cannot be depended on to take it. Many a good rider has found himself stretched out beside the dummy soldier when his horse has had a last minute change of mind about taking the table jump. The "pig pen," one of the obstacles in the Corithian as well as the handy hunters class, is another jump that causes trouble to anything but a well trained hunter and some-



Aaron M. Frank, of Portland, Oregon, driving his topping harness pony, "Atoma."

times even to them. It is not unusual to see one get in all safe and sound, make a poor landing and stop and then with a distance of only sixteen feet for the start, find himself penned in and unable to get out, thus bringing ridicule on both horse and rider.

An idea of the extent of the amount of jumping that will be done during the week may be gained by the fact that it is estimated that no less than fifteen hundred individual jumps will be made by horses during the eight performances, each of which carries two hunting or jumping events.

The first shipment from the East, that of Bridgford Bros., bankers of Joy, Illinois, will be entrained Tuesday. The Bridgfords will bring with them a fine hunter, Jack Frost, just purchased by Alex. Young Jr., of San Francisco, from Hugh McNair of Chicago.

Other Eastern jumpers that will exhibit are those of Walter Spore Jr., who is sending nine from Edmonton, Alberta, Canada, a district that is noted as the breeding place of many of the greatest high jumping horses of the world.



"Rosewall," greatest fine harness of his time and coming into his own as a splendid five-gaited saddle horse. Owned by Irving H. Hellman, banker and sportsman of Los Angeles. The rider is Mrs. Wm. Threlkeld, of Menlo Park.

Two other great stables of hunters will come from Portland, Oregon. Aaron M. Frank, beside his harness ponies, will send four hunters of fine reputation—Frank Kierce, Mayheart, Dreadnaught and What's What. Dr. and Mrs. J. H. Held will send six or seven, including the famous Flying Fox and Kentucky Bob, Lovely Manners and Topy Sinclair.

From Portland also will come Hula Kula, a hunter of fine conformation and good jumping ability, and Spider, champion grafter, broad jumper of the West, which will be shown by their owner, Mrs. Claud D. Starr.

## The Electric Range does perfect frying

Because of evenly distributed heat

The frying of omelets, bacon and many other foods requires evenly distributed heat under the frying pan. For then the food cooks perfectly, it looks more appetizing, and it tastes better.

That is why the Electric Range is ideal for frying. It has three different degrees of steady even heat that comes from closely wound coils.

And these new Electric Ranges are speedy.

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Comfortable rooms, tents and cottages—with and without private bath; and famous dining room service, combine to make the Lodge a popular vacation spot.

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Fallen Leaf P. O., Lake Tahoe, Calif.

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## BEAUTIFUL BROCKWAY

By Eleanore F. Ross

Just as one has a mental picture of one's ideal home, career, automobile, wife or husband, I have always had in mind what would appeal to me most as a summer resort.

It must be near water—always—preferably a lake; it must be among snow-capped mountains; pines must abound, for I love pine trees best, the soft murmur of their branches, the sweet, heady, balsamic breath of their brown needles, trodden under foot in the heat of the day; there must be small brown cottages among the pines; and at night the only sound to break the stillness, the splash of mimic waves along a sandy shore; the soft wind in the tree tops; and music, perhaps, wafted from some distant casino.

Floating along water so changeable, so glassily smooth, so altogether beautiful that it seems as ephemeral as the sky, whose color it has filched, the little white lake steamer approaches Brockway's, after the enchanting trip half way around the lake.

Near the long pier at Brockway's, gleaming launches skimmed to and fro, interspersed with the slower and more ponderous row boats; gayly appareled women moved about, under the trees; a group of white shirted, white trousered young men merrily twanged guitars; prettily dressed children laughed and chattered on the beaches near the hotel, an atmosphere almost Utopian, in its happiness and beauty, clothed the scene.

The speediest way to reach Brockway's from San Francisco is by the Southern Pacific to Tahoe City, where a splendid bus meets all the trains and guests are driven the twelve-mile journey along the shores of the lake to Brockway.

One may follow one's favorite sport at Brockway's, or one may just rest. Noted instructors in equestrianism, golf, swimming, and general physical development are at your service. If you want the gentle stimulus of bathing in mineral waters, the famous Brockway Hot Sulphur Spring is piped to all rooms; or you may disport yourself in the commodious concrete swimming tank built on the sandy beach; if dancing lures you, there is the tantalizing orchestra to put new life into your feet, at the rustic casino.

Brockway,—it is the ideal resort for sport enthusiasts, or for those who just want to lie at ease, and let the loveliness of the scenery, the balmy air, sink deeply into one's soul, and so return to the city's maelstrom, refreshed and ready for the business of life again.

# Brockway, Lake Tahoe

## GOLF...

*All Grass Greens  
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Fairways*

Swimming, natural hot water; dancing; horse-back riding; boating; fishing; tennis. For information and rates, write or wire

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Edited by Florence de Long

**TAWNY SPAIN** by H. C. Chatfield Taylor. The Park Street Library of Travel. Illustrated. The Riverside Press, Cambridge, Mass. \$3.00.

This seems to be the time when the thoughts of all good writers turn towards travel. And this book on Spain is both timely and interesting. There are many who travel in the better-known countries of middle Europe; but Spain seems not to be so widely known. Mr. H. C. Chatfield Taylor knows this country from north to south, from east to west. He visited nearly every city and town on its map or off, in the intense heat of summer and the bitter cold of winter, and knows the characteristics of every class of its people.

"Tawny Spain." The name is a happy thought. It suggests a people at once light, lithe, graceful, quick, brave and patient. However, the patience is not that of the animal stalking its prey, but rather the patience acquired through years of oppression and tyranny. A brave man will meet a worthy foe with courage and valor, but even the most courageous will falter when met with treachery and unearned persecution.

A short story of the history of Spain tells the tribulations of a gallant people struggling for existence against fearful odds. Spain was always the invaded, seldom the invader. Her soldiers were kept too busy fighting for the protection of their homes from fierce raiders from without, and against the oppression of fanatical tyrants from within, to become a nation of power or prosperity for any length of time; and her outward attempts were too futile to be effective or of long duration.

The chapter on the sports of Spain is especially interesting as the types of sports indicate the real nature of a people. Bull fighting, of course, is given precedence. And the author's explanation of the love for this seemingly brutal method of amusement is extenuating in spite of our prejudice against such a practice. He prefaces his description: "It would be difficult for me to justify the national sport of Spain, it being undeniably cruel; but it is, at the same time, fascinating, exciting and alluring; in short, the finest spectacle of modern days, comparable only to the gladiatorial shows of ancient Rome."

Cock-fighting is a close second, with

Pelota (a game resembling racquets) and football—yea, our own football rapidly coming into popularity.

Whatever the author writes about, you see. Take his description of the scene preceding the banquet, on the staircase of the royal palace of Madrid—the arrival of the guests, the formation of the cortège which proceeds to the Throne Room; and the picture of the banquet hall. As a brilliant artist with a few sweeps of the brush produces a picture at once vivid and beautiful, so the author with a few quick strokes of the pen brings into focus a mental picture that is long remembered. He has the gift of saying a great deal in a few words, and his style is both concise and vivid. He makes you feel the courteousness, the courtliness and the warm-heartedness of the Spaniard. He depicts them as a patient people, their history of oppression bequeathing them that characteristic. He gives a fine example of the courage of the present King of Spain who showed not a tremor of fear at a moment when there was a possibility of his being in extreme danger. He tells many interesting little anecdotes of experience of his wife and himself traveling through the country. A chapter is devoted to a description of each of the larger cities and many of the smaller ones are treated with no small detail.

The book is really interesting and makes you feel that "Tawny Spain" is a country well worth visiting. And it is certainly well worth reading about when described with an easy pen in the picturesque style of this author.

**News From Santa Cruz**

Following the announcement of plans to organize the Santa Cruz Bridle Path and also a Breakfast Club, and to outline bridle paths along the shore of Monterey and into the scenic Santa Cruz mountains, the younger generation has announced their intention of organizing the Santa Cruz Girl's and Boy's Bridle Path Club.

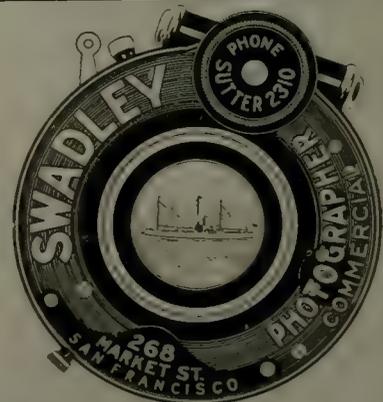
Champ Hicks and Elmer Hunt have arrived from Marysville with shetland ponies and bridle paths along the beach, and yet away from the bathing section, have been outlined for the children.

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# RADIO

By C. J. Pennington



C. J. Pennington

The idols of radioland will be visualized for the throngs attending the fourth annual Pacific Radio Show when artists of the various broadcasting stations in the San Francisco bay region attend in person and meet face to face the audience they have been singing to over the mysterious radio air lanes.

Complete co-operation of all the major broadcasting stations here has been assured the show, according to Charles B. Clendenen, chairman of the special events committee. A daily change of program every afternoon and evening is being arranged, from the opening of the Radio Show, Saturday, August 20th, until the closing date, Saturday, August 27th.

One of the big events of the show will be a gala night, Monday, August 22nd when all of the stations will jointly participate in the program with their artists appearing on the same program. At the same time the stations taking part will broadcast the program to the multitude of radio enthusiasts denied the pleasure of both seeing and hearing the program at the show.

All of the broadcasting will be done in a glass enclosed room, making it possible for the audiences at the Radio Show to see as well as hear the program.

Radio progress in the show preparations is being made, according to Leo J. Meyberg, chairman of the show committee for the Pacific Radio Trade Association under whose auspices the show is held. With A. A. Tremp, show manager now here, it is the plan to get everything in readiness to move into the civic auditorium at the earliest possible date.

"This will be the most outstanding exhibit of its kind in the history of the radio industry," declared Tremp. "We will not only have the record this year of presenting the first Radio Show of the year in America but also the most comprehensive and the most beautiful."

Tremp, together with officials of the Radio Trade Association, believe that all attendance records of past years will be surpassed.

\* \* \*

KPO's Saturday night Goodrich Silvertown Cord Orchestra programs of unusual dance music arrangements have become an important radio feature in hundreds of Western communities, according to letters received by the sponsors, the B. F. Goodrich Rubber Company.

Under the capable direction of Cyrus Trobbe, violinist and leader of the Palace Hotel Concert Orchestra for many years, the Goodrich Silvertown Cord Orchestra has been presenting from KPO on Saturday nights a type of dance music radically different from what is usually sent out in radioland. The orchestra itself is a departure from the usual type of dance orchestra in that woodwinds and strings are the dominant instruments.

Unique dance travesties, syncopated classics with preliminary renditions by Trobbe of the compositions in their original form, waltzes and old-time dance compositions, feature the Goodrich program.

\* \* \*

KPO is being heard in the Hawaiian Islands practically every night. This was recently reported by a resident of the Island of Maui in the Hawaiian group. According to a letter received from Mrs. H. G. Van Grundy of Haiku, Maui, KPO comes in with good loud speaker volume almost every evening. "We enjoy your programs out here in Mid-Pacific," said the writer. As the Island of Maui is more than 2000 miles in direct airline from San Francisco, this is declared by radio experts to be unusual transmission for the summer months, when conditions are usually at their worst.

\* \* \*

This one is from KFI, Los Angeles: Not long ago an orchestra failed to appear at the studio for its program, so, as often happens, Dean Metcalf, one of the announcers, after stalling as long as he could, announced him-

self and played a whole string of piano medleys, ranging from Negro spirituals to popular fox trots. In a moment of apparent desperation, he sang what is evidently the only song he knows, the St. Louis Blues.

When the artists for the following hour finally arrived and consented to start their program early, Metcalf was immediately called to the telephone. "What is your idea, and why do you do it?" queried an anxious voice over the wire. "I check you on my piano and find that you play everything in G. Flat. That's six of them, Mister, and I would like to know whether you are trying to show off, or have a special love for the black keys, or can't play in any other?"

The announcer-pinch-hitting-pianist explained that he plays everything by ear, and while the key in question is certainly difficult to read, he finds it the most harmonious and actually the easiest for him. It is a peculiar fact, but nevertheless, a true one, for many so-called "ear-players" cannot play unless they have a handful of black keys.

\* \* \*

The KFI announcers claim that there are only two kinds of radio artists who want to get too near the microphone when performing; male and female. In other words it seems that there is almost a universal tendency on the part of musicians to doubt the microphone's ability to pick up their music if they are more than two feet from the instrument.

\* \* \*

The Biblical drama, "Lot's Wife," with a symphonic orchestral setting will be the National Broadcasting Company presentation over the Pacific Coast Network, Sunday evening, August 14th, from 8 to 10 p. m.

This drama of Bible times, telling of Lot's wife, who disobeyed the commands of God, is perhaps one of the most intense of Bible stories.

\* \* \*

Under the direction of Max Dolin the National Opera Company will present the opera "Der Freischutz" (The Freeshooters) Monday, August 15th from 8 to 9 p. m., over the Pacific Coast Network of stations.

The opera, "Der Freischutz" (The Freeshooters) by Carl Maria Von Weber, is one of the most remarkable of all operas because it definitely established a new development in the field of music drama.

RADIO PROGRAMS

Station	wavelength (meters)	Power (watts)
KMTR—Los Angeles	526.	500
KLX—Oakland	508.2	500
KGW—Portland	491.5	1000
KFI—Los Angeles	454.3	50
KFRC—San Francisco	447.5	1000
KFOA—Seattle	449.9	500
KFSD—San Diego	422.3	1000
KHJ—Los Angeles	405.2	500
KGO—Oakland	394.4	2500
KJR—Spokane	384.6	500
KHQ—Seattle	370.2	1000
KFWB—Los Angeles	361.2	500
KNX—Los Angeles	336.9	500
KOA—Denver	325.9	5000
KOIN—Portland	319.	1000
KPSN—Pasadena	315.6	1000
KYA—San Francisco	309.1	500
KOMO—Seattle	305.8	1000
KSL—Salt Lake	302.8	1000
KOWW—Walla Walla	299.8	500
KWJ—San Jose	296.9	500
KTBI—Los Angeles	288.3	500
KTAB—Oakland	280.2	500
KTCL—Seattle	277.6	500
KFWI—San Francisco	267.7	500
KGA—Spokane	260.7	2000
KFUS—Oakland	256.3	50
KRE—Berkeley	256.3	100
KZM—Oakland	245.8	100
KLJ—Oakland	245.8	200
KEX—Portland	239.9	2500
KFWM—Oakland	236.1	500
KJBS—San Francisco	220.4	50
KGTT—San Francisco	206.5	50

SUNDAY

(July 17)  
 9:00 am—KFUS.  
 10:00 am—KFI, KNX, KTAB.  
 10:30 am—KGW, KFI, KTAB.  
 11:00 am—KTAB, KGO, KFUS, KYA, KOA, KGW, KFI, KGA.  
 12:00 m—KGW, KGA.  
 1:00 pm—KFWI.  
 2:00 pm—KNX.  
 3:00 pm—KPO, KGTT, KNX.  
 4:00 pm—KGO, KGTT, KNX.  
 5:00 pm—KNX, KFI.  
 6:00 pm—KPO, KOA, KNX, KFI.  
 6:30 pm—KPO, KGO, KNX, KFI.  
 7:00 pm—KPO, KGO, KNX, KFI.  
 7:30 pm—KPO, KGO, KGTT, KYA, KGW, KNX, KFI.  
 8:00 pm—KPO, KGO, KGTT, KFWI, KOA, KGW, KNX, KFI, KTAB.  
 9:00 pm—KPO, KGO, KGTT, KOA, KGW, KNX, KFI, KFWB.  
 10:00 pm—KGW, KFI, KFWB.  
 11:00 pm—

MONDAY

7:00 am—KPO, KNX.  
 8:00 am—KPO, KFWI, KNX.  
 9:00 am—KNX, KTAB, KJBS.  
 10:00 am—KFUS, KFI, KOA, KGW, KFOA, KNX, KJBS, KTAB, KFWB.  
 10:30 am—KPO, KLX, KFWI, KOA, KGW, KNX, KJBS.  
 11:00 am—KFWI, KYA, KOA, KGW, KGA, KJBS.  
 11:30 am—KPO, KGO, KYA, KGA.  
 12:00 m—KPO, KFWI, KYA, KFOA, KGA, KFWB.  
 12:30 pm—KPO, KGO, KGTT, KYA, KNX, KGA, KFWB.  
 1:00 pm—KPO, KGO, KYA, KFWB.  
 2:00 pm—KFWB, KFOA, KNX, KJBS.  
 3:00 pm—KNX, KJBS.  
 4:00 pm—KPO, KGO, KFWI, KFOA, KNX.  
 5:00 pm—KTAB, KFWB, KPO, KFWI, KOA, KNX.  
 6:30 pm—KTAB, KFWB, KPO, KGO, KLX, KFWI, KYA, KFI, KNX, KGA.  
 6:00 pm—KTAB, KFWB, KPO, KGO, KLX, KFWI, KYA, KGW, KFI, KFOA, KNX, KGA, KTAB, KFWB, KPO, KGO, KLX, KFWI, KYA, KOA, KFI, KFOA, KNX, KGA.  
 7:30 pm—KFWB, KOA, KGW, KFI, KFOA, KNX, KGA.  
 8:00 pm—KGA, KTAB, KFWB, KPO, KGO, KLX, KFWI, KYA, KOA, KGW, KFI, KFOA, KNX.  
 9:00 pm—KTAB, KFWB, KPO, KLX, KFWI, KYA, KGW, KFI, KNX.  
 10:00—KFWB, KPO, KFWI, KYA, KGW, KFI, KNX.  
 11:00 pm—KFWI, KYA, KGW, KNX.  
 12:00 pm—

TUESDAY

7:00 am—KNX, KFWI, KPO.  
 8:00 am—KNX, KFWI, KPO.  
 9:00 am—KNX, KTAB, KJBS.  
 10:00 am—KNX, KGW, KFWB, KPO, KTAB, KJBS.  
 10:30 am—KNX, KGW, KYA, KFWI, KPO, KJBS.  
 11:30 am—KGA, KGW, KOA, KFWB, KYA, KFWI, KJBS.  
 11:30 am—KGA, KOA, KGO, KPO.  
 12:00 m—KFI, KNX, KFOA, KOA, KFWB, KYA, KFWI, KGO, KPO.  
 12:30 pm—KFOA, KFWB, KYA, KGTT, KGO.  
 1:00 pm—KFOA, KFWB, KYA, KFWI, KGO, KPO.  
 2:00 pm—KGA, KNX, KFOA, KGW, KOA, KFWB, KLX, KGO, KJBS.  
 3:00 pm—KGA, KNX, KOA, KPO, KJBS.

4:00 pm—KNX, KFOA, KFWI, KGO, KPO.  
 5:00 pm—KNX, KOA, KFWB, KFWI, KPO, KTAB.  
 5:30 pm—KNX, KFI, KFWB, KYA, KFWI, KLX, KPO.  
 6:00 pm—KGA, KNX, KFOA, KFI, KGW, KFWB, KYA, KFWI, KGO, KPO, KTAB.  
 7:00 pm—KNX, KFOA, KFI, KGW, KOA, KFWB, KYA, KFWI, KLX, KGO, KPO, KTAB.  
 7:30 pm—KFWB, KNX, KFOA, KFI, KOA.  
 8:00 pm—KGA, KNX, KFOA, KFI, KGW, KOA, KFWB, KYA, KFWI, KGTT, KGO, KPO, KTAB.  
 9:00 pm—KNX, KFOA, KFI, KGW, KFWB, KYA, KFWI, KGTT, KGO, KPO, KTAB.  
 10:00 pm—KNX, KFI, KGW, KFWB, KFWI, KGO, KPO.  
 11:00 pm—KGW, KFWI.  
 12:00 pm—

WEDNESDAY

7:00 am—KNX, KPO, KFWI.  
 8:00 am—KNX, KPO, KFWI.  
 9:00 am—KNX, KTAB, KJBS.  
 10:00 am—KGW, KFOA, KNX, KFWB, KFUS, KFWI, KTAB, KJBS.  
 10:30 am—KGW, KNX, KPO, KLX, KFWI, KJBS.  
 11:00 am—KGW, KGA, KPO, KFWI, KYA, KOA.  
 11:30 am—KGA, KPO, KGO, KYA, KOA.  
 12:00 m—KFOA, KGA, KFWB, KPO, KGO, KFWI, KYA, KOA.  
 12:30 pm—KFOA, KNX, KGA, KFWB, KGO, KGTT, KFWI, KYA.  
 1:00 pm—KFOA, KFWB, KPO, KFWI, KYA.  
 2:00 pm—KFOA, KNX, KFWB, KGO, KLX, KJBS.  
 3:00 pm—KNX, KPO, KLX, KGTT, KJBS.  
 4:00 pm—KFOA, KNX, KPO, KGO, KLX.  
 5:00 pm—KOA, KNX, KFWB, KPO, KFWI, KTAB.  
 5:30 pm—KOA, KFI, KNX, KGA, KFWB, KPO, KLX, KFWI, KYA.  
 6:00 pm—KOA, KGW, KFI, KFOA, KNX, KGA, KFWB, KPO, KGO, KLX, KFWI, KYA.  
 7:00 pm—KOA, KGW, KFI, KFOA, KNX, KFWB, KPO, KGO, KLX, KFWI, KYA, KTAB.  
 7:30 pm—KNX, KFWB, KOA, KGW, KFI, KFOA.  
 8:00 pm—KOA, KGW, KFI, KFOA, KNX, KGA, KFWB, KPO, KGO, KLX, KGTT, KFUS, KFWI, KYA, KTAB.  
 9:00 pm—KGW, KFI, KFOA, KNX, KFWB, KPO, KGO, KLX, KGTT, KFWI, KYA, KTAB.  
 10:00 pm—KFI, KNX, KFWB, KPO, KGO, KFWI.  
 11:00 pm—KNX, KGO, KFWI.  
 12:00 pm—

THURSDAY

7:00 am—KNX, KPO, KFWI.  
 8:00 am—KNX, KPO, KFWI.  
 9:00 am—KNX, KTAB, KJBS.  
 10:00 am—KGW, KNX, KFWB, KPO, KFWI, KJBS.  
 10:30 am—KGW, KNX, KPO, KFWI, KJBS.  
 11:00 am—KOA, KGW, KNX, KGA, KFWI, KYA.  
 11:30 am—KOA, KNX, KGA, KPO, KGO, KFWI, KYA.  
 12:00 m—KOA, KFOA, KGA, KFWB, KPO, KGO, KFWI, KYA.  
 12:30 pm—KFOA, KNX, KFWB, KPO, KGO, KGTT, KFWI, KYA.  
 1:00 pm—KFOA, KNX, KFWB, KPO, KGO, KFWI, KYA.  
 2:00 pm—KFOA, KNX, KFWB, KPO, KGO, KLX, KJBS.  
 3:00 pm—KOA, KNX, KFWB, KPO, KJBS.  
 4:00 pm—KOA, KFOA, KNX, KPO, KGO, KFWI.  
 5:00 pm—KNX, KFWB, KPO, KGO, KFWI, KTAB.  
 5:30 pm—KFI, KNX, KGA, KFWB, KPO, KGO, KLX, KFWI, KYA.  
 6:00 pm—KGW, KFI, KFOA, KNX, KGA, KFWB, KPO, KGO, KLX, KFWI, KYA, KTAB.  
 7:00 pm—KGW, KFI, KFOA, KNX, KFWB, KPO, KGO, KLX, KFWI, KYA.  
 7:30 pm—KFI, KNX, KFWB, KGW, KFOA.  
 8:00 pm—KGW, KFI, KFOA, KNX, KGA, KFWB, KPO, KGO, KFWI, KYA, KTAB.  
 9:00 pm—KGW, KFI, KFOA, KNX, KFWB, KPO, KFWI, KYA, KTAB.  
 10:00 pm—KGW, KFI, KNX, KFWB, KPO, KFWI.  
 11:00 pm—KFWI, KNX, KFWB, KPO, KGO, KFWI.  
 12:00 pm—

FRIDAY

7:00 am—KNX, KPO, KFWI.  
 8:00 am—KNX, KPO, KFWI.  
 9:00 am—KNX, KTAB, KJBS.  
 10:00 am—KGW, KFOA, KNX, KFWB, KFUS, KFWI, KTAB, KJBS.  
 10:30 am—KGW, KNX, KOA, KPO, KLX, KFWI, KYA, KTAB, KJBS.  
 11:00 am—KGW, KGA, KOA, KFWI, KYA.  
 11:30 am—KGA, KOA, KPO, KGO, KFWI, KYA.  
 12:00 m—KFOA, KNX, KGA, KOA, KFWB, KPO, KGO, KFWI, KYA.  
 12:30 pm—KFOA, KNX, KGA, KFWB, KGO, KGTT, KFWI, KYA.  
 1:00 pm—KFOA, KNX, KFWB, KGO, KFWI, KYA.  
 2:00 pm—KGW, KFOA, KNX, KFWB, KPO, KGO, KLX, KJBS.  
 3:00 pm—KNX, KOA, KPO, KJBS.  
 4:00 pm—KFOA, KNX, KPO, KGO, KFWI.  
 5:00 pm—KNX, KOA, KFWB, KPO, KFWI, KTAB.  
 5:30 pm—KFI, KNX, KGA, KOA, KFWB, KPO, KGO, KLX, KFWI, KYA, KTAB.  
 6:00 pm—KGW, KFI, KFOA, KNX, KGA, KOA, KFWB, KPO, KGO, KFWI, KYA, KTAB.  
 7:00 pm—KFI, KFOA, KNX, KOA, KFWB, KPO, KGO, KLX, KFWI, KYA, KTAB.  
 7:30 pm—KFI, KNX, KOA, KFWB, KGW, KFOA.  
 8:00 pm—KFWI, KFI, KNX, KGA, KOA, KFWB, KPO, KGO, KLX, KGTT, KFWI, KYA, KTAB.  
 9:00 pm—KGW, KFI, KFOA, KNX, KOA, KFWB, KPO, KGO, KLX, KGTT, KFWI, KYA, KTAB.

10:00 pm—KGW, KFI, KFOA, KNX, KFWB, KPO, KGO, KLX, KFWI, KJBS.  
 11:00 pm—KGW, KNX, KFWI, KFOA.  
 12:00 pm—

SATURDAY

7:00 am—KNX, KPO, KFWI.  
 8:00 am—KNX, KPO, KFWI.  
 9:00 am—KNX, KTAB, KJBS.  
 10:00 am—KGW, KNX, KFWB, KPO, KFWI, KJBS.  
 10:30 am—KNX, KOA, KPO, KFWI, KJBS.  
 11:00 am—KGA, KOA, KFWI, KYA.  
 11:30 am—KGA, KOA, KPO, KGO, KYA.  
 12:00 m—KNX, KGA, KOA, KFWB, KPO, KGO, KFWI, KYA.  
 12:30 pm—KNX, KFWB, KGO, KGTT, KYA.  
 1:00 pm—KFWB, KPO, KGO, KFWI, KYA.  
 2:00 pm—KNX, KFWB, KPO, KGO, KLX, KJBS.  
 3:00 pm—KNX, KPO, KGO, KJBS.  
 4:00 pm—KNX, KPO, KGO, KFWI.  
 5:00 pm—KNX, KFWB, KPO, KFWI.  
 5:30 pm—KFI, KNX, KGA, KFWB, KPO, KFWI, KYA.  
 6:00 pm—KGW, KFI, KNX, KGA, KFWB, KPO, KFWI, KYA.  
 7:00 pm—KFI, KNX, KOA, KFWB, KPO, KLX, KFWI, KYA, KTAB.  
 7:30 pm—KFI, KNX, KOA, KFWB.  
 8:00 pm—KGW, KFI, KNX, KGA, KOA, KFWB, KPO, KGO, KFUS, KFWI, KYA, KTAB.  
 9:00 pm—KFI, KNX, KFWB, KPO, KGO, KFWI, KYA, KTAB.  
 10:00 pm—KGW, KFI, KNX, KFWB, KPO, KGO, KFWI.  
 11:00 pm—KGW, KFI, KNX, KPO, KGO, KFWI.  
 12:00 pm—KNX, KPO, KGO, KFWI.  
 1:00 am—KFWI.  
 2:00 am—KFWI.

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By **E. V. WELLER**  
National Automobile Club

**Oddities in Auto News**

A skyscraper garage 28 stories high and with a capacity for 1,050 automobiles is being planned for New York City. The new garage will probably be the largest structure of its kind in the world.

Laundries for cars, chauffeurs' rooms, various kinds of waiting rooms, and compartments where owners and chauffeurs may make repairs will be included in the building. New devices for parking and cleaning cars will be regulated so that all chances for damaged fenders and greasy upholstery will be guarded against. High-speed, self-leveling elevators are to be used for parking the cars.

Tokio, Japan, probably has the highest automobile taxes of any city in the world. The taxes amount to 110 to 637 yen per car, being levied in accordance to horsepower. Yokohama has recently increased taxes on an average of 100 per cent over the previous range of from 75 to 125 yen per car, according to seating capacity.

The Province of Alberta, Canada, is rapidly going ahead with the road building program that is making it a popular motoring country. It is estimated that this Province will spend \$1,200,000 on main highways during 1927. Of this amount \$1,000,000 will be spent for construction of new highways and \$200,000 for maintenance.

That lovable old lunatic, Don Quixote de la Mancha, would no doubt experience a great surprise if he were to return today to the scenes of his former triumphs and mishaps. He would encounter objects which would impress him as monsters obviously put into action by his enemies. For the automobile would greet him with a honk which might frighten Rozinante into antics such as never would that celebrated steed have condescended in those days when Knighthood was not quite flowery enough to suit the Don.

Although the high-hooded, two-wheeled carts still rattle along the bumpy streets in some parts of Spain, automobiles are becoming the popular means of locomotion.

If, in a year or two from now, however, Don Quixote, the terror of giants, the avenger of injuries, the establisher of justice, should make his hazardous way into the neighborhood, he might find something more to his liking. This would be a monument of Dulcinea, his beloved, who is again to be enthroned upon a pedestal. The statue is to be erected to her near Toboso, her former home. Then all the world will know the beauties of the peerless Dulcinea. Should Don Quixote return to see this monument, he would be compensated for the other changes which have taken place since he roamed with faithful Sancho Panza in search of damsels who needed protection.

\* \* \*

British East Africa is proving a lucrative market for American automobile manufacturers. It is estimated that approximately 90 per cent of the automobile vehicles (exclusive of motorcycles) imported into that country come from the United States. About one-half of the tires sold are also of American make and the market for tractors and light trucks from the United States is rapidly growing.

\* \* \*

Since an Eastern professor has decided that "You Can Teach an Old Dog New Tricks," there is no longer an excuse for old people not learning to drive an automobile.

\* \* \*

Transcontinental motor tourist traffic is over 30 per cent heavier than it was at this time a year ago. It is estimated that the total will reach a figure at least 35 per cent greater than last year as the trend is toward a constant increase.

**Foreign Trade Exposition Commissioners**

Special commissioners to various countries of the world have been appointed to extend invitations to manufacturers, tourists and world traders to attend the Pacific Foreign Trade and Travel Exposition to be held in San Francisco, November 11th to 20th of this year. William D'Egilbert, director general of the exposition, announced the appointment of this group of commissioners, who are to spread the message of the exposition abroad.

William G. Marvin has been named commissioner to Europe. He is now in Geneva, Switzerland, attending the Economic Conference. Marvin is head of the firm of Marvin & Bergh, international lawyers, with offices in all principal cities of the world. He is general manager of the American Manufacturers Foreign Credit Insurance Exchange.

Abel Santos and Pedro Cezon have been appointed special commissioners to Latin America. Nicholas Berger has been made commissioner to Siberia; Ralph E. Boardman, publisher of Melbourne, commissioner to Australia; E. Nixonwestwood, commissioner to New Zealand and South Sea Islands.

Hugh J. Fleming, former United States commissioner to the Paris Exposition, has been named special commissioner to the Atlantic States; William Ralston, manufacturer and lumber merchant of Dallas has been appointed commissioner to Texas, and Dr. Albert C. Carlton, commissioner to Oregon, Washington and British Columbia. Dr. Carlton is now traveling in the northwest and has interested 16 Chambers of Commerce in that territory in the forthcoming Trade and Travel Fair, and has also invited participation by the ports of Seattle, Portland and Bellingham. \* \* \*

**Woman's Board for the Pacific Foreign Trades**

Under the sponsorship of the Foreign Trade Club of California, an association of leading transportation, business, educational and financial interests, there is to be held in the Exposition Auditorium of San Francisco, the Pacific Foreign Trade and Travel Exposition, on an elaborate and most interesting plan. The doors of this Exposition will open on November 11 (Peace Day) and continue until November 20th, inclusive.

Woman's participation in this Pacific Foreign Trade and Travel Exposition in which "California Invites the World," is one of the most significant gestures of the present time, according to those "in the know." In explaining the coming Exposition to a group of writers, Mr. William D'Egilbert, director-general of the Exposition, whose great work in the Exposition of 1915 is a matter of State history, stated that as many of the original Woman's Board that it was possible to get, were again to act in co-operation.

"The Woman's Board of the 1915 Exposition" stated Mr. D'Egilbert, "was the most famous Woman's Board which has ever convened for a given purpose, such as our incomparable P. P. I. Exposition." Sad, to add, many of the original Woman's Board have passed to the Great Beyond; in fact just exactly one-half of the number are now "missing." Those who now are to act in their original capacity of the Woman's Board are full of remembrances; and, with high ideals are ready to back the new project — The Exposition of the Pacific Foreign Trades and Travel.

Mrs. Edward C. Wright has been chosen president of the Honorary Woman's Board, P. P. I. E., 1915. In her message to the members, Mrs. Wright said: "When the Woman's Board of the Panama Pacific International Exposition disincorporated it was the tacit understanding, among us, that if ever a similar opportunity occurred, we would be ready to lend our co-operation as during the World's Fair. That time, as many of us who met in a recent conference believe, has arrived."



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## Finance

The development of the fruit carrying trade of this State is shown in the fact that it takes 20,000 refrigerator cars of the Santa Fe alone to handle the share of the Santa Fe in transporting fruits, melons and vegetables.

\* \* \*

A wise warning has been sent out through the California Tax Payers' Association in the following words—  
"We should certainly take stock before we go too far in committing ourselves to the general policy of municipally owned aviation fields and see, if possible, what return the ones who will pay those bills may expect to get from such vast expenditure of public money through the United States on flying fields."

\* \* \*

Forest fires will make kindling wood a luxury says the engineer of maintenance of way and structures for the Southern Pacific. The continuance of the orgie of forest fires will render wood so scarce "as to render almost prohibitive many common-place articles now regarded as necessities."

\* \* \*

In order to hunt deer this year you must first procure both a hunting license and two deer tags in duplicate. The hunting license costs \$1.00. You cannot obtain the tags unless you have first purchased the hunting license and you must exhibit your hunting license when applying for deer tags. When you go hunting you must have both license and tags in your possession.

\* \* \*

In total our revenue collections was 7th among the States of the Union for the last two years, being exceeded in collections for 1927, by New York, Pennsylvania, Illinois, North Carolina, Michigan and Ohio. The total amount of revenue collected in the State of California increased from \$134,841,398 in 1926, to \$139,517,056 in 1927. This is a gain of 3.4%. We were 6th in the United States on income tax collection.

\* \* \*

The Yosemite Portland Cement Corporation has completed a new plant at Merced which is one of the most modern in existence. All the structural steel buildings were fabricated and erected by the Western Pipe and Steel Company as well as all the tank work. The whole plant is so constructed that its capacity may be doubled or trebled without interference with the daily operation of existing units.

\* \* \*

Philip B. Webster of Napa in addressing the Commonwealth Club the other day describes the methods by which high schools in the rural districts are developing farm culture among the students and paving the way to make high class farmers out of them. It is a matter of great moment in the state development.

\* \* \*

Dr. Alonzo E. Taylor, the other day, made one of the wisest statements with respect to European affairs. He said: "Until European capital realizes that it cannot have a big market until labor has big buying power, and labor sees that high wages cannot be paid without high efficiency, there will be no mass production in Europe. Mass production is the distinguishing element of American industrial life and has put this country on top of the world."

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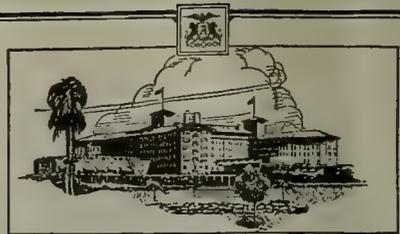
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# News Letter

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# SAN FRANCISCO NEWS LETTER



Devoted to the Leading Interests of California and the Pacific Coast

The San Francisco News Letter and California Advertiser was founded July 20, 1856, by Frederick Marriott. Published by Frederick Marriott, Jr., from 1884 to 1925. Is now printed and published weekly by Frederick Alfred Marriott, 268 Market Street, San Francisco, California. Telephone Kearny 8357. Entered at San Francisco, California, Postoffice as second-class matter. London Office: Street & Co., 30 Cornhill, E. C., London, England. Subscription Rates (including postage), one year, \$5.00. Foreign, one year, \$6.00. Canada, one year, \$6.00

Vol. CIX

SAN FRANCISCO, CALIF., AUGUST 6, 1927

No. 32

## Our Radio Editor Goes Up in the Air

By C. J. PENNINGTON  
Drawings by V. Risto

The Pacific Air Transport, carriers of the Air Mail between all coast cities, and also quite recently establishing a passenger service in connection, has a set of instructions on: "How to get the utmost enjoyment from an airplane flight." They are: "Don't worry; relax; settle back and enjoy life. If there's any worrying to be done, let the pilot do it. Enjoy life." Incidentally, anyone who fails to enjoy a trip with the Pacific Air Transport from San Francisco to Portland are long past the stage of enjoyment!

The writer having quite recently completed the round trip, an explanation of the actual flight and its pleasures will herewith follow.

Taking off from Crissey Field in San Francisco at 5:30 a. m., circling out over San Francisco Bay and heading north towards Portland was the start of the flight.

The plane was of the monoplane type, driven by a 200 horse power motor of the same make which is creating aviation history. Mr. Ralph B. Virden, the pilot, a man with many years of flying experience, piloted the trip as far north as Medford, Oregon. He proved to be a very capable pilot, but at all times, for that matter, during the entire round trip, we were in the hands of an efficient pilot, as the Pacific Air Transport has a very high class personnel, each man being unusually qualified for his position.

Every point of interest was readily observed. In passing over San Francisco Bay so early in the morning, a light fog was just entering the Golden Gate. The sun was coming up over the horizon and in gaining elevation above the fog, a wonderful view was possible. San Francisco and the entire Bay district was visible, and we most certainly enjoyed the panorama spread out beneath us. A sight to behold, and one not to be forgotten by any one who makes this trip.

We followed up the neck of the Bay as far as Vallejo, passing almost directly over the new Carquinez Bridge, and then heading inland to pass over the Sacramento Valley. The Valley, noted for its torrid temperature during the summer month, was passed over in comfort. The Valley country was a beautiful sight, with its rice fields of green and black which gave the appearance of a large



checker board. The farm houses were plainly visible, the plane's course taking it along the highway and railroad.

The Sacramento river could be seen at all times. An occasional train passed below, giving the appearance from our elevation of 3100 feet of a long black serpent crawling along at a snail's pace, as compared to our own speed of 110 miles per hour.

Upon leaving the Valley country, Redding, California, was the last town to be sighted before crossing over the Mountains. In starting to cross the mountains, the elevation was increased until the high point of 9200 feet was gained and maintained practically all the way over the mountainous country. The day was very clear, making it possible to see as far as the eye could reach. At that elevation

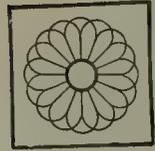
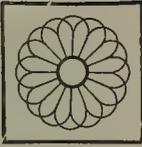
there was only a slight change in temperature, which was cooler, but not enough to be uncomfortable.

The foothills of the mountains, which from the ground would seem high, floated beneath as small mole hills. Several snow capped peaks were passed very close, but the outstanding sight was that of Mount Shasta. While passing Mount Shasta it appeared close enough to reach out and gather snowballs.

Although the mountain did tower above the plane, it was still high enough for us to be able to enjoy looking down upon the greater part of it. Black Butte, a large cone-shaped pile of volcanic ash, 6500 feet above sea level, was passed over, but we were above it by almost 3,000 feet. An excellent view of Mount Lassen was to be had in the distance; Mount Lassen being the only active volcano in the United States. The largest fish hatcheries in the world and numerous towns were passed, but in going north the country in general was observed the more closely, the towns passed to be described later. The trains and automobiles making their way up the mountain sides was a sight almost too marvelous to explain. Railroad tunnels were seen, which seemed no larger than small holes in the ground.

A few minutes after passing the mountains, we gradually lost elevation and glided to a landing in Medford, Oregon, 400 miles from San Francisco by air line, slightly

(Continued on page 12)



### Grown Up

In a recent speech before the Institute of Pacific Relations, Dr. Ray Lyman Wilbur, President of Stanford University, made the very important statement: "The United States is reaching its maturity and it must view its foreign relations from a new standpoint of responsibility."

There is a world of truth in this that affects us all in a variety of ways and that places upon us a new responsibility with respect to the world in general and our relations to that world. "Foreign relations" means our attitude to the other peoples of the world and is expressed by our commercial and consequently political attitude towards them. We are no longer able to regard ourselves as a boxed off, very prosperous but entirely self-contained community. Far from it. All that we can do concerns not only ourselves but the world in general. "Circumstances," as the learned speaker declared, "force us to a larger participation in world affairs."

In this great transformation of our attitude, the fact that the Pacific Ocean has now become a vehicle of transportation and communication with a part of the world which has hitherto been regarded as distant and different, is a very important factor. And our position in that Ocean is so dominating that San Francisco, by virtue of the pre-eminence of its place with respect to that ocean, becomes forthwith one of the most important cities in the world, with prospects of power and greatness almost inconceivable. It is our duty to recognize this fact and to prepare ourselves for the imperial destiny which awaits us.

President Wilbur practically gives notice that pettifoggery politics and demagogery will not do. We agree.

\* \* \*

### Our Bay Bridge

We have again a wave of optimism with respect to the bay bridge, the necessity of which is perfectly obvious to the unprejudiced observer. Congressman Nicholas Longworth, who is visiting this city, declares that we have a very good chance of obtaining permission to construct the bridge. He points out that the naval department, which is opposing the construction, acts merely in an advisory capacity and that the ultimate decision rests with Congress. And Speaker Longworth adds the very consolatory statement, "whether your problems are of watering arid lands or bridging navigable streams, they will be listened to by Congress with sympathetic ear."

The necessity of the bridge is so great that there is little doubt that we shall ultimately get what we desire in the matter. But in order to do so we must have a united community. The whole of the influence of the city and the transbay must be directed to the single purpose of getting congressional support for the project. Any wavering in that regard, any internecine war as to the future construction of the bridge by private or public effort, will have a most destructive effect upon the prospect of the carrying out of the project.

If the Board of Supervisors gets to playing politics on the question of public ownership of the bridge at the present time, there is little doubt that the apple cart will be upset. As has been well said, public ownership is not regarded in Congress as an indisputably good policy.

### Commerce With Central America

The new plan set out by Professor David B. Barrows should have careful consideration at the hands of the foreign policy experts of this country. It contains the germ of an idea not only for peace in the communities concerned, but for a great extension of American trade. It will be noted, too, that trade with Central America is particularly appealing to San Francisco.

Professor Barrows, whose knowledge of Spanish peoples is unusually accurate, contends that before any real progress can be made in Central America, the nations which constitute the several republics of that district must be rendered solvent. This can only be done by refunding the foreign debts which are held for the most part by European bondholders. The money for such financial operations should be advanced by the United States on the best terms, the credit of the United States being behind the respective governments. The result would be a federation of Central American states with America in the background as supporter and protector.

There is no doubt that steps will have to be taken to ensure the maintenance of peace and well being without which no progress is possible and that the United States of necessity will take the lead in such action. Whether Professor Barrows has the right plan we are not experts enough to say. At any rate the effect of stronger and closer connection between the United States and Central America must greatly stimulate our commerce and general trade relations. Just in proportion as the Latin people to the South of us develop their demands for commodities, so will our trade develop. We have an enormous and growing field to the South and the politician should work hand in hand with the merchant.

\* \* \*

### Women to the Front

The recent appointments of the Governor in connection with the State Administration show the rapidity with which women are developing administrative ability. That they have made good politicians, in the ordinary acceptance of the term, is undeniable. It is now apparent that they are producing at least their quota of leading administrators.

There are three appointments in particular to which we call attention. First, that of Mrs. John H. Eschelman, the widow of a former Lieutenant Governor. While we cannot pretend to admiration for the fundamental policies of the late John H. Eschelman, we join in the general recognition of his integrity and admirable ability. Mrs. Eschelman, who is herself a business woman, has had the undeniable advantage of association with her esteemed husband and consequent familiarity with public affairs. It is an appointment of the best sort and there is little doubt that Mrs. Eschelman will render signal service to the State in her capacity as a member of the State Civil Service Commission.

Mrs. Anna M. Saylor, whom the Governor has appointed to the important position of Director of Civil Welfare, is mostly interested in the management of public institutions for the care of the sick and the unfortunate. She has been a member of the Legislature and has shown very expert knowledge of the workings of social legislation for human betterment. She is a woman of whom the State can be very proud.

From Brighter Pens Than Ours

Mrs. Daisy L. Short, who has been a member of the Oakland City Board of Education, has been promoted to the State Board. This appointment is recognized by experts in education as very fitting and in all respects appropriate.

It is a sign of progress that we now accept such appointments of women with approbation.

\* \* \*

**The New Bar Organization**

The new State law with regard to the organization of the lawyers of the State, is about to take effect and the Chief Justice and his assistants are getting ready for the operation of the act which is quite a new departure in American legal life.

It is almost a shock to discover that there are eleven thousand practising attorneys in this State. It is a large number relative to the population. It would seem as if there were some reason behind the agitation which has produced this organization, for such a body is hard to keep up to the mark, without some form of discipline. We must say, however, that we have had little sympathy with this particular law, for the same reasons as Governor Richardson expressed in vetoing the act in the former legislature. We regard it as a form of special legislation.

Under the law, every member of the bar will have to belong to the State organization, willy-nilly. This may appear to partake of some of the objectionable qualities of trade unionism, but it is nevertheless the law. There is a commission created by the law, known as the State bar commission, the duty of which is to organize the bar and be its representatives at large. These, with eleven others, who represent the congressional districts, constitute the governing body of the bar association.

The main purpose of this governing body is to improve the administration of justice by raising the standard of legal practice through the co-operation of lawyers and the courts.

\* \* \*

**Progress in British Economy**

A few weeks ago we called attention to the facts that there had been almost universal misapprehension of the actual economic conditions in Britain. It had been too readily assumed that the country was on the down-grade and that the imperial power of the great colonizer was over. No mistake could have been more serious. It was due to the Russian propaganda of a weak England that the Chinese movement took the anti-British slant, for which there will no doubt be a stiff price to pay.

Later reports show a very distinct upward trend in Britain. And we are hearing less and less of the economic debacle which was so freely predicted. The numbers of unemployed are declining quite fast this year. Business, recovering from the terrific impact of the general strike, shows a very distinct progress. The returns from the imperial oversea possessions mount in quantity and prove the existence of a practically unlimited field for expansion and development of natural resources and an increasing control over the prime essentials of life and industry. Indeed, Britain will have to be careful lest her almost monopoly of some of these necessities win her the envy and fear of other countries. It is nearly as dangerous to have too much as to have too little.

What is still more interesting and almost incredible is that Britain, which was supposed to be sunk in conservatism, is showing enormous powers of industrial re-organization. For example, the steel output is greater by one-third than before the war, and is produced by forty-four thousand less workers. The coal trade is bad, but the Welsh anthracite collieries have increased capital in order to add to their holdings and the Co-operative wholesalers have purchased a large block of shares in one of the most important colliery groups in Lancashire.

**Admiring the View**

Country Cousin (after prolonged inspection of building operations)—I don't see the sense of putting statues on the top of your buildings.

City Cousin—Statues? Those aren't statues. They're bricklayers.—Hardware Age.

\* \* \*

Europe calls us dollar chasers, but those who can't borrow them must chase them.—Publishers Syndicate.

\* \* \*

"There is always rubbish in the air," says a scientist. Yes, but you're not obliged to listen in to it.—Punch.

\* \* \*

The Government will lighten our burdens by making paper money smaller.—Florence (Ala.) Herald.

\* \* \*

The Chicago man who gave his bride a rented automobile for a wedding present seems to have had no illusions about the duration of marital happiness.—Chicago Daily News.

\* \* \*

If it is true that 207 American paid taxes on incomes of more than \$1,000,000 last year, it doesn't show just how rich we are, but how many of our rich are that honest.—Louisville Times.

\* \* \*

May—So you told Charlie you loved him, after all?

Mary—Yes, I didn't want to, but he just squeezed it out of me.—Everybody's Weekly.

\* \* \*

**Modern Story**

"Make me the happiest man in the world!" he begged. So she agreed on two hundred a month alimony, and gave him a divorce.

\* \* \*

A husband may not be superstitious, but he always pays attention to signs when his wife makes them.

\* \* \*

Awkward—Do you practice psychology on your girl?  
Squad—Say, we ain't even engaged yet!—Annapolis Log.

\* \* \*

Reading the motor accidents we are led to believe that this industry has the greatest turnover of any.—Atlanta Constitution.

\* \* \*

**Why, It Would Soon Break Him**

"Five thousand dollars!" ejaculated the movie idol as he read his lawyer's statement. "Well, that's the last divorce I'll ever get from him."

\* \* \*

The first cheese made in a New England factory has been sent to the White House. There is reasonable doubt as to its being the first.

\* \* \*

Another thing we can look forward to when transatlantic flying becomes popular is a four thousand mile trip without seeing a billboard.

\* \* \*

**Double Misfit**

Mabel—Mr. Diggs, the contractor, offered me his hand and fortune, but I refused both.

Madge—Oh, why?  
Mabel—One was too large and the other too small.—Boston Transcript.



By Antoinette Arnold

### Famous Woman's Board Re-Organize for Work

The famous Woman's Board of the 1915 Panama-Pacific Exposition, is now being re-organized for participation in the activities of the coming Pacific Foreign Trade and Travel Exposition which is to take place in this city at the Exposition Auditorium, November 11 to 20, inclusive.

During the memorable Exposition days, when San Francisco held its great World's Fair, a group of incomparable women leaders assumed direct charge of the women's activities, co-operating with, and for, the Board of Governors and Managers of that historical Exposition.

"There has never, in the history of events, been a Woman's Board to equal that of the Panama-Pacific Exposition Woman's Board," stated Mr. William D'Egilbert, director general of the Pacific Foreign Trade and Travel Exposition, in addressing a group of San Francisco writers.

"The women, at that time, were noted throughout the world for their efficiency, their clear judgment, for their manner of business procedure and for the high standard of every event coming under their special jurisdiction," added Mr. D'Egilbert, as vividly he traced the momentous activities of the distinguished women who formed the personnel of the Woman's Board.

Just about one-half of the original Woman's Board is now living, and, of that number, those who once held the reins of leadership have met in splendid concourse, and have re-organized for the special purpose of actively participating in the Foreign Trades Convention.

\* \* \*

### Significant Message

Mrs. Edward C. Wright, now president of the Honorary Woman's Board, Panama-Pacific International Exposition of 1915, in sending a written message to members, said:

### SANTA MARIA INN

SANTA MARIA, CALIFORNIA

On the Coast Highway, Half-Way Between  
San Francisco and Los Angeles

An Inn of Unusual Excellence

Wire or write for reservations on your  
next trip south

"When the Woman's Board of the Panama-Pacific International Exposition disincorporated it was the tacit understanding among us that if ever a similar opportunity occurred we would be ready to lend our co-operation as during the World's Fair.

"That time, as many of us, who met in a recent conference believe, has arrived."

Mrs. Wright was a member of the original Woman's Board and is now president of the Honorary Woman's Board. Mrs. Philip E. Bowles, Mrs. William Hinckley Taylor, Mrs. Charles W. Slack and Miss Laura McKinstry are the vice-presidents.

Mrs. Gaillard Stoney, who was the secretary of the famous Woman's Board, of which Mrs. Phoebe A. Hearst was honorary president, and Mrs. Frederick G. Sanborn was acting president, will again serve in her capacity as secretary. It is with considerable pride that the present board makes announcement of Mrs. Stoney's position, Honorary Secretary. She is one of the best beloved of San Francisco women, known for her graciousness and kindness, as well as for her excellent ability and stability of purposes.

\* \* \*

### Board to Operate During Convention

The Pacific Foreign Trade and Travel Exposition is being sponsored by the Foreign Trade Club of California of which E. W. Wilson is the president.

It being the first occasion of unqualified Exposition merit that has come to our attention since 1915, associates of the original Woman's Board have been sincerely asked for their approval to the plan of co-operating. The Board will not function until just previous to the opening of the Exposition in November and during the short period of its duration.

\* \* \*

### Woman's Participation

Mrs. W. A. D'Egilbert is honorary director of "Woman's Participation" in the Pacific Foreign Trade and Travel Exposition, and Miss Ada Teitel is secretary.

Mrs. D'Egilbert is well qualified to take charge of women's events. She holds a high place in the community of her activities in outstanding lines of valiant work. She is gracious, talented, diplomatic and, with it all, is a

thorough Californian with the interests of the State sincerely at heart.

"California Invites the World" is a slogan adopted by the committees in charge of the coming Exposition, and it is the intention of Mrs. D'Egilbert that the magnetic phrase may bring magnificent results. Mrs. D'Egilbert was one of the six Honorary Hostesses for California during the World's Fair activities at the California Building in 1915.

"There is every prospect of really worth while participation by the women of California in our coming Exposition," said Mrs. D'Egilbert, "principally because it has an idealistic viewpoint and because of the educational and scientific advantages, women will be more than interested through the appeal made to children and students. \* \* \*

### Board of Governors

The Board of Governors of the first annual Pacific Foreign Trade and Travel Exposition is headed by Robert Dollar, K. R. Kingsbury, R. I. Bentley, A. R. DeForest, Charles C. Moore, Frederick J. Koster, E. W. Wilson.

The Exposition Organization Committee comprises: Harry B. Scott, chairman; John C. Rohlfs, Leonard B. Gary, C. E. Hydes, W. E. Hettman, Aubrey Drury and William D'Egilbert, director-general.

The Exposition will feature displays of commodities and manufacturers entering into the world trade of California and the Pacific Coast States and contiguous domestic and international markets.

It will also emphasize the importance of Pacific travel to, and from, Hawaii, Canada, the Antipodes, Asia, the United States and all the South American countries.

\* \* \*

### Original Decoration

An original scheme of decoration will prevail throughout the Exposition, making it notable as an artistic

### COLONIAL HOTEL

650 BUSH STREET

Between Powell and Stockton  
San Francisco

Telephone Sutter 3560

HOWARD T. BLETHEN, Proprietor

achievement. Blue and white, the colors of the Foreign Trade Club, will predominate.

The opening day, November 11, Armistice Day, will be devoted to a program dedicated to, and under the auspices of the American Legion; Saturday, November 12, will be known as American Legion Day. Dr. Albert C. Carlton, general chairman of the Armistice Celebration Committee, and first vice-commander of the San Francisco Council American Legion, and Commander Frank Belgrano Jr., will direct program events.

At the Exposition, manufacturers and exporters and importers of the United States will make representative exhibits.

\* \* \*

**Prominent Society Women on First Board**

Many of California's most prominent and distinguished society women were on the original Woman's Board of the Panama-Pacific Exposition of 1915, one of the most prominent of them being Mrs. Mary E. S. Bucknall, an honored vice-president of the Woman's Board.

Mrs. Bucknall has the distinction of being the first child born of Anglo-American parents in San Francisco. As little Mary E. Davis, she represented her State when it was admitted to the Union September 9, 1850.

She was identified with all the leading activities of the Woman's Board during the World's Fair held in this city and, because of her refinement, her womanly graciousness, her intelligence and her heritage, was an acknowledged leader in many of California's most brilliant society events.

Mrs. Bucknall was elected as the only Honorary Woman member of the Society of California Pioneers. She was a founder of the Woman's Auxiliary of the Society, serving twice as its president. She was a charter member of the Sorosis Club and was, at one time, the president.

The present Woman's Board is proud indeed to claim Mrs. Bucknall as one of its members again, following her memorable and marvelous work of many magnificent years' achievements.

\* \* \*

**Daughters and Relatives Step Into Shoes of Work**

Many relatives, particularly the daughters and the nieces of the original Woman's Board, will carry on the work recording California's place in the world of definite aims and real purposes. These young women who may emulate their forebears will take hold of the Travel and Trades Convention events under supervision and advice of the elder women of noble attainment.



**HOTEL MARK HOPKINS**  
Nob Hill  
A Smart Town House for a Day or a Year  
500 Rooms  
Tariff: From \$4 per day

Mrs. George Hearst will lead in many of the younger matron's activities. Prominent among the present list of the Woman's Board are Mesdames Edward R. Dimond, Edson E. Adams, Frank B. Anderson, Joseph D. Grant, Francis Carolan, Reuben B. Hale, Prentiss Cobb Hale, I. W. Hellman, C. Edwards Holmes, Robert Oxnard, Horace D. Pillsbury, Jesse Lilienthal, George A. Pope, William T. Sesnon, Max C. Sloss, Dr. Mariana Bertola and those who have already been named.

\* \* \*

**Consulate Endorsement**

As described to us, the Pacific Foreign Trade and Travel Exposition is to be an expression by California that we desire the nations of the world to bring their products in exchange for ours, and by the same process travel and tourist conditions will be more reciprocal. Added to this is the evident desire of the sponsors of this non-profit organization to lay stress upon the educational advantages to be derived from a demonstration such as will be given at the Exposition.

The Consulate Corps of San Francisco representing 46 countries, has given its unqualified endorsement to the project and each Consul is Honorary Chairman of the committee of his countrymen.

\* \* \*

**Engagement Party**

Miss Bernadette McVey of Kentfield, Marin County, was hostess at a tea in Peacock Court of Hotel Mark Hopkins on Saturday, July 9th, complimenting Miss Ruth Sisson, whose engagement to Mr. John L. Toole was announced. The table was beautifully decorated with pansies and lilies of the valley, forming a center piece, and individual corsages of the same flowers. Those present on this occa-

sion were: Mesdames Charles McVey, A. W. Sisson, Theodore Hardee, Victor Peters and Bert Richter; Misses Ruth Sisson, Lucille McLaughlin, Rose Mary McVey, Vera Michels, Marian Donovan, Ruth Simpson and Bernadette McVey.

\* \* \*

Mr. and Mrs. Wendel O. Widaman, who were married in New York on June 21st, are traveling abroad—at present in Budapest. Mrs. Widaman is the former Miss Geraldine Warford, daughter of Mrs. Roy D. Johnson, who is making her home at the Mark Hopkins Hotel. On their return about the middle of September, Mr. and Mrs. Widaman will spend several days with Mrs. Widaman's mother at the Mark Hopkins.

\* \* \*

**Betrothed**

Miss Helen Bernice Baker of Oakland, who has announced her engagement to Mr. Harry Emerson Pratt of Fairbanks, Alaska, was honor guest at a bridge tea at the Fairmont Hotel on Saturday, July 23, given by Miss Elizabeth Meacham. Miss Baker, who is leaving for Fairbanks, will marry Mr. Pratt immediately on her arrival. Miss Baker is a graduate of the University of California, and Mr. Pratt is a graduate of the University of Colorado. He is attorney for the Fairbanks Exploration Company in Fairbanks and a Senator for the Fourth Division. A number of events have been given for the bride-to-be. Miss Meacham's guests included Miss Janice Curry, Miss Aurelia Frazee, Miss Muriel Alexander, Miss Helene Symons, Miss Helen Phillips, Miss Marion Phillips, Miss Helen E. Morris and Mrs. Claude Fancher.

\* \* \*

Miss Margaret E. Ward of Seattle stopped at Hotel Mark Hopkins on her way to Hollywood where she will take part in a picture that Mary Pickford is directing.

\* \* \*

Hurley Miserve and E. D. Williams prominent attorneys of Los Angeles, here on court duty, stopped at the Mark Hopkins on Thursday and Friday.

\* \* \*

Mrs. Chas. Houghton of Beverly Place, Berkeley, was hostess at a tea in Peacock Court of Hotel Mark Hopkins on Monday, July 25th. Her guests on this occasion were: Miss Christine Waller, Mesdames J. K. Smythe, F. P. Rogers, John Bertolone, George Suvoey, Wm. Neeson, Louis Mendel, Ruth Clegg, P. Thorsch, J. J. Petty and Joseph Angeli.

(Continued on page 14)



# PLEASURE'S WAND

OBEDIENCE TO NO WAND BUT PLEASURE'S  
— Tom Moore



By Josephine Young

## Theater Lures

Comedy dramas seem to hold sway in large proportionate measure in San Francisco theaters.

So there's really no excuse for the glooms, these days.

All one needs to do to have a happy evening, is to buy a ticket for one of the pleasant plays, or motion picture houses, and let them do the rest!

There is many a-laugh in keeping for theater patrons, if laughter is what you want. High entertainment, also, is yours for the seeking.

\* \* \*

## Lurie

There's a surprise in "The Harem," the play now on at the Lurie Theater on Geary street right near Mason.

Isobel Elsom, portraying the resourceful wife in the David Belasco new comedy, keeps up a constant appeal to one's imagination and interest. She really is a natural-born charmer! Alan Brooks plays opposite Miss Elsom in his role of the husband who falls in love with his masquerading wife under intriguing circumstances.

The story is not entirely new but with the Belasco-Butler-Davis masterful touches it becomes intensely alluring. It deals with an ever-interesting theme: a woman's determination to hold her husband's love under fascinating spell. Novel side-lights and plot slants increase the interest.

Limping lies glibly told by the husband and his best friend provide much amusement. Lee C. Millar proves able support as do Mia Marvin, Robert Fischer, Fred Hargrave and Elizabeth Page.

The entire production is under the personal direction of Fred J. Butler. "The Harem," by Ernest Vajda, was adapted by Avery Hopwood.

\* \* \*

## Curran

Love, laughter, lies provide truthful alliteration describing "Love in a Mist," now playing at the Curran Theater on Geary street, with Madge Kennedy and Sidney Blackmer in the starring roles.

The play is far too good to miss, if you haven't seen it already.

Diana, the heroine of the story, is the most cheerful little liar and the

more white lies she tells the blacker and bigger they grow. It is a bouncing comedy-drama with twists of plot registering laughter at many angles.

"Sidney Blackmer is the sort of a real chap any girl could love," repeat the feminine contingency at matinee performances. He is a regular fellow all through the plot. Jack Willard, Natalie Schafer are the other loving pair in the story, Willard giving his interpretation of a Count. Percy Haswell and Mary Marble do good work.

\* \* \*

## Alcazar

"The Alarm Clock," farce-comedy by Avery Hopwood, with Marion Lord heading a carefully chosen cast, will have its first production in San Francisco Sunday afternoon at the Alcazar. This play is said to be a laughfest and Henry Duffy expects that it will shatter attendance records at his O'Farrell street theater.

The story concerns a rich young bachelor who has been required to leave off his gay life for a time and lead a quiet existence. The country people in the story finally decide to go to the city, where their experiences provide the mirth of the play. Marion Lord's portrayal of the pleasure-seeking country woman is clever and uproariously funny. Thomas Chatterton appears as the rich bachelor. John Stokes, Alice Buchanan, William Macauley, Zeda Ree, Robert Adams are in the cast, Haviland Chapelle, Richard Ellers and John Mackenzie being the other favorites of the players. Walter B. Gilbert, the new director for Henry Duffy's plays will have charge of "The Alarm Clock," his fine reputation East preceding to our midst.

\* \* \*

## President

"The Ghost Train" still thrills and startles big audiences at the President Theater on McAllister street near Market, where the Henry Duffy players have been playing in this comedy for eight consecutive weeks. The play will be continued for there seems to be no chance of a change there for the present.

Earl Lee, Charlotte Treadway, John D. O'Mara, Dorothy La Mar, Ronald Telfer, Ben Taggart, Thomas Brower, Lillian Deane, Westcott

## Amusements

NEXT WEEK

### ON THE STAGE

#### Alcazar, O'Farrell nr. Powell

"The Alarm Clock." New Henry Duffy production starring Marion Lord. Thomas Chatterton also in the cast.

#### Curran, Geary nr. Mason

"Love in a Mist." Comedy featuring Madge Kennedy and Sidney Blackmer.

#### Lurie, Geary at Mason

"The Harem." David Belasco Comedy featuring Isobel Elsom and Alan Brooks.

#### President, McAllister nr. Market

"The Ghost Train." Henry Duffy Mystery-Comedy.

\* \* \*

### VAUDEVILLE

#### Golden Gate, G. G. Ave. and Taylor

Mickey Daniels and Peggy Eames of "Our Gang" comedies in person. "The Sunset Derby," with Mary Astor and William Collier Jr.

#### Orpheum, O'Farrell nr. Powell

Florrie Le Vere, comedienne, heading a bill of vaudeville.

#### Pantages, Market at Hyde

Irene Franklin, American comedienne, heading a bill of vaudeville and pictures.

#### Union Square, O'Farrell nr. Powell

Pictures—Vaudeville.

#### Wigwam, Mission nr. 22nd

Pictures—Vaudeville.

\* \* \*

### ON THE SCREEN

DOWN TOWN

#### California, Market at 4th

"The Big Parade." Famous war-time picture at popular prices. Gino Severi conducting the California Orchestra.

#### Cameo, Market opp. Fifth street

"The Code of the Range." Sun., Mon.; "Charley's Aunt." Tues., Wed., Thurs. Today first showing. "The Night Owl," starring Reed Howes.

#### Casino, Ellis at Mason

Sat., "Her Father Said No" and "The Princess on Broadway." Sun., Mon., "Risky Business" and "Sweet Rosie O'Grady." Tues., Wed., "The Winning of Barbara Worth." Thurs., Fri., "Moulders of Men" and "The False Alarm."

#### Granada, Market at Jones

"Smile, Brother, Smile." Dorothy Mackaill, Jack Mulhall, T. Roy Barnes. Jane Green in stage presentation of Fanchon and Marco, "The Petter."

#### St. Francis, Market bet. 5th-6th.

"Beau Geste." Adventure and romance of the French Foreign Legion in Africa.

#### Warfield, Market at Taylor

"Adam and Evil." Lew Cody and Aileen Pringle. "Adam and Evil." "Specialty Ideas," featuring Nell Kelly in songs and dances.

RESIDENCE DISTRICT

#### Alhambra, Polk St., nr. Green

H. G. Wells, "Mar egnair" Q.t. ; ciiianV.rg sh H. G. Wells, "Marriage," Virginia Valli, and also Tom Mix in "No Man's Gold." Sat.; "Beware of Widows," Bryant Washburn, Sun.; "Lost at the Front," three days, Mon., Tues., Wed.; "Venus of Venice," Constance Talmage, Thurs., Fri.

Clarke, Joan Warner and Henry Causens are the players.

\* \* \*

**Warfield**

Lew Cody and Aileen Pringle are the principals this week at the Warfield in the polite comedy, "Adam and Evil." Cody and Miss Pringle have proved so splendid a pair in these novel comedy features that they seemed destined to play opposites for quite some time.

Gwen Lee, Hedda Hopper and Gertrude Short are in the cast as supporters who keep the lively comedy at running figures. In the story the hero of the play finds himself unable to keep all his feminine engagements and so enlists the aid of his twin brother. Lew Cody plays the part of the twin.

Stage attractions this week include "Specialty Ideas," with Nell Kelly held over the third week to sing and dance with the orchestra leader, Walt Roesner.

\* \* \*

**Orpheum**

An all-star feature bill this week at the Orpheum is headlined by Long Tack Sam, China's master wonder worker, supported by the Misses Mina and Nee Sa Long, in a medley of Oriental feats. Florrie La Vere, with Lou Handman, in "Celebrities," is assisted by Edythe Handman, as another headline attraction.

Eddie Miller and Frank J. Corbett in "Brothers in Harmony," with late song selections, and Ken Murray, clever comedian, with his group, including Helen and Milton Charleston and Baby Kathleen Bassette, are also Orpheum attractions. Michael has a "surprise" to spring.

An announcement of considerable interest is that of Nick Lucas who is coming very soon in one of his big features.

\* \* \*

**Golden Gate**

Mickey Daniels and Peggy Eames, of the Hal Roach "Our Gang" comedies, will appear in person again this week at the Golden Gate. These talented juveniles are as popular in personal appearances as they are on the screen.

Clark and Bergman, stars of musical comedy, will be seen in "Dutch," written especially for them. Frank DeVoe of Broadway fame will appear in "1927 Humor in 1927 Way." He is assisted by Eddie Williss at the piano. Adolph, the Italian minstrel, and other popular acts will be on this week's program.

"The Sunset Derby" is the feature film featuring Mary Astor and William Collier Jr., in a racing story. Short comedies and a scenic add to

screen attractions. Claude Sweeten and his orchestra in a special number round out this week's bill.

\* \* \*

**Pantages**

Irene Franklin, the American comedienne who has returned from a London engagement will appear at the Pantages for the week starting Saturday, presenting a cycle of old favorites and a number of new songs, too.

Jerry Jarnagin, her husband, accompanies her on the piano.

"America turns out the best popular melodies and the worst lyrics," stated Miss Franklin who writes her own songs, giving them character interpretations as well as singing them.

\* \* \*

**California**

"The Big Parade," King Vidor's great production featuring one of the most striking events of the screen is now on at the California Theater where it is being shown at regular prices. John Gilbert and Renee Adoree are the stars in the cinema production which some critics declare is a "human document" of unusual strength and screen triumph.

Those who missed "The Big Parade" will now have an opportunity to see this picture under the splendid California Theater management with Gino Severi's excellent musical settings.

\* \* \*

**St. Francis**

"Beau Geste" is on the screen this week at the St. Francis Theater following the fourth week of Emil Janning's success in "The Way of All Flesh."

Ronald Colman heads the cast in "Beau Geste," with Alice Joyce, Mary Brian, Neil Hamilton, Ralph Forbes, Noah Beery, William Powell, Norman Trevor and several hundred extras in support. This production is now being shown at the St. Francis at their regular prices.

\* \* \*

**Granada**

"Smile, Brother, Smile," will be the Granada Theater attraction this week at the Granada Theater following the "Metropolis." Jack Mulhall stars in the new picture in his role of a glibe traveling salesman.

Dorothy Mackaill plays the part of a telephone operator and proves the heroine of the story which is principally a matter of many laughs. T. Roy Barnes is a salesman of the "wise-crack" variety. The peppy picture runs a merry pace from start to finish.

Fanchon and Marco feature Jane Green of Victor Record fame, using one of their productions, "The Peter," for the stage presentation.

(Continued on page 13)

CALIFORNIA BY DAYLIGHT



Along the Sea  
to  
Los Angeles

—famous non-stop journey over  
the scenic Coast Line

The Daylight skirts the seashore for 113 miles of the trip to Los Angeles. Mountains slope to the blue Pacific; here and there lush valleys; interesting cities are along the way.

A fascinating journey of 12 daylight hours—7:45 a. m. to 7:45 p. m. Observation and club car comfort at no extra charge. Special family - style lunch and dinner, \$1, and a la carte menu at breakfast. All-day lunch car for light refreshments, moderately priced.

**\$23.<sup>50</sup>** San Francisco to Los Angeles and back, limit 18 days. Ten trains daily, including the *Sunset* and the *Owl*, unexcelled for overnight travel.

Visit Los Angeles. Play at the beaches. See Hollywood, great movie center. Pasadena. Long Beach, the missions.

To see California take the  
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## Hawaii—By Arthur E. Bixby

*Director Publicity Mat on Line*



The Royal Hawaiian and its neighbor, the Moana, as seen from Kapiolani Park, Waikiki.

Hawaii, playground and wonderland of the Pacific, only 2,091 sea miles from San Francisco, the shortest route from the Pacific Coast, has been on the front pages of the world's newspapers this summer because of the various airplane flights, and is still in the minds of hundreds of thousands of people all over the world as their objective for their next ocean voyage or world tour.

The successful flight in June of Maitland and Hegenberger, the Army's daring airmen, from Oakland airport to Honolulu, focused the world's attention on the Hawaiian Islands to fully as great a degree as the historic attempt on September 1, 1925, by the late Commander John Rodgers, of the Navy. The flight by Ernie Smith and Emory Bronte from Oakland to the Island of Molokai brought Hawaii again into the headlines, and the Dole prize flight this month, for a first prize of \$25,000 and a second of \$10,000, offered by James D. Dole, president of the Hawaiian Company, Ltd., is continuing to cause people to think about Hawaii for their vacation tour next year.

As if these factors were not enough, Madame Pe-le, Hawaii's fire goddess, returned in robes of fiery splendor on July 7th to her home in Halemaumau, firepit of Kilauea Volcano in Hawaii National Park, after an absence of seven years. From past performances of the volcano, scientists who have studied Kilauea closely believe that the present activity will continue for six months or a year. Kilauea is thirty miles from Hilo, on the Island of Hawaii, a delightful

overnight sea voyage from Honolulu by the Matson liners Maui or Matsonia or the Inter-Island's fast steamer, Haleakala. A paved highway leads from Hilo to the Volcano House, overlooking the firepit three miles away.

In the year 1926, more than 15,000 tourists visited the Hawaiian Islands, these travelers coming from all parts of the world, and from all ports on the Pacific Coast. This was an increase of ten per cent over the 1925 figures. Indications are that 1927 will exceed all other years. An aggressive advertising campaign by the Hawaii Tourist Bureau, the Matson Navigation Company, the Dollar Line, the Los Angeles Steamship Company, and the new Royal Hawaiian Hotel of Honolulu, is being continued this fall.

There are eight islands in the Hawaiian group. For tourists, however, the principal attractions are on the four larger islands—Oahu, on which is Honolulu; Hawaii, noted for Kilauea Volcano and Hawaii National Park; Maui, famed for Haleakala, world's largest inactive crater; and Kauai, whose chief attractions are its colorful canyons, Waimea and Olokele.

Starting in October, the Matson Line's new de luxe express liner Malolo (Flying Fish) will be placed in service between San Francisco and Honolulu. She will make the run in four days and will carry 650 passengers, all first class. This palatial ship will establish a new standard of speed and luxury in traveling to Hawaii. There will then be available more fine passenger ships than at any time since or before the war.

The new 400-room Royal Hawaiian Hotel at Waikiki Beach, Honolulu, a coral-pink castle in a cocoanut grove was opened last February and is one of the world's finest resort hotels. It has every luxury and in July opened its own 18-hole golf course for guests.

Hawaii is just as delightful in August as in January. The islands are cooler in mid-summer than Los Angeles, Chicago or New York. You can swim for hours at Waikiki without becoming chilled, as the water is nearly as warm as the air. Miles of pineapple fields and sugar plantations, breath-taking mountain panoramas, streets lined with flowering trees, miles of fine concrete highways, life amid totally new and fairy-like surroundings, make the Hawaiian Isl-

(Continued on page 13)



Only a few blocks from the Royal Hawaiian and Moana, are rugged Diamond Head and tropical Kapiolani Park, with its coco palms.

## The Palo Alto Horse Show

The recognition accorded the Palo Alto horse show by exhibitors from all parts of the United States is unique and a real compliment to A. P. Fleming, whose standing as a horse show manager is such that all who know the game are aware that conditions at his shows will be as nearly right as they can reasonably be made and that entries may be made without uncertainty as to results or questioning of details.

Over 700 entries have been booked for the show and more than 250 horses will grace the ring during the eight performances. All divisions except those for harness horses are well filled and harness pony classes will be strong enough to counter balance the shortage of the big hackneys of which there will be but eleven in the ring. However, it will be remembered that a few years ago, many a great Pacific International show consisted of only six or eight.

Hunting and jumping classes will be of moderate size, with from a dozen to twenty entries. Quality, however, is better than has ever been known on the coast and it is of actual benefit to the program that those jumping events should not drag through the showing of thirty or forty jumpers in class after class throughout the week. All other divisions are full to overflowing, with more evenly distributed high quality than is usual.

Looking over the entries in three and five-gaited classes, it is impossible in many of them to even approximately pick those that should win.

One of the big features is the greatest polo stake ever shown—\$2,000, offered by the Bloomfield Hills Stock Farm of Gilroy, Calif., of which Will S. Tevis, Jr., is president and manager.

Tevis and others of the Burlingame and San Mateo Polo Club have taken a great deal of interest in seeing that the polo classes are properly filled and there are twenty entries in the stake event alone.

A splendid arena has been erected on Stanford University Campus; three tiers of boxes surrounding a well banked ring 220x120 feet, with twen-

ty-five hundred grandstand seats behind the boxes.

Box stalls to the number of 125 are adjacent; 75 tie stalls nearby and a tent 350x60 feet, will hold 50 more and provide fine accommodation for rigs and hitching.

Interest in the show seems to be extensive and if attendance is as good as the show deserves, there will be another fixture in the horse show world on the Pacific Coast.

Box holders at the Palo Alto horse show include the following:—



Nancy Highland, winner and undefeated last year at New York, Chicago, Kansas City, Los Angeles, Oakland and other great shows, owned by Miss Maud Fawn Banks, Covina, Cal. The rider is Roy L. Davis, proprietor of Bel Air Stables, Los Angeles.

Mrs. P. E. Bowles, Mrs. George Barr Baker, Mr. and Mrs. Frank Buck, Mr. and Mrs. Tobin Clark, Mr. and Mrs. Selah Chamberlain, Mrs. William Cluff, Mrs. Henry J. Crocker, Mr. and Mrs. Ross Ambler Curran, Dr. and Mrs. Sydney Dannenbaum, Mr. and Mrs. Cecil de Mille, Mr. William Dinwiddie, Mr. and Mrs. Stanley Dollar, Mr. and Mrs. John S. Drum, Mrs. Eugene Dumesnil;

Mr. and Mrs. Charles Dunphy, Mr. Edward L. Eyre, Mr. and Mrs. Herbert Fleishhacker, Mr. and Mrs. A. P. Giannini, Mr. and Mrs. Sanford L. Goldstein, Mr. and Mrs. Joseph D. Grant, Mr. and Mrs. T. T. C. Gregory, Mr. and Mrs. Alexander Hamilton, Mrs. E. S. Heller, Mr. and Mrs. Irving Hellman, Mrs. Margaret Heitman, Mr. P. B. Henderson, Mr. and Mrs. Timothy Hopkins;

Mr. and Mrs. Lindsay C. Howard, Mr. Julius Kahn Jr., La Hunda Riders, Mr. and Mrs. G. Albert Lansburgh, Mr. and Mrs. P. M. Lonsdale, Mrs. Stewart Lowery, Mrs. William Matson, Mr. and Mrs. Mark A. McCann, Mr. and Mrs. Atholl McBean, Mrs. G. H. Mendell Jr., Mr. and Mrs. Ben R. Meyer;

Mr. and Mrs. John J. Miller, Mr. and Mrs. Leslie Moore, Mr. and Mrs. R. S. Moore, Mr. and Mrs. C. H. Merrill, Mrs. Kate Nielson, Mr. and Mrs. Louis O'Neal; Mr. and Mrs. W. H.

Pool, Mr. George A. Pope Jr., Mr. and Mrs. W. P. Roth, Mr. and Mrs. Harvey Snodgrass, Mrs. Louis Tevis Sharon, Mr. Frank P. Simmens, Mr. and Mrs. Alfred Swinerton, Mr. and Mrs. A. E. Schwabacher, Mrs. Gus Taylor, Mr. and Mrs. George C. Thomas Jr., Mr. and Mrs. William Threlkeld, Mr. and Mrs. Joseph O. Tobin, Mr. and Mrs. C. R. Tobin, Mr. and Mrs. W. B. Weir, Mr. and Mrs. C. R. Walter, Mr. and Mrs. J. D. Zellerbach.

It was King Edward who made the statement that horses should be bred for pleasure, and auto trucks built for the hard work of the business world.

In a way, his words are coming true, for a renaissance of horse shows is taking place over the State of California. It is planned by the Northern California Horse Show Association to give eight shows a year, in the following cities: San Francisco, Stockton, San Jose, Oakland, Fresno, Portland, Seattle and Reno.

\* \* \*

### At the Elder Gallery

"The Vortex," a high strung, tense drama, by Noel Coward, will be read by Edith Coburn Noyes in the Paul Elder Gallery, Thursday afternoon, August 11th, at 2:30 o'clock. As a playwright and actor, Noel Coward made a profound impression with this play.

\* \* \*

There is said to be a craze in London restaurants for tripe. Diners, we understand, prop the novel against the cruet and read it during the meal.—London Opinion.

# HORSE SHOW SUMMER SEASON C



*Nancy Highland, champion three-gaited mare owned by Miss Maude Fawn Banks, ridden by Roy L. Davis.*



*Marcheta, fine three-gaited type owned and ridden by Mrs. W. P. Roth of Woodside and San Francisco, who has many fine horses entered for the Palo Alto Show.*

*Top—Mrs. George W. Baker, of Piedmont, and her dainty Cecilia Dawn. Below—"Let's Go" doing a single bar at over five feet, ridden by one of America's best horse women, Mrs. Hilda McC. Cook of Seattle, who will show at Palo Alto, Stockton and Sacramento Horse Shows.*

NS AT PALO ALTO AUGUST 8 to 13



*Top—A fine tandem hitch, but poorly appointed. The leader should have collar instead of breast strap and both should have bridoon instead of over draw check reins.*



*Top—Maud Kennedy, a sweet jumper, owned by John Short of Sacramento, who brings nine hunters and jumpers to the Shows this Summer.*

*Center—A. P. Fleming, manager of Palo Alto and Stockton Horse Shows.*

*Below—The Great Bounder, retired hero of the Show Ring and his little "pal" at Sierra Vista.*

*Below—Mrs. Claud D. Starr, of Portland, Oregon and Kula Kula, a very promising jumper of good hunter type that will make his first appearance at Palo Alto.*

## OUR RADIO EDITOR GOES UP IN THE AIR

(Continued from page 1)

less than four hours.

The stop in Medford was only long enough to transfer to another plane and hop off for the last lap of the flight to Portland. The second plane was a Biplane driven by the same type of motor as the first plane. The pilot on this particular occasion was Mr. N. B. Evans, Traffic Manager of the Pacific Air Transport, who, true to the policy of the Company, is a man with many years of flying experience. Again the course led over the mountains and as soon as elevation was gained, mountain peaks were visible in almost every direction. The elevation maintained being about 8,000 feet, with an air speed of approximately 150 miles per hour, high speed was made possible through the help of a wind blowing in the same direction as the flight of the plane.

Mount Hood, Mount Rainier, Mount Adams, the Three Sister Mountains and in all, seven snow-capped mountain peaks reflected their white gleaming tops from different points.

The entire trip over Oregon was an ever-changing, beautiful picture. In passing over, the city of Portland was soon observed, at an elevation of 3,000 feet, the whole of it plainly visible. The river running through the center of the city, crossed by many bridges, with its residential district, made a very interesting study from above. The landing was made at Pearson's Flying Field, across the Columbia River in Vancouver, Washington, at noon, which made the entire trip, from San Francisco to Portland, just six and one-half hours.

### Flying Back

On the return journey, the take-off from Vancouver, Washington, was at 7:00 a. m. Clouds were hanging over the city of Portland and the air was chilly, but Mr. J. R. Cunningham, our pilot, who celebrates his tenth year of flying in October, 1927, with his pleasant and reassuring personality, predicted fair weather at a short distance, which proved correct. Not many towns are passed in the flight from Portland to Medford; in fact, the railroad cannot be seen fifteen minutes after leaving Portland. The beginning of the route is directly over the foothills of the Cascade range of mountains. The first view from 3,000 feet at a speed of 110 miles per hour, was that of the Willamette River, with its winding course from the mountains as far as the eye could follow it. Off to the west, Salem, the capital of Oregon, could be glimpsed, the plane gaining elevation until at this point it was 6,000 feet high. Ten minutes later, Silverton, Oregon, could be recognized.

The sun was shining brightly by now and the weather was ideal, except for a haze which prevented points at extreme distances being picked out. The plane kept gaining elevation and almost half way between Portland and Medford, an elevation of 15,000 feet was attained.

A great deal has been said about elevation having an unpleasant effect upon some people, but we were not aware of any change. It was learned from Mr. Cunningham that height had no effect on passengers, unless told how high they were. At 15,000 feet, almost 3 miles in the air, it was cool, but not enough to be disagreeable. A rain storm was passed and a few flashes of lightning could be looked down upon without the slightest fear.

After passing many interesting mountain peaks, Roseburg, Oregon, could be seen, and soon thereafter a small white speck on top of a high peak could be made out, which proved to be a fire look-out post, with the plane

heading directly toward it, circling it as a large bird would circle its prey, dropping the daily paper to the look-out, then heading again southward.

Fifteen minutes later, the landing field in Medford was sighted, and a little after 9:00 a. m., slightly over two hours after leaving Portland, the plane was brought to rest on the first lap of the return journey, where another plane and pilot takes up the flight on to San Francisco.

The course leading out of Medford for San Francisco heads directly into the Siskiyou Mountains and starts to gain elevation immediately upon leaving the ground. A strong headwind was against the course of the plane which necessitated flying as low as possible to make the trip on schedule. Our pilot from Medford was Mr. Arthur Starbuck, a fine fellow, well met, who has been piloting continuously for the past ten years.

After taking off from Medford, Ashland could be seen in a few minutes and no sooner had the plane passed Ashland than it was flying low over the mountains, lower than on the northward journey, but still a considerable distance above the high peaks. Every town and hamlet on the Southern Pacific routes through the Sacramento Valley could be seen; the Valley country being followed until nearing Napa, when the course was changed to take the ship out to the coast. Flying directly over Napa; then over the northern end of Mare Island, out over the Bay and down the Bay to San Francisco.

Visibility was perfect, and all points of interest could be seen and recognized. After enjoying such a beautiful sight, it was with reluctance that we felt the plane glide to a perfect landing on Crissy Field in San Francisco at 1:15 p. m.

No words can adequately express the feeling one receives from such a trip, but the only solution to the mysteries of the

air is to take the flight with the Pacific Air Transport, in safety and be convinced that traveling by air has come to stay; and no better group of competent pilots and planes could be assembled for your comfort than this Transport Company has secured.

\* \* \*

### Tractor Versus the Horse

An interesting argument is growing out of the many problems of farm relief: The tractor versus the horse. This chestnut is one of old standing. When the machine first came to the farm, hundreds of rural sages declared it could not last. Thousands today are of the opinion that modernization is responsible for the present farm industry difficulties. Not so much because of labor revolution as because of the creation of a new overhead. Before the tractor came to the farm, and all of its attendant pulleys and wheels, the farmer knew almost no overhead. Now he is burdened with it equal to any typical industry. Price fluctuation in crops and over-production and bad years—all taken together make this new overhead unbearable.

It appears, however, that the farmers have discovered again only one of those half-truths. Appearances give the facts some foothold, but the proof of figures lies on the other side. The horse never could, nor never will save the farm by himself.

\* \* \*

### Well-known Breed

"What are these 'yesmen' that I sometimes hear about?" writes a feminine inquirer.

"Yesmen, madam, are fellows who hang around the man that nobody noes."—Boston Transcript.



**Santa Fe**  
**reduced round trip fares**

**back**

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Kansas City, Mo. . . .	75.60
Memphis, Tenn. . . .	89.40
Minneapolis, Minn. . . .	91.90
Montreal, Que. . . .	148.72
New Orleans, La. . . .	89.40
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and many others.

**East**

TAKE advantage of these low excursion fares to visit the old home this summer.

Start any day before September 30. Return limit October 31. Our travel books will help you plan your trip and may be had upon request.

**SANTA FE Ticket Offices and Travel Bureaux**

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 SAN FRANCISCO

**Cameo**

The popular Cameo Theater on Market street, right opposite Fifth, will screen "The Night Owl" today, Saturday, for the last showing, with Reed Howe in the starring role. "The Code of the Range" is to be screened Sunday and Monday with Jack Perrin the principal. Then for three days the Cameo will show "Charley's Aunt," starring Syd Chaplin, Tuesday, Wednesday and Thursday. Many educational films are featured at this cozy theater.

**HAWAII**

(Continued from page 8)

ands a true wonderland and playground.

Life in Hawaii is restful and people are kind. You are welcomed with Aloha Oe and say goodbye wreathed in fragrant flowers. It is a land of music and song, of green islands washed by the cool trade winds, of balmy days and unforgettable moonlit nights. Musicians stroll around the streets singing for the love of it, and even the truck drivers wear flower leis (wreaths) around their hatbands. Those who visit Hawaii are never entirely happy until they can return again.

**ASSESSMENT NOTICE:**

The MINERAL DEVELOPMENT COMPANY, location of principal place of business, San Francisco, Calif.

Notice is hereby given that at a meeting of the Directors held on the 2nd day of August, 1927, an assessment of one-half cent per share was levied upon the issued capital stock of the corporation payable immediately in legal money of the United States, to the Secretary, at the office of the company, Room 245, Monadnock Building, San Francisco, Calif.

Any stock on which this assessment shall remain unpaid on the 5th day of September, 1927 will be delinquent and advertised for sale at public auction, and unless payment is made before, will be sold on Tuesday the 27th day of September, 1927 to pay the delinquent assessment, together with costs of advertising and expense of sale.

M. J. SEELY, Secretary,  
 245 Monadnock Building,  
 San Francisco, Calif.

**IN THE SUPERIOR COURT**

of the State of California, in and for the City and County of San Francisco

Margaret Vanderhoogt, Plaintiff, vs. John W. B. Vanderhoogt, Defendant.  
 No. 184626.

Action brought in the Superior Court of the State of California in and for the City and County of San Francisco, and the complaint filed in the office of the County Clerk of said City and County.

The people of the State of California send greeting to: John W. B. Vanderhoogt, Defendant.

You are hereby required to appear in an action brought against you by the above-named Plaintiff in the Superior Court of the State of California, in and for the City and County of San Francisco, and to answer the Complaint filed therein within ten days (exclusive of the day of service) after the service on you of this summons, if served within this City and County; or if served elsewhere within thirty days.

The said action is brought to obtain a judgment and decree of this Court dissolving the bonds of matrimony now existing between a plaintiff and defendant, on the grounds of defendant's wilful desertion and wilful neglect, also for general relief, as will more fully appear in the Complaint on file, to which special reference is hereby made.

And you are hereby notified that unless you appear and answer as above required, the said Plaintiff will take judgment for any money or damages demanded in the complaint as arising upon contract or will apply to the Court for other relief demanded in the complaint.

Given under my hand and the Seal of the Superior Court of the State of California, in and for the City and County of San Francisco.

Dated this twenty-seventh day of July, 1927.

H. L. MULCREVY, Clerk.  
 By J. J. RAFFERTY, Deputy Clerk.

(Seal)  
 Austin Lewis, 473 Mills Bldg., San Francisco,  
 Attorney for Plaintiff.

**Preserving is cool and easy with the Oven Heat Control**

YOU can preserve summer fruits that taste as delicious and remain as firm as on the day they were picked from the laden bough. Briefly, here's a cool, easy way—

Cool because you don't have to lift boiling kettles about the stove.

Easy because the Oven Heat Control on the new Gas Range is the secret of delicious home preserving that is done in the oven without watching or anxiety. Fruit is packed right in jars and put into the oven. You merely set the Oven Heat Control and steady, even heat preserves the fruit's firmness, its delicious fruit-flavor and color. Jams and jellies also are well preserved by this cool, simple way.

Visit the range displays and see the Oven Heat Control on the new Gas Ranges.



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## Fallen Leaf Lodge

*The Ideal Tahoe Resort*

Located on Fallen Leaf Lake. Five miles from the State Highway. In the center of a Wonderland of Mountains, Lakes and Streams.

*Good Fishing • Hiking • Boating*

Comfortable rooms, tents and cottages—with and without private bath; and famous dining room service, combine to make the Lodge a popular vacation spot.

**MRS. W. W. PRICE**  
Fallen Leaf P. O., Lake Tahoe, Calif.

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N. W. CORNER  
POLK AND POST STS.

SOCIETY

(Continued from page 5)

**Luncheon-Bridge**

Mrs. Winston R. Wheatly of San Francisco was hostess to a number of friends at a luncheon at the Hotel Whitcomb Tuesday, July 26, in honor of Mrs. Fred Uhl, Jr., of Visalia, California. The luncheon table was attractive with vari-colored summer blooms and dainty place cards. Bridge was enjoyed during the afternoon. Those in attendance were Mrs. Arthur L. Watson, Mrs. F. E. Hajek, Mrs. C. M. Greenwood, Mrs. Frank L. Ryon, Mrs. S. L. Jacobs, Mrs. Wilbur Krogh, Mrs. Lon M. Walker and Mrs. Norman Van Iderstine of Stockton; Mrs. Charles Merz of Marysville, and Miss Rose Barrett of Sacramento.

\* \* \*

The Women's Traffic Club of San Francisco, consisting of representatives from railroad companies, steamship companies and traffic departments of various industrial concerns held a luncheon and card party in the Spanish Room of Hotel Mark Hopkins on Saturday, July 23rd. This club was organized for educational purposes only, and at each meeting there is a speaker who is an authority on matters pertaining to traffic—the movement of freight, either by steamer or rail.

\* \* \*

**Prominent People**

Nathan Strauss and Judge Grover Moscovitz, two prominent members of New York social and political life are at Hotel Mark Hopkins. They are here for pleasure and rest, renewing acquaintances and enjoying the beauties of this part of California.

\* \* \*

Mae Sewall, who has been with the San Francisco Opera Company for three years, will be the soloist this week at the Hotel Mark Hopkins Sunday evening concert. Miss Sewall is a pupil of Madame Kristoffy and has a fine record on the concert as well as the operatic stage.

\* \* \*

Dr. N. W. Matson of Portland, Oregon, left Portland early Thursday morning and had lunch at the Mark Hopkins on Thursday—making the trip by aeroplane. He was very enthusiastic about the trip.

\* \* \*

Dr. and Mrs. Wm. J. Monaghan and Mrs. Frank A. Brown from Hotel McAlpine, New York, have made reservations at Hotel Mark Hopkins for August.

# Brockway, Lake Tahoe

## GOLF...

*All Grass Greens  
and Grass  
Fairways*

Swimming, natural hot water; dancing; horse-back riding; boating; fishing; tennis. For information and rates, write or wire

H. O. COMSTOCK,  
MANAGER

## Agua Caliente Springs

Why? It's the Water and the Table

New Dance Hall. Special Attractions. Radio-active. Hot Sulphur Water. Tub Baths and Swimming Pool. Fireproof Hotel. Write for Booklet.

T. H. CORCORAN, Agua Caliente, Sonoma Co., Calif., or see Peck-Judah

## CALIENTE VILLA

Family Resort  
CARL STEFFEN, Prop.

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The Finest Meals in the  
VALLEY OF THE MOON

Clean Rooms—Clean Linen—Clean Everything  
Rates Exceptionally Reasonable  
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Edited by Eleanore F. Ross

**"CARMEL, ITS HISTORY, LIFE AND SAINTS.** J. P. Kennedy & Sons, New York. \$3.00.

An inspired Carmelite Nun of Santa Clara, endowed with marked literary skill, has dipped her pen deep in the wells of spirituality to reveal to the outside world an enchanting word picture of the life inside the walled cloisters of the most ancient contemplative religious Order. The gifted author must remain unknown, consistent with the self-effacement of all Carmelites. Her work is sponsored by "The Discalced Carmelites of Boston and Santa Clara.

The new book, "Carmel, Its History, Spirit and Saints," just published, authoritatively answers all questions so frequently asked about the history, purpose and meaning of Carmel, and the personal lives of its Saints. The writer succeeds remarkably in treating a supposedly heavy subject with bright touches that render the book intensely interesting even for lay readers who hold themselves outside the realm of religion.

The graphic history of Carmel, from its dawn in Palestine, in what is known as the prophetic era, down to its latest monasteries in America, spreads a picturesque background for the work, while the spirit of the Order, mingled with the lives of its Saints and Martyrs, sheds lustre through every page.

Carmel's dramatic story moves swiftly across the history of all nations, the darkness of its difficulties brightened with anecdotes reflecting the aureole of sanctity that has attached to the Order and endured with it through all the vicissitudes of the ages and unto its greatest triumphs. The book contains narration of much that is not generally known of the so-called mysterious Carmel.

Orders for the book will be received at the Carmelite Monastery, Santa Clara, California. The price is \$3.00 and postage. It may also be had at book stores, or from P. J. Kennedy & Sons, publishers, New York City.

\* \* \*

**STORIES OF PORTO RICO,** by Elizabeth Kneipple Van Deusen, Ph. B. Silver, Burdett and Company, New York, publishers.

A woman of versatile talents, this Elizabeth Van Deusen, who, incidentally, is Supervisor of English, in the

Department of Education, San Juan, Porto Rico.

Primarily, a writer of descriptive verse, exquisite in its sensuous color, the author has compiled a series of short and instructive stories into one volume, which has been accepted by the Porto Rican Board of Education as a text book for the seventh and eighth grades of the public schools.

Many Spanish names of persons and things occur in the pages of "Stories of Porto Rico," for, as Juan B. Huyke, Commissioner of Education in San Juan says: "The author recognizes that our Spanish language, as well as every other, has its own peculiar terminology. For, even though we speak English correctly, our conversation will always require certain of our words and idioms to convey the exact meaning of that which is peculiarly ours, and which in our native tongue alone has true vitality."

Scattered through this little volume which has proved to be not only authentic as regards Spanish customs and characteristics, but also very interesting reading to the dweller outside as well as inside of Porto Rico, are some of Miss Van Deusen's best poems,—telling of exotic and alluring Porto Rican places, flowers, sunsets, moon-drenched scenes so vividly that one can almost imagine one's self among them.

\* \* \*

**New Appointments for Santa Fe**

L. R. Everett has been appointed assistant general passenger agent of the Santa Fe railway at San Francisco, succeeding J. F. Moses, who resigned to enter another field of endeavor. The announcement of the appointment today was made by Jas. B. Duffy, general passenger agent of the Coast Lines, Los Angeles.

Everett received his education in Los Angeles schools and first entered the service of the Santa Fe as rate clerk in the freight offices at Los Angeles in 1901. He was made traveling agent at Santa Barbara in 1906, and early in 1909 he came to San Francisco. Again returning to Santa Barbara as general agent, he served in that capacity until his appointment to the San Bernardino district.

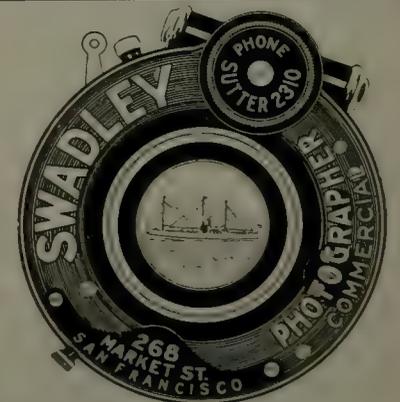
The selection of G. E. Harrison, assistant industrial agent at Los Angeles as Everett's successor, also was announced by Mr. Duffy. Both appointments are effective August 1st.

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# RADIO

By C. J. Pennington



C. J. Pennington

"Hits and Bits of The Argentine" will be the National Broadcasting Company presentation over the Pacific Coast Network for Tuesday evening, August 16, from 9 to 10 p. m.

A program has been arranged of songs and orchestral numbers typically of the Argentine. The tango, of which the Argentine is justly proud, it being the most popular type of music, will be featured on the program. Among the numbers to be played will be "El Chocolo," "Argentine Nights," and "Mio Vida."

\* \* \*

"Courting on the Old Mill Pond" will be a new feature on the Memory Lane program over the Pacific Coast Network of stations Friday, August 19, between 9 and 10 p. m.

The scene on the mill pond will be represented in songs and descriptive music reminiscent of the old days.

Some of the songs this evening are "Down in Jungle Town," "Everybody's Doing It," "He Walked Right In and Walked Right Out Again," and "Dearie." Descriptive pieces by the orchestra will include "At the County Fair," "The Local Train" and "The Horse Race."

\* \* \*

The National Players, under the direction of William Rainey will present two short plays Wednesday, August 17, from 9 to 10 p. m. over the Pacific Coast Network. The first is the dramalog "The Happy Prince," by Oscar Wilde with incidental music by Liza Lehmann. "The Sentimental Journey," by Harold Simpson will be the second presentation.

"The Happy Prince" is a fantasy with music that is particularly well

adapted to radio presentation. "The Sentimental Journey" is a jolly little comedy depicting married life in three stages. First the honeymoon, next after 14 years and then after 40 years. The three stages are done by three characters, The Wife, The Husband and a Waiter.

"The Red Hussar" will be the light opera presentation of the National Broadcasting Company under the direction of Max Dolin Friday, August 18, from 9 to 10 p. m.

This is a comedy opera in three acts by Edward Solomon. It was first produced at the Lyric Theater in London in 1889.

The action takes place during the reign of Queen Ann, at a time when England was at war with France and calling recruits for her army. The scenes are laid in England and Flanders.

Ralph Rodney, once a wealthy gentleman, joins the regiment of Corporal Bundy, and goes to the English camp in Flanders. Rodney is in love with a young girl, Kitty Carrol, who follows the army to the continent. Rodney, disguised as a German girl, secretly leaves the camp to meet his sweetheart, but his commanding officer finds that he has left and sentences him to imprisonment. Barbara, a girl with whom his commanding officer is in love, purchases Rodney's freedom and so all ends happily.

\* \* \*

## Radiotorial

One of the most interesting series of talks on the air is on KFI each Monday evening on the 6:15 Radiotorial Period, when Senator George Wilder Cartwright takes the microphone. Mr. Cartwright is the author of a book, "The Voice of America," which is dedicated to the upholding of the National Constitutions, and while his KFI addresses are not taken directly from the book, they are concerned with the various aspects of this general subject. The Senator is a clear thinker, non-political, and is doing a great deal in the moulding of public opinion along the lines of practical patriotism.

\* \* \*

## Pennsylvania Mail Swamps KFI

For the fourth consecutive year, Pennsylvania leads the field in number of letters written to KFI, Los An-

geles, with California second, New York third, and Illinois fourth. It is a singular fact that the total number of letters received from citizens of Pennsylvania, some 2600 miles distant, is almost twice the number written from the home State, California.

Only 2 per cent of the mail received by KFI is uncomplimentary to that station, its programs or artists. This indicates one of two things: either KFI programs are usually excellent, or the audience is most complacent. KFI makes a point of welcoming criticism and suggestions in order to increase the quality of its presentations.

\* \* \*

Before forty minutes had elapsed after Nellie Callender Mills, radio violinist, received a wire from her parents in Minneapolis requesting two of their favorite musical selections, she had arranged with KFI to get on a program, rushed to the KFI studio, played the numbers, returned to her home and received another wire from them in appreciation of the solos.

## Governor Young Praises Exposition

Commendation of the Pacific Foreign Trade and Travel Exposition has been given by Hon. C. C. Young, governor of California, in a message to the Foreign Trade Club, which is sponsoring the event. The State's chief executive declares that the continued development of world trade is of permanent importance to California's prosperity.

In his statement, Governor Young says: "I heartily commend the efforts to assemble together the material interests of the Pan-Pacific countries in the Pacific Foreign Trade and Travel Exposition to be held in San Francisco during November, 1927, and I am confident the result will amply justify this splendid enterprise."

The Civic Auditorium will be the scene of the exposition, which is to be held from November 11th to 20th. "There will be exhibits representing many different countries," says William D'Egibert, director general of the exposition, "and colorful entertainment features are being arranged. It is expected that the attendance will exceed 200,000."

RADIO PROGRAMS

Station	wavelength (meters)	Power (watts)
KMTR—Los Angeles	526.	500
KLX—Oakland	508.2	500
KGW—Portland	491.5	1000
KFI—Los Angeles	467.5	5000
KFRC—San Francisco	454.3	50
KFOA—Seattle	447.5	1000
KFSD—San Diego	440.9	500
KPO—San Francisco	422.3	1000
KHJ—Los Angeles	405.2	500
KGO—Oakland	394.4	5000
KJR—Seattle	384.6	2500
KHQ—Spokane	370.2	1000
KFWB—Los Angeles	361.2	500
KNX—Los Angeles	336.9	500
KOA—Denver	325.9	5000
KOIN—Portland	319.	1000
KPSN—Pasadena	315.6	1000
KYA—San Francisco	309.1	1000
KOMO—Seattle	305.8	1000
KSL—Salt Lake	302.8	1000
KOWW—Walla Walla	299.8	500
KQW—San Jose	296.9	500
KTBI—Los Angeles	288.3	500
KTAB—Oakland	280.2	500
KTCL—Seattle	277.6	500
KPWI—San Francisco	267.7	500
KGA—Spokane	260.7	2000
KFUS—Oakland	256.5	50
KRE—Berkeley	256.3	100
KZM—Oakland	245.8	100
KLS—Oakland	245.8	200
KEX—Portland	239.9	2500
KFWM—Oakland	236.1	500
KJBS—San Francisco	220.4	50
KGTT—San Francisco	206.5	50

SUNDAY

9:00 am—KFUS.  
 10:00 am—KFI, KNX, KTAB.  
 10:30 am—KGW, KFI, KTAB.  
 11:00 am—KTAB, KGO, KFUS, KYA, KOA, KGW, KFI, KGA.  
 12:00 m—KGW, KGA.  
 1:00 pm—KFWI.  
 2:00 pm—KNX.  
 3:00 pm—KPO, KGO, KGTT, KNX.  
 4:00 pm—KGO, KGTT, KNX.  
 5:00 pm—KNX, KFI.  
 6:00 pm—KPO, KOA, KNX, KFI.  
 6:30 pm—KPO, KGO, KNX, KFI.  
 7:00 pm—KPO, KGO, KNX, KFI.  
 7:30 pm—KPO, KGO, KGTT, KYA, KGW, KNX, KFI.  
 8:00 pm—KPO, KGO, KGTT, KFWI, KOA, KGW, KNX, KFI, KTAB.  
 9:00 pm—KPO, KGO, KGTT, KOA, KGW, KNX, KFI, KFWB.  
 10:00 pm—KGW, KFI, KFWB.  
 11:00 pm—

MONDAY

7:00 am—KPO, KNX.  
 8:00 am—KPO, KFWI, KNX.  
 9:00 am—KNX, KTAB, KJBS.  
 10:00 am—KFUS, KFWI, KOA, KGW, KFOA, KNX, KJBS, KTAB, KFWB.  
 10:30 am—KPO, KLX, KFWI, KOA, KGW, KNX, KJBS.  
 11:00 am—KFWI, KYA, KOA, KGW, KGA, KJBS.  
 11:30 am—KPO, KGO, KFI, KGA, KJBS.  
 12:00 m—KPO, KFWI, KYA, KFOA, KGA, KFWB.  
 12:30 pm—KPO, KGO, KGTT, KYA, KNX, KGA, KFWB.  
 1:00 pm—KPO, KGO, KYA, KFWB.  
 2:00 pm—KFWB, KFOA, KNX, KJBS.  
 3:00 pm—KNX, KJBS.  
 4:00 pm—KPO, KGO, KFWI, KFOA, KNX.  
 5:00 pm—KTAB, KFWB, KPO, KFWI, KOA, KNX.  
 5:30 pm—KTAB, KFWB, KPO, KGO, KLX, KFWI, KYA, KFI, KNX, KGA.  
 6:00 pm—KTAB, KFWB, KPO, KGO, KLX, KFWI, KYA, KGW, KFI, KFOA, KNX, KGA.  
 7:00 pm—KTAB, KFWB, KPO, KGO, KLX, KFWI, KYA, KOA, KFI, KFOA, KNX, KGA.  
 7:30 pm—KFWB, KOA, KGW, KFI, KFOA, KNX, KGA.  
 8:00 pm—KGA, KTAB, KFWB, KPO, KGO, KLX, KFWI, KYA, KOA, KGW, KFI, KFOA, KNX.  
 9:00 pm—KTAB, KFWB, KPO, KLX, KFWI, KYA, KGW, KFI, KNX.  
 10:00 pm—KFWB, KPO, KFWI, KYA, KGW, KFI, KNX.  
 11:00 pm—KFWI, KYA, KGW, KNX.  
 12:00 pm—

TUESDAY

7:00 am—KNX, KFWI, KPO.  
 8:00 am—KNX, KFWI, KPO.  
 9:00 am—KNX, KTAB, KJBS.  
 10:00 am—KNX, KGW, KFWB, KPO, KTAB, KJBS.  
 10:30 am—KNX, KGW, KYA, KFWI, KPO, KJBS.  
 11:00 am—KGA, KGW, KOA, KFWB, KYA, KFWI, KJBS.  
 11:30 am—KGA, KOA, KGO, KPO.  
 12:00 m—KGA, KNX, KFOA, KOA, KFWB, KYA, KFWI, KGO, KPO.  
 12:30 pm—KFOA, KFWB, KYA, KGTT, KGO.  
 1:00 pm—KFOA, KFWB, KYA, KFWI, KGO, KPO.  
 2:00 pm—KGA, KNX, KFOA, KGW, KOA, KFWB, KLX, KGO, KJBS.  
 3:00 pm—KGA, KNX, KOA, KPO, KJBS.

4:00 pm—KNX, KFOA, KFWI, KGO, KPO.  
 5:00 pm—KNX, KOA, KFWB, KFWI, KPO, KTAB.  
 5:30 pm—KNX, KFI, KFWB, KYA, KFWI, KLX, KPO.  
 6:00 pm—KGA, KNX, KFOA, KFI, KGW, KFWB, KYA, KFWI, KGO, KPO, KTAB.  
 7:00 pm—KNX, KFOA, KFI, KGW, KOA, KFWB, KYA, KFWI, KLX, KGO, KPO, KTAB.  
 7:30 pm—KFWB, KNX, KFOA, KFI, KOA.  
 8:00 pm—KGA, KNX, KFOA, KFI, KGW, KOA, KFWB, KYA, KFWI, KGTT, KGO, KPO, KTAB.  
 9:00 pm—KNX, KFOA, KFI, KGW, KFWB, KYA, KFWI, KGTT, KGO, KPO, KTAR.  
 10:00 pm—KNX, KFI, KGW, KFWB, KFWI, KGO, KPO.  
 11:00 pm—KGW, KFWI.  
 12:00 pm—

WEDNESDAY

7:00 am—KNX, KPO, KFWI.  
 8:00 am—KNX, KPO, KFWI.  
 9:00 am—KNX, KTAB, KJBS.  
 10:00 am—KGW, KFOA, KNX, KFWB, KFUS, KFWI, KTAB, KJBS.  
 10:30 am—KGW, KNX, KPO, KLX, KFWI, KJBS.  
 11:00 am—KGW, KGA, KPO, KFWI, KYA, KOA.  
 11:30 am—KGA, KPO, KGO, KYA, KOA.  
 12:00 m—KFOA, KGA, KFWB, KPO, KGO, KFWI, KYA, KOA.  
 12:30 pm—KFOA, KNX, KGA, KFWB, KGO, KGTT, KFWI, KYA.  
 1:00 pm—KFOA, KFWB, KPO, KFWI, KYA.  
 2:00 pm—KFOA, KNX, KFWB, KGO, KLX, KJBS.  
 3:00 pm—KNX, KPO, KLX, KGTT, KJBS.  
 4:00 pm—KFOA, KNX, KPO, KGO, KLX.  
 5:00 pm—KOA, KNX, KFWB, KPO, KFWI, KTAB.  
 5:30 pm—KOA, KFI, KNX, KGA, KFWB, KPO, KLX, KFWI, KYA.  
 6:00 pm—KOA, KGW, KFI, KFOA, KNX, KGA, KFWB, KPO, KGO, KLX, KFWI, KYA.  
 7:00 pm—KOA, KGW, KFI, KFOA, KNX, KFWB, KPO, KGO, KLX, KFWI, KYA, KTAB.  
 7:30 pm—KNX, KFWB, KOA, KGW, KFI, KFOA.  
 8:00 pm—KOA, KGW, KFI, KFOA, KNX, KGA, KFWB, KPO, KGO, KLX, KGTT, KFUS, KFWI, KYA, KTAB.  
 9:00 pm—KGW, KFI, KFOA, KNX, KFWB, KPO, KGO, KLX, KGTT, KFWI, KYA, KTAB.  
 10:00 pm—KFI, KNX, KFWB, KPO, KGO, KFWI.  
 11:00 pm—KNX, KGO, KFWI.  
 12:00 pm—

THURSDAY

7:00 am—KNX, KPO, KFWI.  
 8:00 am—KNX, KPO, KFWI.  
 9:00 am—KNX, KTAB, KJBS.  
 10:00 am—KGW, KNX, KFWB, KPO, KFWI, KJBS.  
 10:30 am—KGW, KNX, KPO, KFWI, KJBS.  
 11:00 am—KOA, KGW, KNX, KGA, KFWI, KYA.  
 11:30 am—KOA, KNX, KGA, KPO, KGO, KFWI, KYA.  
 12:00 m—KOA, KFOA, KGA, KFWB, KPO, KGO, KFWI, KYA.  
 12:30 pm—KFOA, KNX, KFWB, KPO, KGO, KGTT, KFWI, KYA.  
 1:00 pm—KFOA, KNX, KFWB, KPO, KGO, KFWI, KYA.  
 2:00 pm—KFOA, KNX, KFWB, KGO, KLX, KJBS.  
 3:00 pm—KOA, KNX, KFWB, KPO, KJBS.  
 4:00 pm—KOA, KFOA, KNX, KPO, KGO, KFWI.  
 5:00 pm—KNX, KFWB, KPO, KGO, KFWI, KTAB.  
 5:30 pm—KFI, KNX, KGA, KFWB, KPO, KGO, KLX, KFWI, KYA.  
 6:00 pm—KGW, KFI, KFOA, KNX, KGA, KFWB, KPO, KGO, KLX, KFWI, KYA, KTAB.  
 7:00 pm—KGW, KFI, KFOA, KNX, KFWB, KPO, KGO, KLX, KFWI, KYA.  
 7:30 pm—KFI, KNX, KFWB, KGW, KFOA.  
 8:00 pm—KGW, KFI, KFOA, KNX, KGA, KFWB, KPO, KGO, KFWI, KYA, KTAB.  
 9:00 pm—KGW, KFI, KFOA, KNX, KFWB, KPO, KFWI, KYA, KTAB.  
 10:00 pm—KGW, KFI, KNX, KFWB, KPO, KFWI.  
 11:00 pm—KGW, KNX, KFWI.  
 12:00 pm—

FRIDAY

7:00 am—KNX, KPO, KFWI.  
 8:00 am—KNX, KPO, KFWI.  
 9:00 am—KNX, KTAB, KJBS.  
 10:00 am—KGW, KFOA, KNX, KFWB, KFUS, KFWI, KTAB, KJBS.  
 10:30 am—KGW, KNX, KOA, KPO, KLX, KFWI, KYA, KTAB, KJBS.  
 11:00 am—KGW, KGA, KOA, KFWI, KYA.  
 11:30 am—KGA, KOA, KPO, KGO, KFWI, KYA.  
 12:00 m—KFOA, KNX, KGA, KOA, KFWB, KPO, KGO, KFWI, KYA.  
 12:30 pm—KFOA, KNX, KGA, KFWB, KGO, KGTT, KYA.  
 1:00 pm—KFOA, KNX, KFWB, KGO, KFWI, KYA.  
 2:00 pm—KGW, KFOA, KNX, KFWB, KPO, KGO, KLX, KJBS.  
 3:00 pm—KNX, KOA, KPO, KJBS.  
 4:00 pm—KFOA, KNX, KPO, KGO, KFWI.  
 5:00 pm—KNX, KOA, KFWB, KPO, KFWI, KTAB.  
 5:30 pm—KFI, KNX, KGA, KOA, KFWB, KPO, KGO, KLX, KFWI, KYA, KTAB.  
 6:00 pm—KGW, KFI, KFOA, KNX, KGA, KOA, KFWB, KPO, KGO, KLX, KFWI, KYA, KTAB.  
 7:00 pm—KFI, KFOA, KNX, KGA, KFWB, KPO, KGO, KLX, KFWI, KYA, KTAB.  
 7:30 pm—KFI, KNX, KOA, KFWB, KGW, KFOA.  
 8:00 pm—KGW, KFI, KNX, KGA, KOA, KFWB, KPO, KGO, KLX, KGTT, KFWI, KYA, KTAB.  
 9:00 pm—KGW, KFI, KFOA, KNX, KOA, KFWB, KPO, KGO, KLX, KGTT, KFWI, KYA, KTAB.

10:00 pm—KGW, KFI, KFOA, KNX, KFWB, KPO, KGO, KLX, KFWI, KJBS.  
 11:00 pm—KGW, KNX, KFWI, KFOA.  
 12:00 pm—

SATURDAY

7:00 am—KNX, KPO, KFWI.  
 8:00 am—KNX, KPO, KFWI.  
 9:00 am—KNX, KTAB, KJBS.  
 10:00 am—KGW, KNX, KFWB, KPO, KFWI, KJBS.  
 10:30 am—KNX, KOA, KPO, KFWI, KJBS.  
 11:00 am—KGA, KOA, KFWI, KYA.  
 11:30 am—KGA, KOA, KPO, KGO, KYA.  
 12:00 m—KNX, KGA, KOA, KFWB, KPO, KGO, KFWI, KYA.  
 12:30 pm—KNX, KFWB, KGO, KGTT, KYA.  
 1:00 pm—KFWB, KPO, KGO, KFWI, KYA.  
 2:00 pm—KNX, KFWB, KPO, KGO, KLX, KJBS.  
 3:00 pm—KNX, KPO, KJBS.  
 4:00 pm—KNX, KPO, KGO, KFWI.  
 5:00 pm—KNX, KFWB, KPO, KFWI.  
 5:30 pm—KFI, KNX, KGA, KFWB, KPO, KFWI, KYA.  
 6:00 pm—KGW, KFI, KNX, KGA, KFWB, KPO, KFWI, KYA.  
 7:00 pm—KFI, KNX, KOA, KFWB, KPO, KLX, KFWI, KYA, KTAB.  
 7:30 pm—KFI, KNX, KOA, KFWB.  
 8:00 pm—KGW, KFI, KNX, KGA, KOA, KFWB, KPO, KGO, KFUS, KFWI, KYA, KTAB.  
 9:00 pm—KFI, KNX, KFWB, KPO, KGO, KFWI, KYA, KTAB.  
 10:00 pm—KGW, KFI, KNX, KFWB, KPO, KGO, KFWI.  
 11:00 pm—KGW, KFI, KNX, KPO, KGO, KFWI.  
 12:00 pm—KNX, KPO, KGO, KFWI.  
 1:00 am—KFWI.  
 2:00 am—KFWI.

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**American Types**

Automobile travel is taking its toll from the ranks of the American hobo, and is rapidly causing another type, that of the provincial youth, to diminish.

There was a time, before the advent of economical touring by automobile, when many a youth was prevented from extensive travel by financial considerations. One of the ways of getting around this difficulty was that of joining a band of migratory wayfarers as it passed by the edge of town. While this method of travel was said to have been advantageous from a standpoint of leading a care-free life, there were many disadvantages such as lack of social position, failure to arrive on time at an intended destination and other such inconveniences.

With the coming of inexpensive transportation by automobiles, trans-continental highways, and a road system which has been metaphored as a mosquito netting covering the entire United States, traveling is a vastly different proposition. Nowadays, it is a rare youth who has not crossed the boundaries of his home State many times.

Thousands of young men set out annually during vacation time, and tour the country from one end to the other. Many travel in small "cut-down" cars, carrying enough blankets and provisions to enable them to camp out. Some find odd jobs from time to time on their journey, and

thus earn money to buy fuel and supplies for the next hop. In this way, education and experience are gained at a minimum of expense. Trips are planned in advance and points of historic and educational interest are included in the itinerary. This healthy method of combining recreation with education is said to have fostered more interest in history of States and sections than any other method of treatment.

Another method whereby the youth of today gains travel experience is that of promoting a trip with the entire family in the family car. Such trips are often made on a somewhat more lavish scale, but any number of them are made economically each year. In this way, even the smaller children soon become experienced travelers. These trips are pre-arranged, the routing usually being supplied by the touring department of an automobile club; stopovers and interesting locations are marked in advance and a large amount of ground is thus covered during a minimum period of time.

Week-end trips out of State are easily made, especially in California where motoring is in season throughout the year. It is no longer a novelty for the country youth to drive to the large cities two or three times a month.

Thus the provincial or "hick" is diminishing as a type; thus fewer new members join the hobo fraternity. Both decreases are directly attributable to the motor age.

\* \* \*

**Trophy for Coronado Tournament**

Many San Francisco people have admired the beautiful silver trophy which has been exhibited for the past three weeks in the A. G. Spaulding Brothers sport goods store, the California Sport Shop and the St. Francis Hotel. This huge silver punch bowl is to be given outright, together with an equally attractive runner-up trophy and prizes for the various flights in the A. B. Spreckels amateur golf tournament to be played at Coronado Beach, California, August 23 to 26.

The 1924 event was won by Willie Hunter, then an amateur, since which time Allen Moser of the Wilshire Country Club, Los Angeles, has walked off with two of the big punch bowls, winning in 1925 and 1926. It is doubtful if Moser will participate this summer, but it is expected that a field of nearly 200 players from all over the United States will tee off in the qualifying round August 23. Entries may be made by addressing Major Colin G. Ross, secretary, Coronado Country Club, Coronado Beach, California. The entrance fee is \$5.

**The Honolulu Flight**

Negotiating the Pacific Ocean to the little island of Oahu, and landing safely on the aviation field of Honolulu—this is the lure for those who go over the sea in planes.

Army and civilian pilots have already accomplished this feat, minus the incentive of the Dole prize, which is to be bestowed upon the lucky winner, during this month, for a continuous flight to Honolulu.

There will be between 15 and 20 entrants for the Dole prize and much speculation is already evident as to how many will complete the trip.

To have a number of planes start as scheduled, all finishing safely in Honolulu, will be a stellar achievement in aviation for long distance flying. It certainly would place a very large feather in aviation's bonnet if the entire field entered for the Dole race, finished without mishap!

From all indications the conquest of the vast stretches of the Pacific by airplane is up to the American aviators, and from proposed flights contemplated for future dates, it appears as if they would eventually reach all corners of the globe.

A suggested flight to Australia has an undeniable sporting appeal, but would mean far less than a successful effort to link the various American possessions in the Pacific together by so many different types of makes of machines which are entered in the coming race.

Even a flight from Honolulu to Guam, 3,842 miles, would be a record, and in addition would have real military significance with regard to the defense of America's possessions in the Pacific.

The Australian flight would have an intense appeal by reasons of its length and the complications of tropical travel, but the line of American influence in the Pacific is San Francisco, Honolulu, Guam and Manila. Whatever is done along that line has deep political and military significance for the future.

Commander Byrd would, it seems, have an opportunity to turn his talent and equipment to a task in the Pacific greater and fuller of meaning than anything yet accomplished by any American aviator.

Such a flight by Byrd might not compare with the sensational flight of Lindbergh's, nor create the excitement of the present race, but no air journey within the range of present endurance could hold more fascination for those who see in aircraft a means of communication between widely separated points on the globe, with the ultimate welding together of the peoples and interests involved.

\* \* \*

Aerial "rubberneck wagons" are the next thing on the program. These will be placed at the disposal of San Francisco within the next three weeks by a corporation which will also operate cabin airplanes regularly between this city and Del Monte.

Mr. Robert Fowler, who is president and general manager of the California Air Service, Inc., which is about to launch this venture, states that a feature of this service will be that every passenger will be insured for \$10,000.

The sight-seeing San Francisco trip will cost \$25.00. Round trip to Del Monte, \$45.00.

\* \* \*

**Down to Brass Tacks**

Girls when they went out to swim,  
Once dressed like Mother Hubbard;  
Now they have a bolder whim:  
They dress more like her cupboard.

—Wesleyan Wasp.

**"Ping" Bodie Day**

Appreciation of "Ping" Bodie's twenty years of effort towards keeping the great American game of baseball clean and above reproach, will be shown by his friends at Recreation Park, Saturday, August 27th.

His excellent record and service to the game calls for recognition, and his many admirers will demonstrate the regard in which they hold Bodie in a most fitting way on this occasion at the beginning of the game on this date. Mr. Gus Olivia, the well-known wholesaler of green produce at 565 Clay street, is chairman of the committee which has been formed to carry out the program of the day, and all checks and contributions should be made payable to him.

\* \* \*

**Santa Maria Inn**

The following people have been guests at the Inn during the past week:

Mrs. Peter B. Kyne and Mrs. R. C. Newell, both of San Francisco; Mrs. D. W. Clark of Ross; Mrs. H. L. Slosson Jr., of San Francisco; Mrs. M. E. Beggs of St. Louis, Mo.; Mrs. J. W. Leavitt, Miss Helen Leavitt, J. W. Leavitt Jr., all of San Francisco; Mr. and Mrs. A. B. Brooks of San Francisco; Mr. and Mrs. J. C. Bovey of San Francisco; Mr. and Mrs. M. A. McCann of Menlo Park; Mr. and Mrs. Wm. G. Mungan of San Francisco; Mrs. R. J. Mallette and Bobby Mallette, both of Sacramento; Mr. Chas. A. Storke of Santa Barbara; Mr. and Mrs. H. H. Daley of San Francisco; Mr. and Mrs. E. H. Newhall and Miss Newhall, all of San Francisco.

\* \* \*

A warning with regard to the extension of the system of instalment selling comes from the Credit Men's Association, which believes that it should be carefully watched and at all times controlled by the best credit principles.



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## Finance

San Francisco Stock and Bond Exchange Publicity Department features Pacific Lighting as the most notable stock feature during recent days. On one day it soared to 552, a new high. Realizing sales caused a reaction, so that the stock closed at 500, 26 points higher than the previous close.

The growth in wealth in the community may be gathered from the number of millionaires who have recently visited the Monterey Peninsula. One pressman writes: "The railroad siding at Del Monte looks like the scene of a national convention of private cars, there being over a half millions dollars worth of personal Pullmans now in evidence with more expected tomorrow."

Figures recently published show that the loss of life by aviation during the past ten months, at the rate of 100 miles per hour, averages one death for each 324,000 miles flown. That is a distance equivalent to thirteen and a half times around the world. Contrasting steam with this, the Southern Pacific steam trains travel a distance of 193,091 times around the world, without killing a person.

The Forest Service of the California District reports that extreme forest fire hazards are the result of low humidity. The importance of this factor is indicated by the fact that some insurance companies are now granting reduced rates on timberland in the Pacific Northwest, when the operator agrees to suspend logging operations for any period during which the relative humidity is below 30 per cent.

The State Corporation Department issues a warning to housewives not to buy soap from people offering it for sale with a stock certificate as a bonus, such a scheme being now in operation.

Chester H. Rowell, in a recent speech to the Commonwealth Club City Planning Organization, said: "Market Street, instead of being an avenue for traffic, has turned by actual count to be an obstruction to traffic. The great breadth of Market Street that was to make it easy to handle business upon it, is making your wife afraid to walk across Market Street to do business on the other side of it. And that makes it a very great handicap to the development of business values on Market Street." There seems to be a certain amount of special pleading in the foregoing statement.

On the other hand, Maurice T. Dooling Jr., hit the mark very well at the same conference when he said: "The members of the Board of Supervisors have not the technical ability, nor is there provided in the Charter a means for obtaining the trained assistance necessary to formulate a plan for the proper construction of the city."

The Department of Commerce at Washington estimates the population of California at 4,316,000 on July 1, 1926, and at 4,180,000 on July 1, 1925. The number of divorces in 1926 was 2.80 as against 2.54 in 1925. The number of marriages per 1000 of the population was 13.1 in 1926 as against 13.2 in 1925.

Attempts to escape the operation of the fish and game laws are becoming increasingly unsuccessful.

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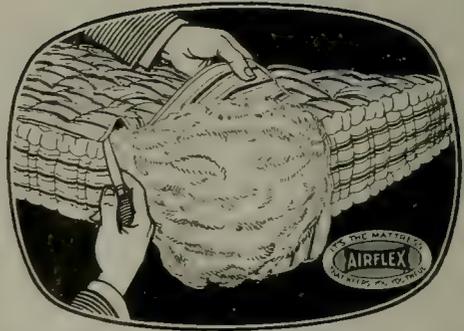
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**NEWS LETTER**



Devoted to the Leading Interests of California and the Pacific Coast

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Vol. CIX

SAN FRANCISCO, CALIF., AUGUST 13, 1927

No. 33

## South Africa

By ERNEST F. RIXON

### The Karoo

Within the first hundred miles after leaving Capetown on the run to Kimberley and Johannesburg, the country commences to rise to the considerable altitudes which characterize the topography Great Karoo district, the country rising in a series of steplike terraces to the great plateaux of the interior, the vast pastoral plains of the Great and Little Karoo. At Worcester, 109 miles from Capetown, the altitude is 795 feet. At De Doorns, 129 miles, 1,570 feet, at Touws River, 160 miles, 2,532 feet, thence varying to 5,735 feet at Johannesburg.

The Karoo is almost 100,000 square miles in extent and forms a vast arid space where rain seldom falls. The scant vegetation, supported by sufficient underground moisture to sustain life, affords pasturage for millions of sheep. While affording little of a strictly scenic nature, the vast illimitable spaces afford a charm all their own. The traveler in South Africa will see vast stretches of open country and the senses must be schooled to a realization and appreciation of their charm. These vast spreading plains and low hills or "kopjes" are by no means without beauty, monotonous as they may at first appear. Dawn and sunset touch them with rare colors and the nights are cool and radiant. Over all is the brilliant African sunshine—a land of big distances and wide plains, not unlike the Canadian Prairies, though lacking, alas, their wonderful fertility.

### Kimberley

A town built on diamonds, the very streets of which are diamond bearing, the site of the world's greatest diamond mines. From great shafts penetrating downwards for thousands of feet is produced the "blue ground" from which is won by the medium of vast machinery the precious gems for a never-satisfied market. From the first operation to the pulsator tables on the grease of which with fascinating regularity drop gems, great and small, to the final sorting in the diamond house, the visitor is held in thrall.

The "Big Hole," now abandoned, is one of the largest man-made craters known, from which diamonds to the value of millions of pounds sterling were taken for a long period of years. Its only rival is the Premier Diamond Mine outside Pretoria, where diamond recovery from an open mine will be witnessed, as distinct from the shaft mining now carried out at Kimberley.

The entire output of diamonds is controlled by The DeBeers Consolidated Diamond Mines, Ltd., by whose courtesy the visitor is enabled to witness every process in diamond recovery. It is well to remember that no one

may possess a rough diamond without a police permit, and that it must be obtained from a licensed diamond dealer. Any infringements of this law mean imprisonment and the law is rigorously applied. Arrangements have, however, been made with the detective department and the diamond syndicate for cruise members to be permitted to purchase rough diamonds.

Kimberley, though hot in summer, has a healthy Karoo climate and is said to get more sunshine than any other town in the world. Some cotton is grown in the neighborhood and horse-breeding occupies a principal place in the general farming activities of the district.

### Bulawayo

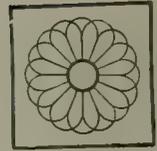
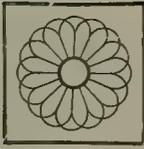
Freely translated, the name Bulawayo means "the place of killing," and Mosilikatze "the pathway of blood." Barbarism and sheer savagery reigned unchecked until Cecil Rhodes, after superhuman effort and sheer cold courage, brought civilization into the wilds and today Bulawayo, the largest town in Rhodesia, stands as a living testimony to his courage and faith.

### Victoria Falls

Victoria Falls, the great falls of the Zambesi River, the unrealized ambition of thousands, is without question one of the scenic masterpieces of the world, terrific in its force, awesome in the tremendous rush of its falling waters and the majestic solitude of its gigantic gorges. The views from Danger Point, from the Knife Edge and the Rain Forest, are entrancing in their sheer beauty, while over all lies the spell of a majestic grandeur that holds the observer speechless, hearing stilled in the awful roar of its descending waters, the eyes blinded, the throat made breathless by the whirling spray descending from the very heavens.

Inevitably comparison is sought with the great Falls of Niagara but each enjoys a distinction of its own, each remains a monarch unchallenged amongst Nature's mighty creations. While Victoria Falls is higher and wider and the volume of its roaring waters greater, it is not these matters of comparison, the mere data of statistics, that appeals to the observer. Beauty and majesty combine to render the Great Falls of the Zambesi a position quite unique amongst the great cataracts of the world.

Victoria Falls was discovered by Dr. Livingstone, the great African explorer, in November, 1855. Known of old by its ancient name "Shongwe" or "boiling water in a pot," its more modern native appellation "Mosi-oa-tunya," or "the smoke that thunders," conveys more nearly the poetry, the beauty and majesty of this terrific cataract.



### A New Danger

We are apparently on the edge of a boom in flying and very soon there will be an extraordinary demand for airplanes so that the new fashionable sport may be satisfactorily enjoyed. But this new sport will have to be watched carefully if there is not to be a massacre of the innocents.

At the Oakland airport a week ago a young man called Henry K. Axton was killed, under circumstances which deserve and we hope will have a thorough and searching enquiry. The plane was set on fire immediately after the accident. This was done purposely by one of the owners, who says, according to the daily press, that the purpose of this burning was: "to avoid adverse publicity. It would not have looked well to have pictures taken of the wreck. It would injure our business and it would have a bad psychological effect upon other student flyers."

It is at least questionable whether the plane was safe, in the first place. It was admittedly an experimental plane and had none too good a reputation among those who are acquainted with plane requirements. Experimental or not, it killed a very fine young man, who was an engineering student at Stanford and whose social value at least required that he should not have been ruthlessly sacrificed.

The young men who take to the air and develop this new human faculty of flying are the very pick of our race. They have qualities of endurance and courage, of bravery and daring which are of the greatest potential value to the nation. They are ready to risk their lives, but that is no reason why they should be needlessly sacrificed. The licensing and inspection of planes should be carefully carried out, proper protection given and trafficking in human life stopped.

\* \* \*

### Individualism and Law

If one listened to the radio last Sunday transmitting the speeches at the dedication of the bridge at Buffalo, he would have heard the strong and positive voice of Vice-President Dawes, which, indeed stood out conspicuously among the other voices. And if one followed the speech he would have heard the Vice-President say that Great Britain and the United States could not quarrel fatally because each of them stood for the principle of individualism under the law.

That is all very well, and we presume it is quite true. But after all, the question is, how much individualism and how much law? South of that Canadian line we seem to be parting with much of our individualism and getting in exchange a very great amount of indifferent law. We find ourselves becoming more and more restrained and tired by the burdens which the law places on our individualism. If this sort of process continues, the argument of Vice-President Dawes will have no weight, as the principle will not apply to the two civilizations. We shall have parted with our individualism in exchange for a whole collection of limiting laws.

It is just at this point that we want again to register our disapproval of the change which is going on in the attitude of the United States government, and to a greater extent in that of the governments of the separate states. We think that the dictum of the Vice-President that our principle is one based fundamentally on individualism

should be more closely observed and that laws which trench upon that individualism should be very closely and critically regarded.

\* \* \*

### Muddled Matrimony

We are so eager to interfere that it is impossible for our legislators to keep their hands off anything where they can find an opportunity to muddle up the concerns of other people. Take the new attempt to prevent marriages by the introduction of the three day notice before a license will be issued. The result at this early date has been to cause a falling off in the number of licenses issued. More than that, it has already brought about attempted evasion by perjury, false statements as to age and residence and the like, and in addition has produced a marked tendency to elopement.

Wherever else we go in the world we find a tendency to make marriage more accessible. The world in general appears to have arrived at the conclusion that a hurried marriage is better than elopement and that to put impediments in the way of wedlock is greatly to increase the risks of living. The old system of a long notice of intended marriage was suitable for a static community, where a week or two made no difference. Nowadays in California three days may make a world of difference. With such general ownership of automobiles, it is no trick to run up to Reno and make the law ridiculous.

The idea back of the legislation is a foolish concept that it is possible to apply reason to matrimony and that the marriage of young people may be made amenable to logic and foresight. But real marriage is, like birth and death, something which does not come by taking thought and which will not stay for all your care. There are regions which legislators cannot successfully invade.

\* \* \*

### Anglo-American Friendship

The bridge dedicated on Sunday last at which the Vice-President of this great Republic and the Prince of Wales, heir to the crown of the greatest of Empires met, is very typical of the relations between the two peoples. The friendship of Britain and the United States rests upon a secure basis. Though there may be occasional rifts, the bridge is there and upon that bridge the representatives of the two peoples can always stand and pledge their mutual esteem even when they differ.

This is very much to the point at this time, when the breakdown of the Geneva Conference with respect to naval armament reduction has created a great deal of wild talk, particularly in the European continental press. Some prominent German organs have seen in the result of the Geneva attempt a proof that relations are becoming strained between Britain and the United States and that there may some day be a break which will culminate in war. The wish is father to the thought. There is not the remotest chance of a war between the two peoples. The very existence of Canada, close to us, almost a part of us, is evidence to the contrary.

We do not pretend to know the inside of the affairs at Geneva. It appears that both nations sent naval experts to the conference. Naval experts are rather kittle cattle. We have seen that exemplified in their attitude to our own Transbay Bridge. The naval experts evidently got into a theoretical discussion and broke up the game.

There is nothing very dreadful about that. Next time we want an agreement; we should let both sides send business men and then we shall get an understanding. It is notable that one great British naval authority warned his government against sending admirals. He knew the breed.

\* \* \*

### Prohibition Fails

Is it good to make a law and then wink at the infraction of that law? There is one question that every advocate of the demoncratic republican principles that lie at the root of our political system will enthusiastically answer in the negative. It is not good to make laws which are not enforced. Such a state of things tends to the breakdown of law altogether and creates lax behavior with respect to law and crime. This is precisely what has happened to the country at large; this is just the condition in which our laws are placed today with respect to the country in general.

But, again, we ask: Is it good to make laws which cannot be enforced, even if all the forces of the community are placed behind them? This is a little harder question than the former, for, to this question one may reply that the law ought to be enforced will-nilly. This is the position of the Anti-Saloon League. The destructiveness of that position is seen in its effect upon the League itself. The League has been shown to be a dishonest, tyrannical, interfering, bluffing institution which has used the most corrupt methods and the basest motives in its endeavors to attain a place where it could enforce the unenforceable. Beginning as a group of honest fanatics, the Anti-Saloon League has become a parasitical, hypocritical incubus.

Meanwhile, the masses of the people are beginning to crudely make their own drinking material. The art of refined manufacture of beverages has declined, until the masses of our people are where they were about two hundred years ago, in that respect. The fine grapes are gone and the coarse grapes remain. These go East by the thousands of carloads.

\* \* \*

### Death of W. E. Creed

The death of Wigginton E. Creed, after a brief illness, is a very distinct loss to the community and a marked setback to present industrial development here. At the time of his death he was president of the Pacific Gas and Electric Company, one of the strongest and perhaps the best managed public utility corporation in the world.

Mr. Creed died at fifty, far too early for one of his powers and usefulness. It may be stated with entire accuracy that he fell victim to his own energy and conscientiousness and that the zeal and industry with which he pursued his work destroyed the physical basis and with it a most unusual and gifted mind. Such losses are uneconomic in the most complete sense, they are wasteful and unnecessary. They must be stopped; for nothing can compensate a business or a community for the loss of a man such as this. In the death of W. I. Brobeck, a week or two ago, we had another example of the utter destructiveness of that over-zealous pursuit of business. There is something radically wrong in the way in which our bigger men approach their work. No other country pays such a toll as we do for this overdriven business industry.

Wigginton E. Creed played a uniquely important role in the development of the East Bay District; first, as president of the East Bay Water Company. Beginning as a poor boy, from Fresno County, he made his way to the very foremost position in public utilities organization. It is said that it was due to his work, perhaps in a greater degree than to all other efforts taken together that California has won its position of supremacy in hydro-electric power. His motto was co-operation between business and the public.

## From Brighter Pens Than Ours

Wise ones in Mexico who run for Presidency and lose will keep right on running.—Wall Street Journal.

\* \* \*

The new King of Roumania is only five years of age, but that is plenty old enough for a modern King.—Dallas News.

\* \* \*

Another thing we admire about Colonel Lindbergh is that he doesn't seem to have been cured of anything yet in the patent-medicine advertisements.—Ohio State Journal.

\* \* \*

Cal donned chaparajos and a cowboy hat, but getting the right steer will be more to the purpose.—Weston (Ore.) Leader.

\* \* \*

If politics makes strange bedfellows it is due to their fondness of the same bunk.—Florence (Ala.) Herald.

\* \* \*

Wherever all these non-stop flyers are headed, they are all really trying to land on the first page.—Wichita Eagle.

\* \* \*

Half of the world's supply of coffee is consumed in the United States in spite of what some of us have to drink at breakfast.—El Paso Times.

\* \* \*

President Coolidge has yet to appear in a girl-scout outfit, and a Ku Klux Klan nightshirt to ketch 'em acoming and agwine.—Louisville Courier-Journal.

\* \* \*

A popular song composer is a young man whose host of imitators died before he was born.—Detroit News.

\* \* \*

Disarmament is like a social function. Nobody wants to arrive until every one is there.—St. Paul Pioneer Press.

\* \* \*

The Vienna mob burned the Palace of Justice and then went back to work to earn enough money to pay taxes for a new building.—St. Louis Star.

\* \* \*

Probably Mr. Coolidge's idea in attending those rodeo performances was to catch onto the latest wrinkles in bull-dogging a donkey.—Macon Telegraph.

\* \* \*

Tall Feather, an Indian Chief, is reported to have run from Chicago to Milwaukee, a distance of eighty-five miles, in nineteen hours. We don't blame him.—Punch.

\* \* \*

Science can predict an eclipse of the sun years in advance, but can not forecast a blowout over the week-end.—Brunswick (Ga.) Pilot.

\* \* \*

If those who object to the publication of crime news on the front page will keep up supplied with Lindberghs, all will be satisfactory. Arkansas Gazette.

\* \* \*

A critic says of a musical comedy actress that she is without a peer. Owing to the brisk demand, there are probably not enough to go 'round.—London Opinion.



By Antoinette Arnold

### Society Adds Glamour To Palo Alto Horse Show

Groups of society folks, from all parts of the State, have been enthusiastic participants in the Palo Alto Horse Show on the Stanford University Campus.

Fashionables from the north and, also, from the southern cities, attired in their smartest sport frocks, gave a dash from their side lines.

Box holders entertained visiting celebrities. Dinner parties, teas and any number of luncheons were additional attractions for the social set during activities of the Horse Show.

Many millionaire families were represented in the entries. Horses owned by prominent Californians were entered in the various matches. Traditional rivalry added zest to contests.

Best of all, the Palo Alto Horse Show is being given for the benefit of the Stanford Home for Convalescent Children.

\* \* \*

### Jolly Hospitality

Hospitality has prevailed all during the performances and the jolly parties, with many of society leaders acting as hosts and hostesses, revived the fame of California's social prestige. Handsome gowns worn by the women, and the latest from the tailors, by the men folks, certainly has created anew our standing for smartness and good grooming, on both sides of the turf line.

The stadium of Stanford University provided an adequate setting.

\* \* \*

### Campus Arena

The arena which has been erected on the Stanford University Campus is ideal for this Horse Show.

Tiers of boxes surround a substantially banked ring.

There are twenty-five hundred grandstand seats behind the boxes and every seat supplies an unobstructed view of the arena. In fact every possible provision has been

made for the comfort of those who attend.

There is a matinee today, Saturday, and another performance tonight—so don't miss seeing this marvelous Horse Show.

\* \* \*

### Smartly Attired

"Aristocrat," coming from Washington, was one of the most admired horses. He was ridden by Madelyn Mae McCleave, and he looked every bit the name he has had bestowed upon him.

Mrs. Sydney Dannebaum, one of the best known horeswomen of the West, competed in some of the most difficult feats of the Horse Show. Mrs. Dannebaum looked the perfection of attire, too, in her stunning and "positively correct" attire.

Mrs. William Cavalier of Piedmont wears her riding habit with ease and oh, how stunningly it fits her, too. Her steed is an equine king.

One of the unusual entries which aroused considerable comment was "The Giggling Pony." He is owned by Dwan Monroe and proved a pet of the horse show, especially to his admirer, Marian McDougall.

\* \* \*

### Beautiful Women Ride Handsome Steeds for Honors

Two cleverly attired young women from the South were the center of admiration. Miss Cecilia Hoyt de Mille of Hollywood wore white riding trousers with a long dark coat, hat to match and a four-in-hand of the latest mode tied snugly around her neck over the white shirt. Her boots with tips of white, her gloves and boutonniere with the dash of color in kerchief was the magnet for admiring eyes.

Miss Josephine Thomas of Beverly Hills wore a complete outfit of dark broadcloth, the skirt somewhat longer than many and her boots, though well fitting, were subdued in tone and texture. Miss De Mille and Miss Thomas were inseparable in their companionship throughout the entire event.

\* \* \*

### Pretty Girls and Petted Ponies

Margery Cory of Berkeley looked perfectly charming in her outfit. She wore light riding breeches most of the time with a coat with considerable flare. Her hat was broad brimmed,

and her tie varied in hue, according to the young lady's color scheme for the day.

"Patsy," is her beloved pony's name—and no wonder he's such a pet. Miss Seville Shuey of Oakland wears gray a great deal, her entire habit, from tip to toe, almost matching exactly whatever color she chooses to wear. Her "Molly O" is a real aristocrat of the turf.

I am describing the women, of course, in these society columns, but "Carnation Silver," one of the three-gaited geldings of the show was displayed mostly by his owner, John Stewart of Seattle.

Didn't Diana Dollar look wonderfully attractive on "Bright Eyes," the blue-ribbon pony? This clever little miss is simply "the last word" in riding togs and how that young lady can sit the saddle!

Her pony is always correctly attired, too, every bit of his trappings being exactly up-to-date and smashing smart.

\* \* \*

### Matrons in Boxes

Many matrons from the millionaire set of Burlingame, San Mateo, Palo Alto, Hillsborough, San Francisco and Piedmont have occupied boxes during the Palo Alto Horse Show. Prominent among them are Mesdames Tobin Clark, Kate Nielson, George Barr Baker, William Cluff, Augustus Taylor, William Matson, P. E. Bowles, Henry J. Crocker, Stewart Lowery, Eugene Dumesnil, Margaret Heitman, E. S. Heller, Louis T. Sharon and G. H. Mendell Jr.

\* \* \*

### The Fashionable

Prominent among California's most distinguished society folks in attendance this week at the Palo Alto Horse Show we note the following who sat in the boxes: Messrs and Mesdames Herbert Fleishhacker, J. D. Zellerbach, P. M. Lonsdale, William H.

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Pool, Cecil de Mille, Stanley Dollar, W. B. Weir, A. P. Giannini, J. O. Tobin, Joseph D. Grant, A. E. Schwabacher, Alexander Hamilton, Harvey Snodgrass, Irving Hellman, Atholl McBean, G. Albert Lansburgh, C. H. Merrill, Mark A. McCann, Selah Chamberlain, Ross Ambler Curran, Charles Dunphy, John Drum, C. R. Walter, T. T. C. Gregory, C. R. Tobin, Sanford Goldstein, George C. Thomas Jr., Timothy Hopkins, Alfred Swinerton, L. C. Howard, Louis Oneal, Leslie Moore, R. S. Moore and Ben R. Meyer. Doctors and Mesdames Sydney Dannebaum and John J. Miller.

If you haven't found the time to go down to Palo Alto this week remember there are two more performances, Saturday matinee and Saturday night. You will see more than seven hundred horses in this show.

Polo matches will be among the attractions with Will S. Tevis Jr., president of the Bloomfield Hills Stock Farm sponsoring the two thousand dollar stake.

Proceeds from the Palo Alto Horse Show, we remind you, is for the Stanford Home for Convalescent Children.

\* \* \*

**Engaged**

The engagement announcement this past week which aroused pleasant interest and surprise was that of Miss Alberto Morbio, daughter of Mrs. Pio Morbio and granddaughter of the late Adolph Sutro, to Dr. Harry J. Pruett. The betrothal news was made known at a luncheon given in the Woman's Athletic Club on Sutter street.

The wedding is to take place in October.

Miss Morbio has had a most interesting life since her debut a few years ago. She went into training at Stanford Hospital a few years ago and there she first met her fiance. A year or two later Miss Morbio accompanied the Grenfell expedition to Labrador and there passed a year in sociological work.

The relatives of the bride-to-be include a sister, Mme. Marguerite de Mally, now in Europe, and two brothers, Adolph and Carlo Sutro Morbio.

Dr. Pruett is a son of Mrs. John Pruett of Fresno, where his father was a pioneer physician. He has two brothers, also doctors, Dr. John and Dr. Alvin Pruett, both practicing in San Francisco. He is a brother of Mrs. Thomas Giffen of Fresno and Mrs. Elton Hoffman of Reno.

\* \* \*

Miss Lucy A. Penney of Paterson, New Jersey, was hostess at a birthday dinner given at the Hotel Whitcomb in Drury Lane on Monday eve-



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Nob Hill  
A Smart Town House for a  
Day or a Year  
500 Rooms  
Tariff: From \$4 per day

ning. Those invited to the affair were Miss L. Duryee of New York City, Mrs. Edith S. Todd of Philadelphia, Miss Bernice Hachmeister of Brooklyn, and Mr. M.S. Lucas of New York City.

\* \* \*

The Garden of Hotel St. Francis was the center for a tea Saturday, July 30th, at which announcement was made of the engagement of Miss Livia B. Bianucci to Mr. Nicholas A. Buja. A large basket made up of individual corsages of assorted flowers centered the table and the guests included:

Misses Rene D. Bianucci, Ursula Frellson, Clelia Rispoli, Florence White, Kathleen Crothman, Evelyn Culverson, Evelyn Swanberg, Alfihld Swanson, Eileen Combs, Lillian Nelson and Mrs. Edward Fliegle.

\* \* \*

**Married**

Miss Ella Christine Sorenson, daughter of Captain and Mrs. L. M. W. Sorenson, was married to Kenneth Clinton Williams on Wednesday evening at 8 o'clock at the Grace Methodist Episcopal Church, Reverend J. H. Williams officiating.

The attendants were Miss Katherine Larson, maid of honor; Roscoe Sorenson, best man; Miss Helen Langlois and Mrs. B. C. Picetti, bridesmaids, and Donald Thompson and Jarvis Williams, ushers.

After the ceremony the immediate relatives and friends were entertained by the bride's parents at a supper in the Italian Room of the Whitcomb Hotel.

The bride wore a bouffant dress of white satin, trimmed with orange blossoms, a tulle veil, and carried a shower of white roses and lilies of the valley.

After a honeymoon in Canada, the young couple will return and make their home in Mendocino County.

The marriage of Miss Mary C. Kilday, daughter of Mrs. M. M. Kilday, to James T. Cotter, took place on Wednesday morning at 8:30 o'clock at the Mission Dolores Church, Father H. Campton officiating.

Following the ceremony the immediate friends and relatives were guests at a wedding breakfast in the Italian Room of the Hotel Whitcomb.

The attendants were Mrs. G. C. Ahern, the bride's sister, who was matron of honor and Mr. E. T. Cotter, brother of the groom, who acted as best man. The bride wore a dress of white satin with a lace veil and carried a bouquet of gardenias and lilies of the valley. After a short trip the couple will make their home in San Francisco.

\* \* \*

**Pretty Bride**

At an impressive ceremony performed Thursday evening (August 4) at Christ Church Lutheran, Miss Ada Koepke became the bride of Mr. Paul Warren Johnson. Only members and close relatives of the two families were present.

The bride was given in marriage by her father, Mr. H. J. H. Koepke. Her gown was of white crepe, and the tulle bridal veil was held in place by a wreath of orange blossoms. She carried a shower bouquet of gardenias and lilies of the valley.

Mrs. Lee Sorensen, matron of honor, wore peach colored satin and carried a bouquet of bridesmaid's roses.

Mr. Edward J. Koepke, brother of the bride, acted as best man. Mrs. Elsa Spencer, the bride's sister, rendered a vocal solo preceding the service.

Immediately following the ceremony the guests gathered at the Clift Hotel, where an attractively appointed wedding supper was served.

The young couple left on a honeymoon without disclosing their destination, and upon their return will make their home in Berkeley.

\* \* \*

Mr. and Mrs. Le Roy Blessing of Honolulu are here following an extended visit in Eastern cities, and are guests at the Clift Hotel.

Their time in the East was divided between Washington, Chicago, where Mrs. Blessing pursued a special course of vocal study at the Normal conservatory, and Philadelphia, where they attended the national convention of the American Automobile Association, of which Mr. Blessing is secretary.

The Blessings will sail for home shortly on the S. S. Matsonia.

(Continued on page 12)



# PLEASURE'S WAND

OBEDIENCE TO PLEASURE'S  
— Tom Moore



By Josephine Young

## Public Pronounce Movie Verdict

Now, after all that has been said, of motion picture censorship—and what the public wants, and what they won't patronize, comes the verdict from the movie patrons, themselves.

The great "public opinion" of which we hear so much, has one great way of talking, and that is—through the box office.

So, we find here in San Francisco, that the big motion picture houses along Market street, which have been giving us good pictures—superior pictures are "holding 'em out" every night.

The St. Francis Theater, after repeatedly telling us that "The Way of All Flesh" was to be followed by "Beau Geste," just kept on showing the first named picture.

Why? Public demand!

Packed houses at the St. Francis, where the Emil Jannings powerful story has thrilled thousands, and no doubt convinced hundreds—has had its counterpart in other motion picture palaces.

The Granada Theater, with "Metropolis," the drawing card, has broken even the "Topsy and Eva" record when the Duncan Sisters appeared in person, so we're told. Then, the Warfield with Buster Keaton in "College" established a new record. While "Chang" at the California brought in such big returns at the box office that the managers meditated quite some time before making a change—even for so fine a picture as "The Big Parade."

So, never say again, that the public doesn't want good pictures. It does, and when motion picture people give it something out-of-the-ordinary, the public in general fairly storm the movies.

There is no talk quite so convincing to producers, after all, as the cash register in determining the public pulse.

It's a healthy pulse, too, as any one must admit!

\* \* \*

## Lurie

"I Love You" will follow the run of "The Harem," now on its final week at the Lurie Theater, where Isobel

Elsom and Alan Brooks play the leading roles.

Avery Hopwood's comedy introduces many interesting twists with flashes of humor which keeps one laughing and intensely amused from start to finish. The clever farce will complete its engagement at the Lurie Theater Sunday night, August 21st, and those who have not yet had the pleasure of seeing it have this week's opportunity.

Johnny Arthur, stage and screen star, will be the principal in "I Love You," his last appearance here being in "The Butter and Egg Man."

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## Alcazar

"The Alarm Clock," by Avery Hopwood, an amusing farce-comedy of lively action and dashing fun, is now on the stage at the Henry Duffy Alcazar Theater.

Marion Lord is as captivatingly clever and funny in this play as she was in "Meet the Wife," which had a long run at the Alcazar. She essays the role of a country woman who falls victim to the jazz of Broadway and keeps up her merry mannerisms throughout the entire comedy. There is a lovable quality, too, about Marion Lord—it is her sincerity and her humanness, I think.

Thomas Chatterton is back again and does some fine work in his role of Bobby Brandon, who fails to recognize all warning against joy-life. Henry Duffy has brought another star to his popular playhouse, Charlotte Treadway. Her part is important.

Walter B. Gilbert directs the play and the settings; stage appointments and entire production are a credit to him. John Stokes, Alice Buchanan, C. Haviland Chappell, Robert Adams, William Macauley, Zeda Reed, Richard Ellers and John Mackenzie are in the cast.

\* \* \*

## President

"The Ghost Train" is still popular at the President where the Henry Duffy players pour out their full measure of merriment. Leneta Lane and Earl Lee head the cast, including John O'Hara, Lillian Dean, Ben Taggart, Dorothy LaMar, Joan Warner,

## Amusements

NEXT WEEK

### ON THE STAGE

#### Alcazar, O'Farrell nr. Powell

"The Alarm Clock," new Henry Duffy production starring Marion Lord; Thomas Chatterton also in the cast.

#### President, McAllister nr. Market

"The Ghost Train," Henry Duffy mystery comedy.

\* \* \*

### VAUDEVILLE

#### Golden Gate, G. G. Ave. and Taylor

Rosita, popular dancer and her Spanish Revue. Norman Phillips in "A Family Revue," featuring Norman, aged 10. Johnny Hines in "White Pants Willie," screen.

#### Orpheum, O'Farrell nr. Powell

Nick Lucas, "Crooning Troubadour"; Niobe, aquatic star; Albert Lewis presents Jean Adair and Co.; Other stars, Frank Davis, Adele Darnell, "Birdseed Couple"; Connor Twins, Duci De Kerekjarto, royal violinist.

#### Pantages, Market at Hyde

Emil Jannings, Pola Negri in "Passion." Vaudeville acts on the program.

#### Union Square, O'Farrell nr. Powell

Pictures—Vaudeville.

#### Wigwam, Mission nr. 22nd

Pictures—Vaudeville.

\* \* \*

### ON THE SCREEN

DOWN TOWN

#### California, Market at 4th

"The Big Parade," famous war-time picture at popular prices. Gino Severi conducting the California orchestra.

#### Cameo, Market opp. Fifth street

"Old Shoes," Sat.; "The King of the Saddle," Sun., Mon.; "Dream Street," Tues., Wed., Thurs.; "Salome," Fri., Sat.

#### Casino, Ellis at Mason

"The Speeding Venus" and "The Handsome Brute," double bill, Sat.; "The Magic Garden," Sun.

#### Granada, Market at Jones

"Rolled Stockings," Louise Brooks, James Hall, Maurice Gunsky in person.

#### St. Francis, Market bet. 5th-6th.

"The Way of All Flesh" may continue another week, with Emil Jannings in the starring role. This remarkable picture will be followed by "Beau Geste" with change of program.

#### Warfield, Market at Taylor

"The Stolen Bride," Billie Dove, Fanchon and Marco, "Masks," stage feature. Zilla Simpson, soprano singer.

RESIDENCE DISTRICT

#### Alhambra, Polk St., nr. Green

"Marriage," Virginia Valli; and "No Man's Gold," Tom Mix, double bill, Sat.; Laura La Plante, "Beware of Widows," Sun.; Charley Murray and George Sidney, "Lost at the Front," Mon., Tues., Wed.

Thomas Brower, Ronald Telfer, Henry Caubisens and Westcott Clarke.

This play is now entering its tenth week.

\* \* \*

**Orpheum**

Nick Lucas, "The Crooning Troubadour" and famous Brunswick record artist, is to be the headliner at the Orpheum Theater for the week beginning this Saturday matinee. Nick Lucas, with his guitar, will have a program of his record song hits.

Other features on this all-new bill will include Duci De Kerekjarto, royal violinist virtuoso, with Maurice Eisner at the piano; Jean Adair, the famous character actress, and her company in "The Old Aristocrat"; Frank Davis and Della Darnell, "The Birdseed Couple," in a new farce comedy entitled "Auto Row"; Sidney Marion with Ottalie Corday, musical comedy highlights, in "Divertissements"; The Connor Twins, Thelma and Velma, with a song and dance offering; Niobe, the international aquatic marvel; The Wonder Girl in a surprise novelty act, complete the program.

\* \* \*

**Golden Gate**

Rosita, one of the most popular dancers, appears at the Golden Gate Theater this week, assisted by her Spanish orchestra in a striking Spanish revue with Paco Moreno and Pilarcia in the act.

Sharing headline honors will be Mr. and Mrs. Norman Phillips of the George White "Scandals," with Norman Phillips Jr., in "A Family Revue," featuring young Phillips, ten years of age. Tempest and Dickinson, comedians, are other headline stars. William and Weston and other Orpheum circuit stars are on the program.

Johnny Hines in "White Pants Willie" is the feature of the screen with the comical screen actor in a "cyclone of mirth." Claude Sweeten and his Golden Gate orchestra give special musical numbers.

\* \* \*

**Cameo**

The popular Cameo Theater on Market street, right opposite Fifth street, is to have some very specially attractive pictures this coming week, especially notable being the D. W. Griffith production, "Dream Street," in which Carol Dempster is the star. This is one of the splendid Griffith pictures with great dramatic work dominating the story.

"Old Shoes" is on the screen Saturday for the final showing and on Sunday will be screened "The King of the Saddle," which is a thrilling picture. "Salome" will be screened

Friday of the coming week. News reels and many outstanding films are also screened.

\* \* \*

**Warfield**

"The Stolen Bride," starring Billie Dove, is the screen feature at the Warfield Theater, starting Saturday, in which the lovely star plays the part of a beautiful countess, with Lloyd Hughes playing opposite.

The picture is a mixture of drama, action and court intrigue. A princess, a scheming prince, a loyal and handsome peasant, a dancer with designs on a baron, and the baron jealous of the countess' admiration for the peasant, make up the fabric of the story through which the plot finds its way.

Walt Roesner leads the orchestra and Nell Kelly will appear in her lively dance measures with other Fanchon and Marco attractions.

\* \* \*

**St. Francis**

Judging by the way the St. Francis Theater is still holding 'em out this week, as we go to press, there is every possibility that "The Way of All Flesh" may stay on for its sixth week. If it does, it will attain the high record of "The Merry Widow" and "Behind the Front," the two other films which share these honors for long runs. From all appearances it looks as if the present picture may stay on. Following this Emil Jannings' triumph of the screen will be shown that other famous story, "Beau Geste," with Ronald Colman, Neil Hamilton, Noah Beery and Alice Joyce as principals.

\* \* \*

**California**

"The Big Parade," a King Vidor production, is on the screen at the California with John Gilbert, Renee Adoree, Karl Dane, Tom O'Brien the principals, and Hobart Bosworth, Claire McDowell, Rosita Marstini, other stars in a picture which is reckoned as an outstanding cinema production.

This photoplay formerly was presented at top notch prices, and now that we have another chance to see it at regular prices, the California Theater will no doubt have crowded performances. Humor, pathos and vibrating war events punctuate the film and there is not one dull moment throughout all the thrilling story.

John Gilbert is entirely different in this picture from that of any other in which he has appeared as star.

Gino Severi provides high musical entertainment in concert selections with the "California orchestra." Grace Rickards and Frances Huntley are at the organ.

**Pantages**

Emil Jannings, whose phenomenal rise to fame is a matter of cinema history, will be on the screen this week at Pantages Theater with the exotic and emotional actress, Pola Negri, playing opposite in a picture entitled "Passion."

The picture is an adaptation of the story of Countess Du Barry, with Emil Jannings appearing in the role of King Louis XIV. Ernst Lubitsch directed the picture. Vaudeville acts are additional attractions.

\* \* \*

**Summer Symphony**

Vladimir Shavitch, conductor of Symphony orchestras in South America, London, Paris and Berlin, and his wife, Tina Lerner, universally known as the world's great woman pianist, gave music-lovers an evening last Tuesday, at the ninth Summer Symphony concert, which will long be cherished as a "feast of elegance."

Shavitch captivated 10,000 enthusiastic people in the San Francisco Exposition Auditorium, many of whom 'rose and shouted "Bravo" as the program unfolded.

Much has been said of Tina Lerner as a pianist, but to watch her play as well as to hear this glorious exponent of the piano was a privilege. She played the Grieg concerto for piano and orchestra, A. minor, as I never expect to hear it played again. It was a revelation, and she used no notes, nor did her husband, Vladimir Shavitch. Oh, the art of their work!

"Don Juan," a Tone Poem by Strauss; "The Preludes," Liszt; and the Berlioz Overture, "Benvenuto Cellini" were played in Part 1 of the last Summer Symphony concert. Then came that remarkable Orchestral Movement "Pacific 2-3-1" with its locomotive theme unlike anything we have ever heard before, realistic train interpretation—a sensation, most assuredly. "The Prelude to Lohengrin," and another Wagner number, "Ride of the Valkyries"—and then all too soon the magnificent Symphony concert became a vibrating memory.

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**Granada**

"Rolled Stockings," featuring Paramount Baby Stars of 1927, comes to the Granada Theater Saturday with Louise Brooks taking the role of a pretty co-ed. James Hall, Nancy Phillips, El Brindel, Richard Arlen and the screen favorite David Torrence are in the cast.

It is the story of a family's white sheep and black sheep on the college campus. The California-Washington crew race held on the Oakland estuary forms one of the thrilling climaxes in the story.



# RADIO

By C. J. Pennington



C. J. Pennington

## Radio Show

The fourth annual Pacific Radio Show will put California on the map in terms of radio in a way that no other show of its kind has ever attempted, according to plans disclosed here yesterday by the Pacific Radio Trade Association, under whose auspices the big exhibit will be held in the auditorium here, August 20th to 27th.

Arrangements have been effected for the simultaneous broadcasting of the show programs nightly over stations scattered from Los Angeles to Seattle. This will be done from a glass enclosed broadcasting studio situated on the stage in the auditorium with all of the operations of the broadcasting and control rooms in full view of the audience.

"California has always taken a leading part in radio development in the United States and we have had a desire to advertise this fact so that the entire Pacific Coast would be aware of this leadership," said Leo J. Meyberg, chairman of the show committee for the Radio Trade Association.

Through the co-operation of the broadcasting stations around the bay the radio public will have an opportunity to meet personally many radio stars of note. These will broadcast from the show studio and show visitors are to be permitted to meet the unseen artists of the air who entertain vast audiences nightly through the medium of the genie "radio."

The show will be an example of the latest refinements and improvements in the products of America's youngest industry—radio. Scores of manu-

facturers of radio receiving sets and accessories will be represented.

A feature of the show is to be a several day gathering here of radio dealers from all sections of the State. Plans have been completed for the decoration of Market street from the Ferry to the Civic Center in honor of these visitors. There will be special illumination of the city hall and auditorium for the event. Plans also call for the elaborate decoration and interior illumination of the auditorium.

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## Broadcasting Organ

KPO's new \$25,000 philharmonic organ, which was recently installed in the station's main studio, will be dedicated on Tuesday evening, August 16 in an hour's recital of classical masterpieces by Uda Waldrop, the station's official organist, the program beginning at 8 o'clock.

This great instrument, which is probably the first of its kind installed in a radio studio, was designed according to the specifications of Waldrop and embodies his ideas as to the best tonal effects for radio reproduction. While its tone is not particularly intended to be pleasing in straight organ work, it is voiced to make definite impressions of definite character on a sensitive radio microphone.

The layout of the tonal family in KPO's new organ runs more toward the orchestral than to the straight organ. The string family and flutes will be well represented. In the orchestral families there will be the trumpet, French horn, clarinet, English horn and oboe.

According to the officials of the Welte Organ Company of New York, builders of the instrument, KPO's organ is the first to have been designed primarily for broadcasting. The management of KPO has given organ music a prominent place in the station's programs, and has worked six years towards the objective of possessing an instrument that could broadcast pipe organ music with true fidelity.

Following the dedication of the new KPO organ on Tuesday evening, August 16, Waldrop will present a weekly recital from the station. The evening of the week and hour will be announced later by the KPO management.

## Opera on the Air

The National Opera Company, under the direction of Max Dolin, will present the opera "Carmen" Monday, August 22nd, from 8 to 9 p. m. over the Pacific Coast Network.

Bizet did not write "Carmen" until toward the end of his career. The work came in for so much criticism that he believed it a failure and died almost of a broken heart. The opposition was largely racial—Bizet was a Jew—for as events proved "Carmen" was to share with "Faust" the distinction of being the most popular of all French operas.

"Carmen" is founded on a novel by Prosper Merimee. It tells of the Spanish gypsy "Carmen," a woman of audacious coquetry and charm, who, however, wild and dissolute she may have been, was yet faithful to the gypsy law. Don Jose first came to know her when she worked in a cigarette factory in Seville and was arrested for stabbing another girl. As corporal of the guard he became so victimized by her daringly used charms that he aided in her escape and fled with her to the mountains. For her sake he became a deserter from the army and gave up his former sweetheart to join the gypsy smugglers, among whom he became a Chieftain. But Carmen soon wearied of him in favor of Escamillo, a bull fighter. Running away from the gypsy camp and terrified by the warning of the cards that she is to meet her doom, Carmen goes to Seville. Don Jose goes in pursuit and after one last appeal stabs her just as Escamillo emerges in triumph from the bull ring, hoping to find his reward in Carmen's arms. Don Jose flings himself upon the dead body of his lost love and in a last despairing cry as the gypsy's life blood pours from the wound.

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Rumanian automobile dealers have no such used car problems as those which harass their brothers in the United States and other countries. Used cars in Bucharest, the capital of Rumania, bring about 40 per cent more than they would in the United States.

# Radio Programs

KFI—EARLE C. ANTHONY, INC.

**Sunday, August 14**

10:00 a. m.—Morning Services direction of Los Angeles Church Federation.  
 6:00 p. m.—Boris Myronoff, concert pianist.  
 6:58 p. m.—Father Ricard's sunspot weather forecast.  
 7:00 p. m.—Aeolian organ recital. Alex Reilly at the console.  
 8:00 p. m.—Packard classic hour.  
 9:00 p. m.—National Broadcasting Company, Bible drama "Lot's Wife" broadcast over the Pacific Coast Network.  
 10:00 p. m.—Billy Cox and his Packard Eight Orchestra with the Dare Sisters, soloist.

**Monday, August 15**

5:30 p. m.—Carl Hansen, musical saw.  
 6:15 p. m.—Radiatorial.  
 6:30 p. m.—Gamut Male Quartet.  
 7:00 p. m.—Gene Johnston's Music Box Hour, Craig Leitch, tenor, Gene Johnston's Trio.  
 8:00 p. m.—National Broadcasting Company, Grand Opera, "Der Freischutz."  
 9:00 p. m.—Classical program arranged by Alma Frances Gordon.  
 10:00 p. m.—Furcell Mayer, violinist, and Lilyan Ariel, pianist.

**Tuesday, August 16**

5:30 p. m.—The Dragon Hawaiians.  
 6:00 p. m.—Talk on the Hollywood Bowl Concerts by Sarah Ellen Barnes.  
 6:30 p. m.—Vest Pocket program.  
 6:15 p. m.—Prof. Carl S. Knopf.  
 7:00 p. m.—Los Angeles Fire Department Orchestra, and Helen Guest, soloist.  
 8:00 p. m.—Song recital by Virginia Flohri and Robert Hurd.  
 9:00 p. m.—National Broadcasting Company "Hits and Bits of The Argentine."  
 10:00 p. m.—Collegiate Aeolians Danch Orchestra.

**Wednesday, August 17**

5:30 p. m.—Sebastians Cotton Club Orchestra.  
 6:15 p. m.—Dr. George A. Cole, on the Radiatorial Period.  
 6:30 p. m.—Bill Funk and his Packard Six Orchestra with Irene Langley, soloist.  
 7:30 p. m.—Nick Harris, detective stories and talks.  
 8:00 p. m.—California Petroleum Corporation presenting Paul Roberts.  
 9:00 p. m.—National Broadcasting Company drama, "The Happy Prince."  
 10:00 p. m.—Virginia McCoy, contra-contralto.

**Thursday, August 18**

5:30 p. m.—Elkin's and Hite's Dixieland Orchestra.  
 6:15 p. m.—Griffith Jones on the Radiatorial Period.  
 6:30 p. m.—Don Parker, popular pianist.  
 7:00 p. m.—Pastel Trio.  
 8:00 p. m.—KFI drama hour.  
 8:30 p. m.—Program by Mrs. Edward C. Crossman, contralto.  
 9:00 p. m.—National Broadcasting Company Light Opera, "The Red Hussar."  
 10:00 p. m.—Program of modern classical music.

**Friday, August 19**

5:30 p. m.—Henry Starr, pianist and vocalist.  
 6:00 p. m.—Talk on the Hollywood Bowl Concerts by Sarah Ellen Barnes.  
 6:15 p. m.—Madame Nelson, psychologist.  
 6:30 p. m.—Clarice Russell and Leslie Adams.  
 7:00 p. m.—Program by Paul Roberts with Harold Mulhollen and Yorke Copeland, violinists.  
 8:00 p. m.—Program of popular music.  
 9:00 p. m.—National Broadcasting Company program "An Hour in Memory Lane."  
 10:00 p. m.—Dresden Girls Trio.

**Saturday, August 20**

5:30 p. m.—Matinee program.  
 6:15 p. m.—Radiatorial Period.  
 6:30 p. m.—Vest Pocket program.  
 7:30 p. m.—Felipe Delgado and Edna Clark Muir, pianist in Media Hura Espanola.  
 8:00 p. m.—National Broadcasting Company program.  
 9:00 p. m.—Program by Maurine Dyer, James Burroughs, tenor, and Lilyan, pianist.  
 10:00 p. m.—Packard Radio Club.  
 11:00 p. m.—KFI Midnight Frolic.

KLX—OAKLAND TRIBUNE  
 OAKLAND—508

**Monday, August 15**

10:30 a. m.—Martha Lee; George Keneipp.

5:30 to 6:30 p. m.—Brother Bob's club; Boy Scout program.  
 7:00 to 7:30 p. m.—Amusement information; news broadcast.  
 8:00 to 9:00 p. m.—Special program by Builders' Palace Exhibit.  
 9:00 to 10:00 p. m.—Weekly meeting of Lake Merritt Ducks.

**Tuesday, August 16**

2:45 p. m.—Baseball.  
 5:30 to 6:30 p. m.—Brother Bob.  
 7:00 to 7:30 p. m.—Amusement information; news broadcast.

**Wednesday, August 17**

10:30 a. m.—Martha Lee.  
 2:45 p. m.—Baseball.  
 5:30 to 6:30 p. m.—Brother Bob.  
 6:30 to 7:00 p. m.—Athen Athletic club orchestra.  
 7:00 to 7:30 p. m.—Amusement information; news broadcast.  
 8:00 to 9:00 p. m.—Educational program.  
 9:00 to 10:00 p. m.—Special program.

**Thursday, August 18**

2:45 p. m.—Baseball.  
 5:30 to 6:30 p. m.—Brother Bob.  
 6:30 to 7:00 p. m.—Ern Russell in "song and story," courtesy Osgood Drug Company.  
 7:00 to 7:30 p. m.—Amusement information; news broadcast.

**Friday, August 19**

10:30 a. m.—Martha Lee.  
 2:45 p. m.—Baseball.  
 5:30 to 6:30 p. m.—Brother Bob.  
 7:00 to 7:30 p. m.—Amusement information; news broadcast.  
 8:00 to 9:30 p. m.—Community night program by Suisun-Fairfield, Cal.  
 9:30 to 10:30 p. m.—Athens Athletic club orchestra.

**Saturday, August 20**

2:45 p. m.—Baseball.  
 7:00 to 7:30 p. m.—Amusement information; news broadcast.

KGO—GENERAL ELECTRIC  
 OAKLAND—394

**Sunday, August 14**

11:00 a. m.—First Baptist Church service, Oakland.  
 6:30 to 7:30 p. m.—Concert by Bem's Little Symphony Orchestra.  
 7:30 p. m.—Weather and baseball.  
 7:35 to 9:00 p. m.—First Baptist Church service, Oakland.  
 9:00 to 10:00 p. m.—National Broadcasting Company program.

**Monday, August 15**

11:30 a. m. to 1:00 p. m.—Hotel Leamington luncheon concert.  
 12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
 4:00 to 5:00 p. m.—Frank Ellis and his Hotel St. Francis dance orchestra.  
 5:30 to 6:00 p. m.—KGO Kiddies' Klub.  
 6:00 to 6:45 p. m.—Stanislas Bem's Little Symphony.  
 6:45 p. m.—"What's Happening in the World," John D. Barry.  
 7:03, weather; 7:06, baseball; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).  
 8:00 to 9:00 p. m.—National Broadcasting Company program.  
 9:00 to 9:20 p. m.—"Chats About New Books."

**Tuesday, August 16**

11:30 a. m. to 1:00 p. m.—Hotel Leamington luncheon concert.  
 12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
 2:00 to 3:00 p. m.—Pacific Radio Trade Association concert.  
 4:00 to 5:00 p. m.—Hotel St. Francis Concert Orchestra.  
 6:00 to 6:55 p. m.—Stanislas Bem's Little Symphony.  
 6:55, news; 7:03, weather; 7:06, baseball; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).

8:00 to 9:00 p. m.—(Oakland studio)—The Pilgrims.  
 9:00 to 10:00 p. m.—National Broadcasting Company program.  
 10:00 to 10:30 p. m.—"HM" and "JP" entertain.  
 10:30 to 11:00 p. m.—Surprise broadcast.

**Wednesday, August 17**

11:30 a. m. to 1:00 p. m.—Hotel Leamington luncheon concert.  
 12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
 2:00 to 3:00 p. m.—Pacific Radio Trade Association concert.  
 4:00 to 5:00 p. m.—Hotel St. Francis Concert Orchestra.  
 6:00 to 6:55 p. m.—Bem's Little Symphony.  
 6:55, news; 7:03, weather; 7:06, baseball; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).  
 8:00 to 9:00 p. m.—Vacation program. Road information.  
 9:00 to 10:00 p. m.—National Broadcasting Company program.  
 10:00 to 12:00 p. m.—John Wolohan's Californians.

**Thursday, August 18**

11:30 a. m. to 1:00 p. m.—Hotel Leamington luncheon concert.  
 12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
 2:00 to 3:00 p. m.—Pacific Radio Trade Association concert.  
 4:00 to 5:00 p. m.—Hotel St. Francis Concert Orchestra.  
 5:00 to 6:00 p. m.—"Friends to Boys."  
 6:00 to 6:55 p. m.—Bem's Little Symphony.  
 6:55, news; 7:03, weather; 7:06, baseball; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).  
 8:00 to 9:00 p. m.—Program by the Wharry Lewis Quintet.  
 9:00 to 10:00 p. m.—National Broadcasting Company program.  
 10:00 to 12:00 p. m.—Hotel St. Francis dance orchestra.

**Friday, August 19**

11:30 a. m. to 1:00 p. m.—Hotel Leamington luncheon concert.  
 12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
 2:00 to 3:00 p. m.—Pacific Radio Trade Association concert.  
 4:00 to 5:00 p. m.—Hotel St. Francis Concert Orchestra.  
 5:30 p. m.—Wise man from the Land-O-Health.  
 6:00 to 6:45 p. m.—Bem's Little Symphony.  
 6:45 to 6:55 p. m.—"Weekly Financial Review."  
 6:55, news; 7:03, weather; 7:06, baseball; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).  
 8:00 to 9:00 p. m.—Western Artist Series.  
 9:00 to 10:00 p. m.—National Broadcasting Company program.  
 10:00 to 11:00 p. m.—Hotel St. Francis dance orchestra.

**Saturday, August 20**

11:30 a. m. to 1:00 p. m.—Hotel Leamington luncheon concert.  
 12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
 2:00 to 3:00 p. m.—Pacific Radio Trade Association concert.  
 4:00 to 5:00 p. m.—Hotel St. Francis Concert Orchestra.  
 8:00 to 9:00 p. m.—National Broadcasting Company program.  
 9:00 to 10:00 p. m.—Program by the International Four.  
 10:00 p. m. to 1:00 a. m.—Wilt Gunzendorfer's Band.

KPO—HALE BROTHERS AND THE CHRONICLE  
 SAN FRANCISCO—422

**Sunday, August 14**

2:45 to 4:30 p. m.—Broadcast of baseball game.  
 6:00 to 6:30 p. m.—States Restaurant orchestra.  
 6:30 p. m.—Baseball scores.  
 6:35 to 8:35 p. m.—Palace Hotel concert orchestra.  
 8:35 to 10:00 p. m.—Fairmont Hotel concert orchestra.

**Monday, August 15**

6:45, 7:15 and 7:45 a. m.—Health exercises.  
 8:00 to 9:00 a. m.—Sperry Flour happy hour.  
 10:30 to 10:45 a. m.—Ye Towne Crver service.  
 11:30 to 12:50 p. m.—Program by Kane's Hawaiians.  
 12 noon—Time signals. Scripture reading.  
 12:50 p. m.—Stock market quotations.

# Radio Program

1:00 to 2:00 p. m. Fairmont Hotel concert orchestra.  
 3:30 to 5:30 p. m.—Palace Hotel concert orchestra.  
 5:30 to 6:00 p. m.—Children's hour.  
 6:00 to 6:30 p. m.—Ye Towne Cryer service.  
 6:30 to 7:00 p. m.—States Restaurant orchestra.  
 7:00 to 7:30 p. m. Fairmont Hotel concert orchestra.  
 7:30 to 8:00 p. m.—DX.  
 8:00 to 9:00 p. m.—Program by National Broadcasting Company over Pacific Coast network.  
 9:00 to 10:00 p. m.—Program for Shell Company of California, KPO-KFL.  
 10:00 p. m. to 12 midnight—KPO's variety hour.

## Tuesday, August 16

6:45, 7:15 and 7:45 a. m.—Health exercises.  
 8:00 to 9:00 a. m.—Sperry Flour happy hour.  
 10:00 to 10:30 a. m.—Domestic economist.  
 10:30 to 10:45 a. m.—Ye Towne Cryer service.  
 11:30 to 12:50 p. m.—Program by Kane's Hawaiians.  
 12 noon—Time signals, Scripture reading.  
 12:50 p. m. Stock market quotations.  
 1:00 to 2:00 p. m.—Fairmont Hotel concert orchestra.  
 2:45 to 4:30 p. m. Broadcast of baseball game.  
 4:30 to 5:30 p. m.—Palace Hotel concert orchestra.  
 5:30 to 6:00 p. m.—Children's hour.  
 6:00 to 6:30 p. m.—Ye Towne Cryer service.  
 6:30 to 7:00 p. m.—States Restaurant orchestra.  
 7:00 to 7:30 p. m.—Fairmont Hotel concert orchestra.  
 7:30 to 8:00 p. m.—DX.  
 8:00 to 9:00 p. m.—Dan Casey's fireside hour.  
 9:00 to 10:00 p. m.—National Broadcasting Company's program.  
 10:00 to 11:00 p. m.—Palace Hotel dance orchestra.

## Wednesday, August 17

6:45, 7:15 and 7:45 a. m.—Health exercises.  
 8:00 to 9:00 a. m.—Sperry Flour happy hour.  
 10:30 to 10:45 a. m.—Ye Towne Cryer service.  
 11:30 to 12:50 p. m.—Program by Kane's Hawaiians.  
 12 noon—Time signals, Scripture reading.  
 12:50 p. m.—Stock market quotations.  
 1:00 to 2:00 p. m.—Fairmont Hotel concert orchestra.  
 2:45 to 4:30 p. m. Broadcast of baseball game.  
 4:30 to 5:30 p. m.—Palace Hotel concert orchestra.  
 5:30 to 6:00 p. m.—Children's hour.  
 6:00 to 6:30 p. m.—Ye Towne Cryer service.  
 6:30 to 7:00 p. m.—States Restaurant orchestra.  
 7:00 to 7:30 p. m.—Fairmont Hotel concert orchestra.  
 7:30 to 8:00 p. m.—DX.  
 8:00 to 9:00 p. m.—Program by the Atwater Kent Artists.  
 9:00 to 10:00 p. m.—National Broadcasting Company's program.  
 10:00 to 11:00 p. m.—States Restaurant orchestra.

## Thursday, August 18

6:45, 7:15 and 7:45 a. m.—Health exercises.  
 8:00 to 9:00 a. m.—Sperry Flour happy hour.  
 10:00 to 10:30 a. m.—Domestic economist.  
 10:30 to 10:45 a. m.—Ye Towne Cryer service.  
 11:30 to 12:50 p. m.—Program by Kane's Hawaiians.  
 12 noon—Time signals, Scripture reading.  
 12:50 p. m.—Stock market quotations.  
 1:00 to 2:00 p. m.—Fairmont Hotel concert orchestra.  
 2:45 to 4:30 p. m.—Broadcast of baseball game.  
 4:30 to 5:30 p. m.—Palace Hotel concert orchestra.  
 5:30 to 6:00 p. m.—Children's hour.  
 6:00 to 6:30 p. m.—Ye Towne Cryer service.  
 6:30 to 7:00 p. m.—States Restaurant orchestra.  
 7:00 to 7:30 p. m.—Fairmont Hotel concert orchestra.  
 7:30 to 8:00 p. m.—DX.  
 8:00 to 9:00 p. m.—National Broadcasting Company's program.  
 9:00 to 10:00 p. m.—Palace Hotel dance orchestra.

## Friday, August 19

6:45, 7:15 and 7:45 a. m.—Health exercises.  
 8:00 to 9:00 a. m.—Sperry Flour happy hour.  
 10:30 to 10:45 a. m.—Ye Towne Cryer service.  
 10:45 a. m.—Ninon, fashion critic of The Chronicle.  
 11:30 to 12:50 p. m.—Program by Kane's Hawaiians.  
 12 noon—Time signals, Scripture reading.  
 12:45 p. m.—Commonwealth luncheon at Palace Hotel.  
 1:30 to 2:00 p. m.—Fairmont Hotel concert orchestra.  
 2:45 to 4:30 p. m.—Broadcast of baseball game.  
 4:30 to 5:30 p. m.—Palace Hotel concert orchestra.  
 5:30 to 6:00 p. m.—Children's hour.  
 6:00 to 6:30 p. m.—Ye Towne Cryer service.  
 6:30 to 7:00 p. m.—States Restaurant orchestra.  
 7:00 to 7:20 p. m.—Book review.  
 7:20 to 7:30 p. m.—Sports-on-the-air.  
 7:30 to 8:00 p. m.—DX.  
 8:00 to 9:00 p. m.—Program, featuring the Calpet orchestra.  
 9:00 to 10:00 p. m.—National Broadcasting Company program.  
 10:00 to 11:00 p. m.—States Restaurant orchestra.

## Saturday, August 20

6:45, 7:15 and 7:45 a. m.—Health exercises.  
 8:00 to 9:00 a. m.—Sperry Flour happy hour.  
 10:00 to 10:30 a. m.—Domestic economist.  
 10:30 to 10:45 a. m.—Ye Towne Cryer service.  
 11:30 to 12:50 p. m.—Program by Kane's Hawaiians.  
 12 noon—Time signals, Scripture reading.

12:50 p. m.—Stock market quotations.  
 1:00 to 2:00 p. m.—Fairmont Hotel concert orchestra.  
 2:45 to 4:30 p. m.—Broadcast of baseball games.  
 4:30 to 5:30 p. m.—Palace Hotel concert orchestra.  
 5:30 to 6:00 p. m.—Twilight hour.  
 6:00 to 6:30 p. m.—Ye Towne Cryer service.  
 6:30 to 7:00 p. m.—States Restaurant orchestra.  
 7:30 to 8:00 p. m.—DX.  
 8:00 to 9:00 p. m.—Program by National Broadcasting Company.  
 9:00 to 10:00 midnight—Goodrich Silvertown Cord orchestra.  
 12:00 m. to 1:00 a. m.—Palace Hotel dance orchestra.

## KGW—MORNING OREGONIAN PORTLAND—491.5

### Sunday, August 14

7:30 to 9:00 p. m. Evening Church services.  
 9:00 to 10:00 p. m. P. M. N. B. C. program.  
 10:00 to 11:00 p. m. Little Symphony orchestra.

### Monday, August 15

6:00 to 7:00 p. m. Dinner concert.  
 7:30 to 7:45 p. m. Utility service.  
 8:00 to 9:00 p. m.—N. B. C. program from San Francisco, Grand Opera "Der Freischutz."  
 9:00 to 10:00 p. m. Concert.

### Tuesday, August 16

6:00 to 7:00 p. m.—Dinner concert.  
 7:00 to 7:30 p. m.—"Travelogue."  
 7:30 to 7:45 p. m.—Utility service.  
 7:45 to 9:00 p. m.—Educational program.  
 9:00 to 10:00 p. m.—N. B. C. program.  
 10:00 to 12:00 p. m. Dance music.

### Wednesday, August 17

6:00 to 7:00 p. m.—Concert orchestra.  
 7:30 to 7:45 p. m.—Utility service.  
 8:00 to 9:00 p. m. Concert.  
 9:00 to 10:00 p. m.—National Broadcasting Company program.

### Thursday, August 18

6:00 to 7:00 p. m.—Dinner concert.  
 7:30 to 7:45 p. m. Utility service.  
 7:45 to 8:00 p. m.—Lecture.  
 8:00 to 9:00 p. m.—Concert.  
 9:00 to 10:00 p. m.—N. B. C. program from San Francisco.

### Friday, August 19

6:00 to 7:00 p. m.—Dinner concert.  
 7:30 to 8:00 p. m. Program.  
 8:00 to 9:00 p. m.—Concert.  
 9:00 to 10:00 p. m.—National Broadcasting Company program.

### Saturday, August 20

6:00 to 7:00 p. m. Dinner concert.  
 8:00 to 9:00 p. m. National Broadcasting Company program.  
 10:00 to 12:00 p. m. Dance music.

## KFWI—RADIO ENTERTAINMENTS, INC. SAN FRANCISCO—267

### Sunday, August 14

12:30 to 1:30 p. m. Organ recital.  
 7:50 to 9:00 p. m.—Services from Sixth Church of Christ, Scientist.  
 9:00 to 10:00 p. m.—Laura Ellen Windsor and pupils.  
 10:00 to 12:00 p. m.—Clyde Cooper's orchestra.

### Monday, August 15

8:20 to 10:27 a. m.—Musical breakfast program.  
 10:27 to 10:30 a. m.—U. S. weather reports.  
 10:30 to 11:00 a. m.—Babette's fashion hints.  
 11:00 to 12:00 p. m.—Organ recital.  
 12:00 to 1:00 p. m.—Luncheon program.  
 4:00 to 5:00 p. m.—KFWI tea party.  
 5:00 to 5:30 p. m.—Construction reports.  
 5:30 to 6:00 p. m.—Theatrical announcements.  
 6:00 to 7:00 p. m.—Dinner hour concert.  
 7:00 to 7:15 p. m.—Sports by Geo. T. Davis.  
 7:15 to 7:30 p. m.—Advertising talk.  
 8:00 to 9:00 p. m.—Clyde Cooper's Roof Garden orchestra.

9:00 to 9:30 p. m.—Geo. Taylor and Clem Kennedy.  
 9:30 to 10:00 p. m.—Darnville Sisters.  
 10:00 p. m. Weather and police reports.  
 10:03 to 12:00 p. m. Clyde Cooper's Roof Garden orchestra.

## Tuesday, August 16

7:00, 7:30 and 8:00 a. m. Health exercises.  
 8:20 to 10:27 a. m. Musical breakfast program.  
 10:27 to 10:30 a. m. U. S. weather reports.  
 10:30 to 11:00 a. m. Beauty hints.  
 12:00 to 12:30 p. m.—Musical luncheon program.  
 12:30 to 1:00 p. m. Organ recital.  
 1:00 to 1:30 p. m. Country store.  
 1:30 to 2:00 p. m. Cowell Dein, piano and banjo.  
 5:00 to 5:30 p. m. Construction reports.  
 5:30 to 6:00 p. m. Theatrical announcements.  
 6:00 to 7:00 p. m. Dinner hour concert.  
 7:00 to 7:15 p. m. Sports by Geo. T. Davis.  
 7:15 to 7:30 p. m. KFWI Builders of Progress Club.  
 8:00 to 9:00 p. m. Clyde Cooper's orchestra.  
 9:00 to 10:00 p. m. Barnes Vaudeville Agency.  
 10:00 p. m. Weather and police reports.  
 10:03 to 11:00 p. m. Clyde Cooper's orchestra.  
 11:00 to 12:00 p. m. Zezz Black's mysterious hour.

## Wednesday, August 17

7:00, 7:30 and 8:00 a. m. Health exercises.  
 8:20 to 10:27 a. m. Musical breakfast program.  
 10:27 to 10:30 a. m. U. S. weather reports.  
 10:30 to 11:00 a. m. Cynthia Grey's column.  
 11:00 to 12:00 p. m. Organ recital.  
 12:00 to 12:30 p. m. Luncheon program.  
 12:30 to 1:00 p. m. Organ recital.  
 1:00 to 1:30 p. m. Country store.  
 5:00 to 5:30 p. m. Construction reports.  
 5:30 to 6:00 p. m. Theatrical announcements.  
 6:00 to 7:00 p. m. Louis Donato and Jack Kelsey.  
 7:00 to 7:15 p. m. Sports by Geo. T. Davis.  
 7:15 to 7:30 p. m. Studio program.  
 8:00 to 9:00 p. m. Program by Jerry Warner, singing banjoist.  
 9:00 to 10:00 p. m. Clifford Schneider, baritone.  
 10:00 p. m. Weather and police reports.  
 10:03 to 12:00 p. m. Clyde Cooper's orchestra.

## Thursday, August 18

7:00, 7:30 and 8:00 a. m. Health exercises.  
 8:20 to 10:27 a. m. Musical breakfast program.  
 10:27 to 10:30 a. m. U. S. weather reports.  
 10:30 to 11:00 a. m. Fashion hints by Babette.  
 12:00 to 12:30 p. m. Musical luncheon program.  
 12:30 to 1:00 p. m. Organ recital.  
 1:00 to 1:30 p. m. Country store.  
 4:00 to 5:00 p. m. KFWI tea party.  
 5:00 to 5:30 p. m. Construction reports.  
 5:30 to 6:00 p. m. Theatrical announcements.  
 6:00 to 7:00 p. m. Dinner hour program.  
 7:00 to 7:15 p. m. Sports by Geo. T. Davis.  
 7:15 to 7:30 p. m. Kenneth A. Millican.  
 8:00 to 9:00 p. m. Studio program by Wm. Johnson.  
 9:00 to 9:30 p. m. Gloria Del Rae.  
 9:30 to 11:00 p. m. Bill Bennett.  
 11:00 to 12:00 p. m. Clyde Cooper's orchestra.

## Friday, August 19

7:00, 7:30 and 8:00 a. m. Exercise hour.  
 8:20 to 10:27 a. m. Musical breakfast program.  
 10:27 to 10:30 a. m. U. S. weather reports.  
 10:30 to 11:00 a. m. Beauty hints.  
 11:00 to 12:00 p. m. Organ recital.  
 12:00 to 12:30 p. m. Musical luncheon program.  
 12:30 to 1:00 p. m. Organ recital.  
 1:00 to 1:30 p. m. Country store.  
 1:30 to 2:00 p. m. Cowell Dein, banjo and piano.  
 4:00 to 5:00 p. m. KFWI tea party.  
 5:00 to 5:30 p. m. Construction reports.  
 5:30 to 6:00 p. m. Theatrical announcements.  
 6:00 to 7:00 p. m. Program arranged by Irene Smith.  
 7:00 to 7:15 p. m. Sports by Geo. T. Davis.  
 7:15 to 7:30 p. m. Talk by E. S. Daniels.  
 8:00 to 9:00 p. m.—Clyde Cooper's orchestra.  
 9:00 to 10:00 p. m. California Sunshine Boys.  
 10:00 p. m. Weather and police reports.  
 10:03 to 12:00 p. m. Clyde Cooper's orchestra.

## Saturday, August 20

7:00, 7:30 and 8:00 a. m.—Exercise hour.  
 8:20 to 10:27 a. m.—Musical breakfast program.  
 10:27 to 10:30 a. m.—U. S. weather reports.  
 10:30 to 11:00 a. m.—Cynthia Grey's column.  
 12:00 to 12:30 p. m.—Musical luncheon program.  
 12:30 to 1:00 p. m.—Organ recital.  
 1:00 to 1:30 p. m. Country store.  
 5:00 to 5:30 p. m. Construction reports.  
 5:30 to 6:00 p. m. Theatrical announcements.  
 6:00 to 7:00 p. m.—Dinner hour concert.  
 7:00 to 7:15 p. m.—Sports by Geo. T. Davis.  
 7:15 to 7:30 p. m.—Geo. Taylor and Clem Kennedy.  
 8:00 to 9:00 p. m.—Athena Alexandroff, soprano.  
 9:00 to 12:00 p. m.—Clyde Cooper's orchestra.  
 12:00 to 2:30 a. m.—KFWI hour of mirth.



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*who starred in  
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**JACQUELINE LOGAN**  
*always exotic and  
 fascinating*

**Society**

(Continued from page 5)

Colonel and Mrs. J. E. Brady of New York, who came to California on the S. S. President Polk, have arrived in San Francisco after some time spent in the Southland, and are guests at the Clift Hotel.

The Bradys plan to visit Lake Louise in the Canadian Rockies. From there they will journey to Lexington, Kentucky, for a visit with their son, Dr. George K. Brady, professor of English at the University of Kentucky.

**Hole in One**

Just welcomed into the now famous National Canada Dry Hole-in-one Club, are the following new members: Mr. Gerhart Myers, Arbuttle, Calif.; Mr. Walter M. Decker, Turlock, California; Mr. H. H. Raby, 1314 Post St., San Francisco, Calif.; Mr. H. T. Frost, 1 Drumm St., San Francisco, Calif.; Mr. D. C. Martin, 2030 Franklin St.; San Francisco, Calif.; Mr. Luis Wright, 1632 San Pablo, Fresno, Calif.; Mr. W. E. Durfey, 605 Forthcamp Ave.; Fresno, Calif.; Mr. Grant Stephenson, Del Monte, Calif.

**Report on Santa Cruz Crowds**

Commenting on the class of people vacationing in this city, George A. Thompson of Atlantic City states: "I have visited many resorts, both ocean and mountain, during the past month and I have not seen a finer class of people than those who daily enjoy the beautiful beach and surf in Santa Cruz. They truly exemplify the real type of this State, possessing the California spirit of cordiality and desiring good, wholesome amusement. It is truly remarkable in that one finds, as a rule, disturbing elements in such large crowds of vacationists, but not so in Santa Cruz. My work in Atlantic City is "sizing up" crowds and that is why I am in California, to ascertain the various factions in resort crowds. My report of Santa Cruz will certainly be a most favorable one."

Mr. Thompson visits resorts as a vacationist and mingles with crowds while he makes mental notes to be recorded in written reports later.

\* \* \*

**Santa Maria Inn**

Many prominent people have made Santa Maria Inn their headquarters this past week, with festivities of various interests to attract them in addition to the delightful pleasures of the Inn, itself. This last week-end those who were guests at the delightful place of which Frank J. McCoy is manager, include: Mr. and Mrs. Z. W. White, Oakland; Bishop and Mrs. Charles Wesley Burns and the Misses Burns, Mr. Wm. F. Humphrey of San Francisco; Mr. and Mrs. E. L. Shea, New York; Mr. and Mrs. Harry Benner, Oakland; Mr. and Mrs. H. E. Manwaring, Mr. and Mrs. Irving Rosenblatt, Mr. Irving Rosenblatt Jr., Miss Elizabeth Rosenblatt and Mrs. Fanny Newman, San Francisco; Mrs. Chas. S. Howard Sr. and Mrs. Chas. S. Howard Jr., Burlingame; Dr. and Mrs. Jerome Jansen, Mr. and Mrs. A. F. Bulotti, San Francisco; Mr. and Mrs. F. M. Umphred, Oakland; Dr. and Mrs. W. A. Gregory, Piedmont; Mrs. Reardon T. Lyons, Miss Patricia Lyons and Mr. Franklin H. Lyons, and Mrs. R. Sharboro and Miss Sharboro, San Francisco.

\* \* \*

If my girl said what she thought she'd be speechless.—Judge.

\* \* \*

Wife (3 a. m.—I thought you put the cat out.

Hubby—I did, but I suppose grandma let it in again when she came home.

\* \* \*

"Did your dog ever have rabies?"  
"No, but she had puppies."—Columbus Jester.



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**IN THE SUPERIOR COURT**

of the State of California, in and for the City and County of San Francisco

Margaret Vanderhoogt, Plaintiff, vs. John W. B. Vanderhoogt, Defendant.  
No. 184626.

Action brought in the Superior Court of the State of California in and for the City and County of San Francisco, and the complaint filed in the office of the County Clerk of said City and County.

The people of the State of California send greeting to: John W. B. Vanderhoogt, Defendant.

You are hereby required to appear in an action brought against you by the above-named Plaintiff in the Superior Court of the State of California, in and for the City and County of San Francisco, and to answer the Complaint filed therein within ten days (exclusive of the day of service) after the service on you of this summons, if served within this City and County; or if served elsewhere within thirty days.

The said action is brought to obtain a judgment and decree of this Court dissolving the bonds of matrimony now existing between plaintiff and defendant, on the grounds of defendant's wilful desertion and wilful neglect, also for general relief, as will more fully appear in the Complaint on file, to which special reference is hereby made.

And you are hereby notified that unless you appear and answer as above required, the said Plaintiff will take judgment for any money or damages demanded in the complaint as arising upon contract or will apply to the Court for other relief demanded in the complaint.

Given under my hand and the Seal of the Superior Court of the State of California, in and for the City and County of San Francisco.

Dated this twenty-seventh day of July, 1927.

H. I. MULCREVY, Clerk.

By J. J. RAFFERTY, Deputy Clerk.

(Seal)  
Austin Lewis, 473 Mills Bldg., San Francisco, Attorney for Plaintiff.

**ASSESSMENT NOTICE:**

The MINERAL DEVELOPMENT COMPANY, location of principal place of business, San Francisco, Calif.

Notice is hereby given that at a meeting of the Directors held on the 2nd day of August, 1927, an assessment of one-half cent per share was levied upon the issued capital stock of the corporation payable immediately in legal money of the United States, to the Secretary, at the office of the company, Room 245, Monadnock Building, San Francisco, Calif.

Any stock on which this assessment shall remain unpaid on the 5th day of September, 1927 will be delinquent and advertised for sale at public auction, and unless payment is made before, will be sold on Tuesday the 27th day of September, 1927 to pay the delinquent assessment, together with costs of advertising and expense of sale.

M. J. SEELY, Secretary,  
245 Monadnock Building,  
San Francisco, Calif.

**Trade and Travel Exposition**

That the coming Pacific Foreign Trade and Travel Exposition, to be held in San Francisco next November, will be an outstanding success is the declaration of Hon. James Rolph, Jr., mayor of San Francisco. Mayor Rolph served as vice-president of the Panama-Pacific International Exposition in 1915.

In a communication to the Foreign Trade Club of California, which is conducting this year's exposition, San Francisco's chief executive states: "I predict for the Foreign Trade and Travel Exposition the greatest success, sponsored as it is by our official shipping, financial, export and import interests; and because of its definite expression of California's interest specially and the attraction of world commerce generally."

Many extensive displays have already been arranged, according to William D'Egilbert, director general of the exposition. Not only will American concerns be represented by exhibits, but there will also be a number of displays from other countries.

Colorful entertainment features have been arranged for the exposition, which will be held in the Civic Auditorium from November 11th to 20th. The exposition will feature displays of commodities and manufactures entering into the world trade of California and contiguous domestic and international markets. It will also emphasize the importance of Pacific travel to and from Hawaii, Canada, the Antipodes, Asia, the United States and all the South American countries.

"At the exposition," declares William D'Egilbert, "manufacturers and exporters and importers of the United States will make representative exhibits. All other countries are being invited to participate, and inquiries are already coming in from Canada, Mexico, South America and Europe.

"Steamship companies and travel agencies are to feature models of modern liners making San Francisco a port of call; transcontinental railroads are arranging attractive exhibits of their de luxe modes of travel; and there will be photographic displays representing the color and life of travel abroad.

"Among the unique exhibits will be special sections devoted to radio transmission, phototelegraphy, submarine telephone transmission, ocean navigation contrivances, commercial aviation, cinema production, together with highly interesting mechanical and engineering devices, bringing the results of successful inventions before the visitors.

"An original scheme of decoration will prevail throughout the exposition.

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Edited by Florence de Long

**THE HOMELAND OF ENGLISH AUTHORS**, by Ernest H. Rann. E. P. Dutton & Company. \$2.50.

The best description of this book is given by the author himself at the beginning of the Sixth chapter: "It is not my purpose, as I have said, to make this volume into a guide-book, giving distances, hotels and charges and other details dear to the heart of the tourist, whether by train, motor-car, or bicycle, or on foot. Neither have I in mind primarily a course of literary geography, taking a certain district of England, and marking out where this author lived or rested, or where a certain poem or classic of prose was written. My purpose rather has been to take my reader with me, preferably on foot, and in the high-ways and byways to see what England has to offer to the literary pilgrim.

"The process does not and should not involve complete knowledge of any author and his work. We call on one man here, note the house where he lived or the church where he preached, linger over the view made famous in a song or a story; and then in the face of the westering sun say 'Good-bye and thank you for a pleasant memory,' and push on and stake out another little claim of exploration."

The purpose of the book, therefore, is two-fold. You not only have a travelogue of the portions of England made famous by such well-known men and women as Dickens, Hardy, Shakespeare, Shelly, George Eliot, the Brontes, Kipling, Wordsworth, Kingsley, Arnold Bennett, Fitzgerald and numerous others, but you get intimate details of their lives interspersed with fragrances of their work, the biographies and the quotations both giving an insight into the character of the people and the geography of the country that is rather a novelty in the art of writing. To steal from a quotation from Carlyle, cited in the first chapter of the book, the author would seem to be an "ingenious and ingenuous" man.

Unfortunately, he does not give us enough of Carlyle. What a master Carlyle was! The witchery of his control over the intricacies of the English language is as the ripples of a glorious cadenza beneath the magic

fingers of the maestro playing on the heartstrings of his audience. However, Carlyle did not devote himself to fiction, so this is rather beside the mark. But, having had one or two delicious morsels in the quotations mentioned by the author, we are rather inclined, like *Oliver Twist*, to ask for more.

However, *Oliver Twist* reminds us of Dickens and brings us back to the "Homeland." Dickens seems to be a prime favorite of Mr. Rann, and well he might be, as his name is almost synonymous with that of England. He plays a conspicuous part in several chapters, and is mentioned in others. Possibly this is due to the fact that in his descriptions Dickens gave such minute details of the locations and even the numbers of the houses and rooms used by his characters, that the sites could be easily picked out. All the places made famous by him now wear labels and inscriptions; but relic hunters should be warned that these are all sacred to British hearts and nothing is removable.

Hardy is another favorite of the author, possibly for the reason that his life being more recent, it is the more easily traced. An interesting chapter of twenty-four pages is devoted to his life and literature.

The author skirts cleverly about the Shakespearean controversies, and though he apparently believes in the Shakespearean theory, he is careful not to quarrel with any of those who dispute his fame.

One result of this book, whether intentional or not, is to put the desire into the heart of the reader to devote a little more time out of a busy life to reading more of the masters of the English language.

\* \* \*

**At the Elder Gallery**

Miss Edith Coburn Noyes of Boston will close her series of Thursday afternoon readings in the Paul Elder Gallery August 18th, at 2:30 o'clock, with "The Two Virtues," by Alfred Sutro. In literary and dramatic portrayal and "clever lines," this comedy is almost incomparable. Miss Noyes is director of the Edith Coburn Noyes' school in Boston. She has delighted the audiences that have heard her in this series.

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**PHOTOGRAPHS**  
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# From One Thing to Another

By ELEANORE F. ROSS

There is something incomprehensible about the workings of the human body. A big man like Creed dies all at once almost without warning, at the same time a Standard Oil chemist in Richmond who was wounded at Chateau Thierry coughs up with complete nonchalance a piece of shrapnel as big as your little finger which he has been carrying in his system for nine years, in spite of the doctors. It is a hit or miss life.

\* \* \*

: Now that there is a bridge from Toronto to Buffalo the path of the thirsty will probably be as well marked as that to Juarez. North America ebbs and flows South and North with the evening hours. Now it will ebb and flow North and South. Whatever else it may be it will be no bridge of sighs.

\* \* \*

The publicity over the Sacco-Vanzetti case is something very appalling, not to say exasperating. Take the vast amount of space which has been given to these two Italians who were convicted of murder and robbery and the enormous money value of the notice which has been given them. It is almost incredible that it should have occurred. It would seem as if to give a person a class value was sufficient to secure a world hearing. Very important results frequently come from agitations as far-fetched even as this.

\* \* \*

Queen Marie has a good one on American journalism when she points out that the one heart story, to-wit,—the removal of the shoes and stockings from Princess Ileana by a student of the Culver Military Academy when the princess was taken ill on an automobile ride. It is said that the princess was taken into a drug store by the student, and her circulation restored by energetic rubbing. Not having any personal acquaintance with the part rubbed, we are unable to say for our part whether there was actually a heart story. Mothers are prone to jump at such conclusions regarding their daughter's heart stories.

\* \* \*

The last horse-shoer in Oakland, 73 years of age, having been kicked by a horse, wants an automobile. He had been more than forty years in close proximity to horses and had never gotten in wrong with one of them until the other day, when he was unaccountably assaulted. He will be mistaken, however, if he thinks that by the purchase of an automobile he will avoid the attacks of temperament. Autos have a disposition, also.

\* \* \*

The State Board of Health has laid down the doctrine: "If a child is compelled by law to go to school, it is the duty of the State to see that his health is not endangered when he goes there." Fine, but there is no way in which hygiene, even at its best, can secure safety in crowds. School will always be more or less dangerous.

\* \* \*

Now we are going to have a traffic survey. It sounds very imposing and we presume that it is very necessary, but what is the use of a survey if the results are not lived up to? We have had so much preaching and so little practice, so much expensive investigation and so little real profit from it, that we may be excused for being a little dubious about it all. Big names, like soft words, butter no parsnips.

## Mayor Issues Statement

Our Mayor has announced his candidacy this week for re-election, and says he will soon publish the platform upon which he will ask the voters to continue him at the helm of the city of San Francisco. The Mayor's statement follows in part:

"To the voters of San Francisco: I am a candidate for Mayor of San Francisco. My platform can be read in the recent history of our city. After years of bossism and corruption, which dishonored San Francisco at home and abroad, the people instituted an era of honesty, progress, efficiency and economy in public affairs. During this period San Francisco has been politically clean, without scandal, a wholesome city of homes and industries, enjoying its self-respect and the respect of all the world. Public service is a public trust. Our city has prospered through honest government. Honesty and efficiency in every department of the municipality must be maintained. Bossism in San Francisco was abolished years ago and has been absent ever since. In this respect our city has been superior to most other great cities of the land."

\* \* \*

## "Three Days"

At first glance it would seem as if the gin marriage law was a good thing. It appears as if it might be an antidote to the old saying: "Marry in haste and repent as leisure." Under the salacious influence of liquor, and especially liquor of today, two persons of opposite sex could very easily be inclined towards matrimony or any other equally reckless proceeding.

In the three days interval between the "publishing of the banns" and the actual ceremony, one has time, judging from very recent statistics, to sober down and visualize this most important and sometimes disastrous step in life.

But, on the other hand, there are often exigencies existing which would make speedy matrimony the wisest possible action, and the law which compels a couple to publish to the world the fact that they are about to become wed, three days before so doing, smacks too much of "blue laws" and the New England spirit of supervising one's soul. It is a fact that marriage records have decreased since this three-day "sobering up" process. It may prove to be just another evil created by Prohibition.

\* \* \*

## The Reds

"Bombs to the right of us, bombs to the left of us!" Never did the country seem to be so full of explosives and vengeful spirits, as it does now. The man with the dynamite stick is without question, more criminal than the ordinary murderer, who goes after one person, and gets him or her. The dynamiter, in his insane rebellion against conditions which he, surely, could never improve, slaughters innocents with whom he has no enmity.

Bombs are seldom in the hands of the true blue American. They are almost always placed by brown hands, foreign hands, hands that belong to alien races, people who foster and cherish the spirit of "vendetta"; who look upon Hate as some look upon their gods.

We need more and more rigid immigration laws.

## Fascinating Fallen Leaf

By Eleanore F. Ross



In early Summer the lakes of the high Sierras clothe themselves coquettishly in ever-changing, opalescent mists, like chiffon veils, donned in a time of introspective modesty; Autumn's searching hand brushes them aside, and they stand forth in all the beauty of their true colors, like gleaming gems, rimmed round with the cameo-clear, snowy peaks of the ancient, enduring mountains.

There is a charm in early Autumn that appeals more poignantly than all the budding green of Spring or full-blown blossoming of mid-Summer; a revealing and yet concealing season, for shrubbery and trees are slowly and reluctantly letting fall their last gorgeous draperies, and Mother Earth is drawing back into her kindly bosom, the life-sap that has burgeoned forth in bloom all the long, dreamy Summer days.

Around fascinating Fallen Leaf some late wild flowers are still vaunting brilliant hues, and the flaming scarlet of the mountain ash berries, the gold and red of the aspen thickets, the crimson and yellow of dog wood along rippling brooks, vie with the lovely deep blue of the fringed gentian, which William Cullen Bryant wrote of:

"Then doth thy sweet and quiet eye  
Look through its fringes to the sky,  
Blue— blue— as if that sky let fall  
A flower from its cerulean wall."

The upper lakes are teeming with fish, for the heavy rains of last Winter and Spring brought an abundance of water to the high places, and many a full creel of rainbow trout from Susy or Heather Lake, draws a flock of admiring guests to the wide verandas of Fallen Leaf Lodge, when the fishermen come in, at evening time. We are told that fishing has been exceptionally good this season, and almost everyone brings in a sizeable catch.

At the present time the woods are full of chipmunks and ground squirrels that are just old enough to leave their nests and fend for themselves. On nearly every trail the hiker may find these little animals, so tame that they will come and eat out of one's hand, and one enjoys

watching them as they fill their pouches full of nuts or other food, stowing it away until their little cheeks stick out alarmingly; then they run away and hide their plunder in their nests for Winter use.

Small birds are just learning to fly, for seasons come late to the high regions, and one can still see the mother bird feeding her young on a branch near her nest. Gorgeous blujays, tanagers and warblers flash among the trees, adding their blues, and reds and golds to the general colorful atmosphere; sometimes a saucy woodpecker comes and taps on your house or makes a hole in some tree to hide the acorns which he gets from the "huckleberry oaks."

Wild geese wing their way over the lake, in v-shaped flight, bound for warmer lands, and the plaintive cry of the flicker pierces the noon-time silence, with its eternal question: "Why? Why?"

Winter is still afar off, but just the hint of his breath is in the air, a briskness that makes all the more enjoyable the long hikes one can take up various mountain trails,—especially do I remember the trip to Angora Lakes; rather a hard trip for city-bred muscles, but one which fully repays the climber to these beautiful lakes, over 9,000 feet above sea level. They lie rather near together, as if seeking company in that remote region,— "close to the sun in lonely lands"; the higher lake with its mighty back wall rising as starkly and steeply as any mountain-side in far-famed Switzerland, the snow lying in straight ledges along its hoary sides.

To those who look upon mountain climbing as too much of an exertion, there is the placid lake to gaze upon, the rushing brook, with its rushing water fall, the more accessible trails to negotiate, always leading you on, on from one fair vista to another.

And in the evening, there is the hospitable lodge to come back to, the roaring fire in the big living room, the friendly faces to greet you,—the delicious supper, the comfortable bed. How could one ask for more?

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By **E. V. WELLER**

National Automobile Club

**Historic Juarez**

Motorists who travel over the Old Spanish Trail route will find the side trip from El Paso, Texas, to Juarez, Mexico, a very interesting one. A ten minute ride effects a magical transition—from a metropolitan American city to the heart of a colorful foreign community.

Juarez is a city of vivid contrasts—brilliant cosmopolitan cafes lie within the shadow of the spire of a 17th century mission; automobiles and street cars pass within sight of the historic bull-ring; quaint and ancient adobe houses face modern paved streets. On every hand will be found things of interest, because of their being so totally different from anything American.

The historic old Mission, built in 1659, with its beamed ceilings carved by the Indians and with its ancient bells from old Spain, is particularly interesting. The tower is practically the same as it was when constructed by the Indians.

Juarez Monument, a beautiful piece of Mexican art, is also well worth seeing. And the famous bull-ring, a large circular enclosure of adobe, is still the scene of occasional bull fights. The teeming municipal market place gives one an idea of how the Mexican buys his supplies. The old custom house, where Presidents Taft and Diaz once met and dined in regal splendor, is still in use.

Several famous cafes line both sides of Calle 16 de Septiembre, the

main street, while the shops have on display many shawls, drawn work and fine laces. Pottery and other handiwork of the natives may be purchased in the stores and markets. American money is the medium of exchange in all of these places.

\* \* \*

Road conditions from Banning to Thousand Palms Canyon are in fair condition, according to the latest reports. From Banning, pavement is followed through Cabazon and to within a short distance of Edom. From that point on into Edom, the road is not paved, but is in good condition. Leaving Edom, a rough dirt road is encountered for about five miles, thence a somewhat sandy wash. This wash is followed to the first grove of palm trees.

\* \* \*

The water is lowering in June and Gull Lakes, Deadman and Glass streams, and fishing is much better in this region. Spinners and eggs are the best bait and gray flies are the best fly. Sagehen are also plentiful in this district which is reached from the Bishop to Mono Lake road.

Lakes in the Big Pine district are dropping and clearing rapidly and some of the best fly fishing in the State is to be found in these waters. Queen of Waters, Royal Coachman, Mosquito, Blue Bottle, and Black Gnat are the best flies. Worms, grasshoppers and grubs are good bait.

\* \* \*

**Motor Advice**

The distributor head on your car should be wiped clean of dust and grit. Dirt attracts moisture when the car is standing in rain or fog and mis-fire or failure to start may result.

\* \* \*

The carburetor is the last thing on your car that should be changed to eliminate a miss in the motor. It does not adjust itself as do ignition points or spark plugs.

\* \* \*

Motorists on long tours should be careful of excessive fatigue. Better cut the day's journey short than risk the dangers encountered while driving in an exhausted condition.

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**SAFE FLYING**

By C. J. Pennington

In searching back through the records of aviation it is revealed that our present net work of air lines was born some seven years ago. In those seven years many pilots lost their lives. It is not pleasant to dwell upon accidents, but truths must be met; therefore, for the purpose of reaching somewhere near the truth for causes, this may be in parts unpleasant reading,—again it may be food for thought.

Since the invention of the airplane, practically every known test has been applied to determine their stability, and most accidents which have happened in tests, have been due to the equipment being inadequate or faulty. In the past seven years new navigating instruments have been tested by flying through fog and storms at night. Many have crashed over scheduled routes, forced landings have been made under all conditions, until today we are in airplane construction to the point where planes handled as they should be, are a safe method of transportation, but not yet, nor in the present generation will they become fool-proof.

Gravity has not yet become controlled, and the law of "what goes up must come down" is still in force, and undoubtedly will be for some years to come, but taking into consideration the foolish stunts which would-be pilots and others knowing little or nothing about flying have attempted, it is strange that more have not met a speedy finish against solid old mother earth.

A person may learn to pilot a plane with ten hours of instructions and actual flying experience, nevertheless, ten hours in the air is most assuredly not a sufficient length of time to learn and know everything about flying. It is safe to state that pilots, today, who have been flying for years continuously, meet new situations daily in their flights.

Airplanes constructed as they are, reveal the fact from their appearance that they are not built for the purpose of flying upside down and otherwise being conducted through various contortions in the air, merely for the pleasure of some fool-hardy individual. But, if a plane falls while being put through a series of tricks, a wail is sent up condemning aviation as being unsafe, when in reality it is not the faulty plane or its unsafe construction; it is the fault of the unbalanced pilot driving the ship.

A plane may be stable enough from appearance, but a sharp turn on an untested weak joint may bring a good pilot to a quick termination of his chosen career. If a storm is encountered, severe strains are put upon the wings, and to fly safely through unforeseen difficulties, an airplane should be carefully tested before each flight, no matter how short the flight.

It goes without question that accidents will continue to happen as aviation develops, but do we not continue to have railroad accidents which in most cases are caused, it must be admitted, by human errors? How about the automobile accidents, due mostly to the incompetent handling of the machines? People are driving automobiles today who should not even be trusted out alone with a wheelbarrow, not to mention the driving of a car. How many auto accidents are there, caused by faulty equipment? Very few.

It is possible, however, to have automobile accidents without serious consequences, but in flying an airplane a human error or the lack of proper testing before a flight, resulting in an accident, in most cases calls for slow music and flowers for the occupants.

With present facilities in flying, it is folly for anyone to ever anticipate a flight without first attaching a parachute to their person. Parachutes were invented and per-

fectured for the purpose of assuring the continuance of human life through accidents in the air, and they should be worn on every flight. Cases where parachutes are used for landing are few, but to be up in the air and encounter serious difficulties without one, is a precarious and vital situation. To be attached to a parachute is not the most pleasant mode of traveling one could conceive of, but if one flies one should at least be equipped so as to return to terra firma intact. A parachute upon opening treats its passenger rather roughly, and again, upon landing, one has the sensation of making a fifteen-foot leap. But the art of flying in general necessitates an adventurous spirit and a strong constitution.

\* \* \*

**Sales Department Has Outing**

Kendall's Dell, down the Peninsula, was the scene of a very enjoyable and unique picnic, with the addition of a Dog Show and other hilarities, staged by the sales department of La Grande & White's Laundry Company.

The participants drove to their destination on Sunday morning, August 7th, in a huge "skyscraper" bus which looked like a cross between a motor bus and a war tank, and gave onlookers the impression that a truckload of Movie Sheiks had invaded the peaceful Peninsula.

For the refreshment of this merry assembly, almost all the watermelons and berries in the commission district of San Francisco were bought up, and the pound keeper of this city reported that during the preceding night his entire crop of dogs had been stolen.

Of all the baseball events pulled off in the county of San Mateo, none was more interesting than the game at Kendall's Dell, between the married and single men. The married men won by a good margin. Why shouldn't they? They are used to home runs.



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## Finance

Corporation earnings have been unexpectedly favorable. General Motors ranks first in aggregate profits and in rate of increase with net earnings, including profits of subsidiaries, not consolidated for the half year, ending June 30th of \$129,250,207, an increase over corresponding figures for the first half of 1926 of \$27,550,253.

General survey of the labor market shows that fewer workers are employed in the manufacturing industry than in 1923. There has been a reduction in pay rolls, also, but not a corresponding reduction, thus showing that wages are higher than heretofore.

Building industry is progressing in the country in unusually large volume, and the agricultural industry is demanding a great amount of machinery which adds to the energy of the steel industry. It is to be noted, however, according to the report of the National City Bank, that automobile production has been 12 per cent under that of last year. The new models are expected, however, to give this production a new impetus.

The assistant secretary of commerce in charge of aeronautics makes the prophecy that the premium income on aircrafts and cargoes will exceed the premiums from automobile insurance in the not very distant future.

It is a curious fact that the moral hazard in insurance is regarded as less in Alaska than in any other part of the country; according to the statement of R. R. Stowell of the Pacific Coast Agency Company.

Dryden Phelps, after living five years in the heart of China, tells the Commonwealth Club that there is no essential difference, intellectually speaking, between the Chinese and other folks. The great turmoil arises from the fact that they are trying to do at one stroke what our people took several revolutions to accomplish.

The San Francisco Stock and Bond Exchange says that the volume of trading over 1926 is steadily increasing. There is a gain of over 28 per cent since last year. The market values of the shares sold are \$243,152,410 as against \$240,005,427 last year.

A new demand for local lands comes from a class in the East which desires small farms near established communities. These people are mostly from industrial centers and have had some farm experience. They plan to live near good towns so as to get the advantage of the convenient town life.

The best levels on the local stock market for the week were reached by Caterpillar Tractor and Paraffine common taking the lead. Caterpillar finally closed at 31 $\frac{1}{2}$ , a net gain of 2 $\frac{3}{4}$  points.

The rapid increase of oil production in South America shows that that country may be relied on for an oil supply for many years to come. The great need is the construction of railroads for the transportation of the oil. The primitive state of transportation facilities is the great impediment to progress.

There is still a record waiting for the first grandmother to fly across.—Springfield Republican.

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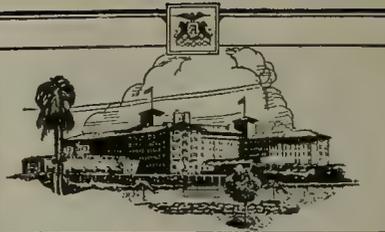
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# SAN FRANCISCO News Letter

ESTABLISHED JULY 20, 1856

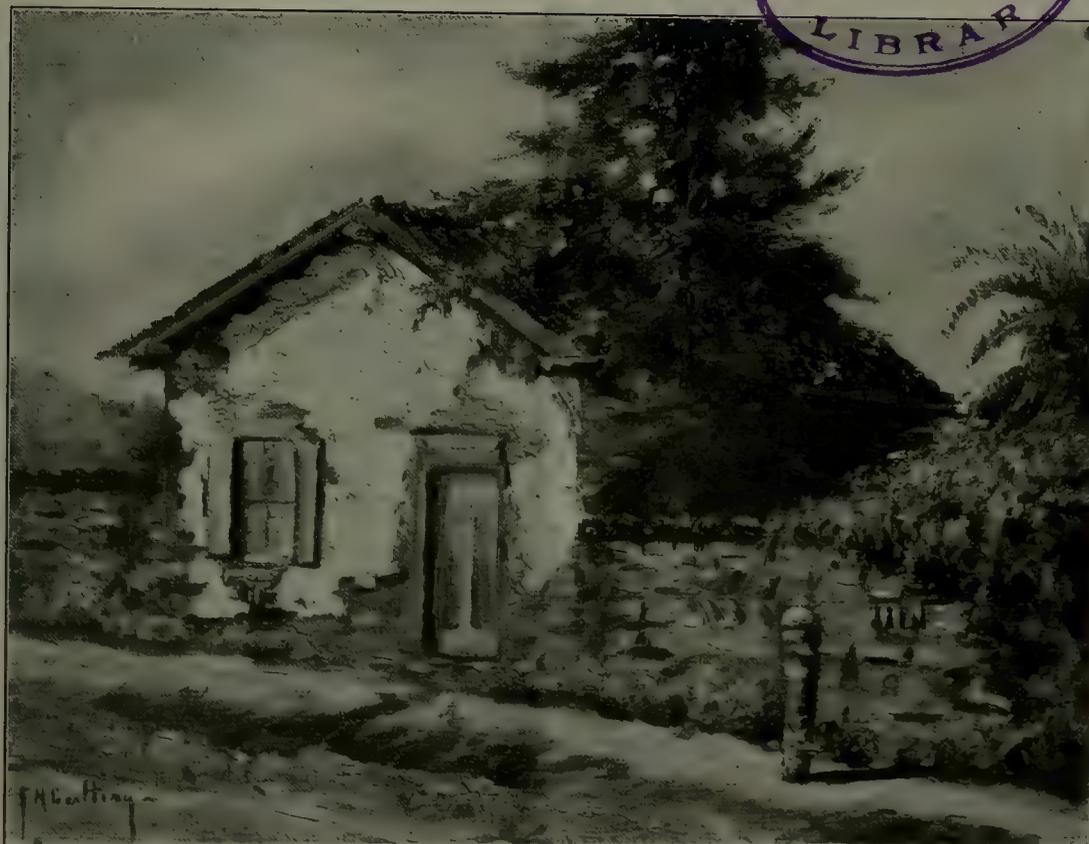
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SAN FRANCISCO

Saturday, August 20, 1927

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SAN FRANCISCO  
**NEWS LETTER**



Devoted to the Leading Interests of California and the Pacific Coast

The San Francisco News Letter and California Advertiser was founded July 20, 1856, by Frederick Marriott. Published by Frederick Marriott, Jr., from 1884 to 1925. Is now printed and published weekly by Frederick Alfred Marriott, 268 Market Street, San Francisco, California. Telephone Kearny 8357. Entered at San Francisco, California, Postoffice as second-class matter. London Office: Street & Co., 80 Cornhill, E. C., London, England. Subscription Rates (including postage), one year, \$5.00. Foreign, one year, \$6.00. Canada, one year, \$6.00

Vol. CIX

SAN FRANCISCO, CALIF., AUGUST 20, 1927

No. 34

## From One Thing to Another

By ELEANORE F. ROSS

The mildest words ever set to a ruler's swan song: "I do not choose to run for President in 1928."

\* \* \*

Many anticipated candidates are still up in the air on announcements—but this is aeroplane week and everybody is conforming in spirit.

\* \* \*

Adolph Uhl's offer to donate his salary as mayor, if elected, to the orphans of San Francisco is something new under the city's sun and the gesture ought to have for him a beneficial effect.

\* \* \*

The entrance of Mr. Uhl into the big-prize fight has put the politicians to deep thinking as to where his support shall lie. Mr. Rolph and Mr. Power are known to be seeking or to have been promised the big local sachems' support—so this third entry is apt to breed sundry complications in their reckonings.

\* \* \*

Public institutions of learning had their opening day last Monday, when an army of 80,000 boys and girls took possession of the citadels of education. We hope there were none like Shakespeare's "whining school boy, with his satchel, and shining morning face, creeping like a snail, unwillingly to school."

\* \* \*

The number of mayoralty candidates is gradually growing. It is possible Eugene E. Schmitz, former supervisor, may make it a "foursome." Schmitz endeavored to come back before as mayor of San Francisco, and, incidentally, pulled a big vote. He shows a persistence, at least, that is commendable.

\* \* \*

It is delightful news to hear that the Palo Alto Horse Show is to become an annual event. This assurance was given us by Alfred P. Fleming, manager of the exhibition, who states that more than \$8000 in stakes has been promised for the 1928 show. Approximately \$1500 will go to the Stanford Home for Convalescent Children as a result of the recent horse show given in Palo Alto. There is an elegance, a verve, a charm about a horse show which no other kind of exhibition can ever bring forth.

\* \* \*

The notorious female Billy Sunday headed a cavalcade of over 500 of her followers into the tall timber adjacent to Lake Tahoe this week, with the intention of establishing a summer colony. It seems utterly too bad that this

crowd of morons should invade one of the most beautiful spots in California, to profane and pollute this heavenly and remote region with their salacious actions and teachings.

\* \* \*

The gay gathering of over a hundred motor car dealers, who met last week-end at Tahoe Tavern, had serious intentions in view, as well as sociable ones. The bay bridge plan really actuated their getting together, for, according to Governor Balzar, of Nevada, who met the dealers at Donner, the building of the bay bridge would mean not only a great deal to the San Francisco bay territory, but also to the entire State of California and to Nevada. With state officials of Nevada back of this plan, as well as those interested at home, the bay bridge should become a reality.

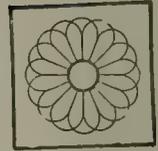
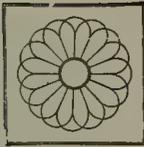
There are people who deplore air races such as just took place this week; who look upon the risk taken by the participants, with its attendant sorrow to bereaved relatives and friends, as unnecessary, and in a way, a detriment to the progress of flying. Of course, they say; it takes daredeviltry and courage and a great amount of recklessness to enter into such a race as Mr. Dole put up for, this past week, but why not develop this art of flying as other arts and inventions are developed—in a sane and safer manner?

\* \* \*

We are all inclined to feel that way, when we read of crack-ups and disasters, and loss of life—events which must of necessity accompany the intrepid entrants for speed records in a game as dangerous and utterly uncertain as flying still is. We forget that all inventions in transportation have meant, down the ages, disaster and death to the "trail blazers"; a great risk of life to the human beings who are making the pathway smooth for the rest to follow; and especially that, in this commercial age, money must always play the most important part as an incentive in such enterprises.

\* \* \*

So, in the big event of the past week, it is only natural that the masses of people thrilled to every bit of news that was radioed or wired regarding the "fearless four" who negotiated the air lanes across the Pacific from this point to Honolulu; it is only fitting that when the winner, Goebel, returns to these shores, he should be given a rousing reception; and it will be only running true to form, if the fickle populace forgets him when the next "pilot of the stellar seas" accomplishes some feat that puts his in the shade!



### The Naval Parley

After the coarse talk of some of the rampant journalism, the failure of the naval parley at Geneva is beginning to appear in its true light to the average newspaper writer.

We may discount all talk of hostility and disagreement in any actual or objective sense. One of our local writers, whose articles on international affairs are generally very enlightened, appears to have been misled on that point by French comment. The whole matter is one of disagreement between the experts as to what the number of light cruisers should be, in view of the needs of Great Britain. The American experts looking, perfectly properly, at the possibility of war, which is always a contingency, however remote, regarded the British demand for light cruisers as unreasonable and tending to place this country at a disadvantage.

On the other hand, the British maintain that, in view of the submarine peril, they are only asking enough light cruisers to enable them to keep their necessary food supply secure in the narrow seas, the favorite operating places of submarines. The submarine was a new weapon in the last war and came pretty nearly finishing the war, as far as Great Britain was concerned.

This makes a very awkward situation, for it is very clear that if the British naval experts declare that number of light cruisers to be necessary, no British admiralty board will consent to serve with fewer. If the result is competitive building, it is regrettable but unavoidable.

At the same time, this does not in any way increase the risks of war between Great Britain and the United States. It only increases the profits of the shipbuilding industry.

\* \* \*

### The Career of a Laborite

There are all sorts of success, and the latest news of P. H. McCarthy is an instance in point.

We all remember P. H. McCarthy, leader of the building trades here during the rosy days of labor supremacy; mayor of San Francisco and the champion of the "down trodden working man." It is now announced that he is going to Boston to spend his later days. His son is about to enter Harvard, and two daughters are going to finishing school at the metropolis of American culture.

We do not know what Boston is going to do about it, for the McCarthy brand of culture will hardly fit with that in vogue at the shrine of the Lodges and the Cabots. We remember one occasion when it was the duty of the ex-president of the building trades, as mayor of San Francisco, to address an audience in the amphitheater at Berkeley. He had prepared with care and the oration was received with glee by the assembled intellectuals. No, we cannot imagine P. H. McCarthy as a leader in Boston. But even Boston changes, and it may be that grammar is not as essential as we have been led to believe.

However, San Francisco has grown too coarse for the ex-mayor and his family. He is going East. His children are going to high class schools and his son to Harvard. This costs money. Which would seem to show that the leadership of the union hosts is not so unremunerative as might be supposed. There seems to be a career somehow or other in labor leadership, a career which among

other things, produces money. We wonder how this is done.

We know it has been done several times and that more than one labor leader has died rich. But we have never been shown convincingly just how they managed it. Some few appear to have learned the trick, among them P. H. McCarthy.

\* \* \*

### Trade With Australia

A leading newspaper woman is here from Australia and is about to write accounts of the people of this country for the benefit of the Australians. She points out that the Australians are greatly interested in the Americans and that the compliment should be returned, for Americans make a great deal of money out of Australians. The balance in favor of American trade she computes at 150,000,000 dollars and is continually growing.

There is no reason why trade with Australia should not develop very greatly and why San Francisco should not enjoy the full benefit of that trade. There is no people who can better appreciate the needs of a growing new country than we, for we are only just emerging from that condition ourselves. Better than any long established community we can grasp and anticipate what is required in a country which is just breaking through the primitive and gradually evolving into an independent modern state.

Of course, one of the greatest and most satisfying advantages which we can get out of Australian intercourse is that it is with people who are essentially like ourselves, whose manner and tastes have not to be learned from the beginning, like those of the South Americans, for example. We know their needs, for their needs are the same as our own.

It is this fact, coupled with the additional reason that our inventive ability and standardized manufacturing processes give us a great advantage that has placed us far in the lead in competition for trade with Australia. We are winning our way to trade superiority in that growing and interesting Commonwealth. The advantages are great and permanent.

\* \* \*

### Our Starved Schools

The children are going back to school and there is not enough room for them. Not only is the accommodation insufficient, but the equipment is not at all what it should be in a city of the size of ours, occupying as distinctive a position in the world. We are robbing our school children of much of the products of our wealth, to which they are entitled by right of birth in the community.

Every year the school roll grows. It must, or the city population would decline and San Francisco would fail. If there is one thing certain, it is that the growth and progress of the city is dependent upon constant increase in the number of children of school age. Whatever else comes and goes, the increase in child population must be constant if the city is to live. As a matter of fact, it is constant.

But with a strange and quite incomprehensible fatuity, the Supervisors appear to be unable to grasp that elementary fact. It would seem to be evident that if the numbers of school children increase every year, the amount of school buildings should be also annually increased in due proportion. This, the Supervisors will not

o. They will not estimate the amount necessary for schools and then pay it out of the current income. They let the school accommodation run behind the demand and then make it up with a bond issue. In the meantime, the children are not properly provided for in the schools and the health and education of our growing citizens suffer accordingly.

We feel that of all civic expenditures, that on education is at once the most satisfactory and the most remunerative in the long run. The schools of this city should be of the best sort, well built, commodious and thoroughly equipped with the safest and sanest school apparatus. That they are not so reflects no credit on our city government.

\* \* \*

### New President for Market Street Railway

A man thoroughly versed in business management has just been elected president of the Market Street Railway Company, in the person of Samuel Kahn, who for fifteen years has been an active public utility executive in California with the Bylesby Engineering and Management Corporation, this Corporation having taken charge of the Railway Company's operations in San Francisco during the end of 1925.

In 1912 Mr. Kahn moved to Stockton to participate in the management and operating direction of the H. M. Bylesby & Company properties on the Pacific Coast, which are located over a territory from San Diego in the south, to Everett, Washington, in the north.

While in Stockton, he was active in civic affairs, having served as president of the Chamber of Commerce, gave his time to the Boy Scouts, Community Chest and many of Stockton's industrial activities.

In 1925, Mr. Kahn came to San Francisco to assume active operating direction of the Market Street Railway Company. Besides his present position as president of this Company, he is a director in the Standard Gas & Electric Company, which is the parent organization of all Bylesby utilities.

\* \* \*

### New Highway

The proposed San Francisco-San Mateo joint highway district, formed for the purpose of relieving the Colma bottleneck by creating a new highway west of the cemeteries, as an extension of Junipero Serra boulevard and Nineteenth avenue, was officially endorsed by the Board of Supervisors of San Mateo County last Monday. Supervisor Harrelson was named by the San Francisco board as chairman of the special committee to confer with San Mateo County. Harrelson considers that this is one of the biggest things the two counties could put over. The time will come, when the peninsula will be threaded with highways, and still traffic will be a problem!

\* \* \*

### Meeting-Place For Friends

"Oh, what pleasure it is to meet so many old friends!" This expression is heard almost every day within the walls of the beautiful new Woman's Building.

Many who, for some reason or another, have been separated over a span of years, meet again in the French lounge, in the auditorium halls, in the luncheon rooms, the pretty little breakfast nooks, or in the incomparable Little Theater.

I verily believe that this unplanned resource is not only going to express its psychological influence, but the constant desire to "find a friend" may help to fill the coffers of the different departments in the Woman's Building, adding materially to its exchequer.

## Political Hop-Offs

When Jim Rolph recently announced his candidacy for the big city job the surprising thing was that no one was surprised.

\* \* \*

Seems it's gotten to be as natural to associate "Rolph" with "Mayor of San Francisco" as it is "Twin" with "Peaks."

\* \* \*

Yet, politics is politics, and Jim Rolph assuredly wishes he had more power and less Power in the coming municipal unpleasantness.

\* \* \*

Not the eternal triangle, but Adolph Uhl, civic worker, has made it "three all" in the spurt for mayorship. Mr. Uhl is known to all newspaper readers in San Francisco on account of his **penchant** for delving into municipal questions.

\* \* \*

In a report issued by the State Federation of Labor, San Francisco assemblymen and senators are given high rating for voting for labor measures in the last legislature. Los Angeles legislators stand at the bottom of the list.

\* \* \*

C. C. Baker of Salinas and C. W. Lyons, Harry Chamberlin and Frank C. Weller from Los Angeles and Pasadena voted consistently against union propositions.

\* \* \*

H. C. Kelsy of Berkeley voted twenty-two times against labor and Byron Walters of San Diego twenty-one times. Neither voted for labor once.

\* \* \*

Jack Spaulding, Olympic Club member, identified with the American Legion, Sons of the American Revolution and promoter of the East-West football games for the benefit of the Shrine Hospital, has shied his beaver into the supervisory ring for the coming municipal bouts.

\* \* \*

The Young Men's Rolph Club, Leo A. Cunningham, president, has launched a city-wide campaign in the interest of James Rolph's re-election at the November contest.

\* \* \*

The 363rd Infantry of the 91st Division, composed of a large number of veterans of the World War, is organizing a big drive to once again put Jim Rolph in charge of the controls. Col. Thomas A. Driscoll, Major Edward J. Mitchell, David McCullough, D. J. French, Frank Baldini, James J. Herz and Walter A. Krauter are tuning up their machine to put "Sunny Jim" first over the line.

\* \* \*

The virgin-like modesty actuating the multitude who shall be on that November ballot is edifying. A scant dozen have so far announced their candidacy whereas we know of at least thirty who are all primed for the political hop-off.

\* \* \*

Not much of his own inclinings in the matter of presidential aspirations could be coaxed out of Nicholas Longworth during his three days' stay at the St. Francis. But it's useless to dissemble; who wouldn't want to be out there batting at the head of the great American League?



By Antoinette Arnold

### Days of Elegance

"Harking back to the days of elegance"—that's what the Palo Alto Show indicated!

As we sat there in the boxes watching the thoroughbreds go through their paces, we wondered why on earth horses, intelligent thoroughbred horses, were ever relegated to the side lines and replaced by man-made limousines.

The gorgeous horses—looking as if they had just stepped out of some story book to revive our jaded senses!

"I didn't know that there were so many elegant horses left in the world," commented the debutante sitting beside me.

"It is like the good, old elegant days of old," returned her companion, owner of a string of thoroughbreds, whose eyes glistened with pride while he never took his gaze off of the field.

"Any one can own an automobile, but, believe me, it takes a thoroughbred to recognize a thoroughbred!" added his wife as she looked knowingly up into her husband's beaming countenance.

So it was, that the revival of those old days of elegance, when horses were held in homage, as indicative of social standing and prestige, aroused our admiration during the Palo Alto Horse Show.

It was all over too soon. We wish that the time could have been extended and that thousands of others who love and appreciate a thoroughbred, could have another chance to attend.

\* \* \*

### Why Pants?

Trousers are trousers, and pants are just pants.

I don't care whether they are worn by a man or a woman. That is why, perhaps, that we (companion and I) did not like the long pants worn over the riding boots at the Horse Show.

Only a few of the riders wore them that way. Thank goodness!

Most of the women not only sat the saddle to perfection—but like the thoroughbreds they rode, they were groomed to perfection.

However, some of the smart looking women-riders did wear the long pants over their riding boots, and say what you may, they are not "good-looking."

The full trousers, tucked smoothly into the boot, not only looked neater, more attractive in every way—but they were smarter!

\* \* \*

### Exquisite!

If ever a lady-of-quality looked positively exquisite on her mount it was Mrs. William Threlkeld!

I think I have never seen any one who looked as lovely as she. Her habit of white, from the top of her pretty head to the tip of her snug-fitting boot, was the last word in exquisite attire.

She was the most perfectly groomed young woman it has ever been my privilege to see. Her grace of manner, her modesty, her charm—were all so fascinating she was the cynosure of all eyes.

Mrs. Threlkeld won many first prizes and trophies for her riding—and as we watched her at the Saturday matinee we felt inclined to add other recognition and homage for the exquisite picture she certainly was.

\* \* \*

### Last Whisper in Riding Attire

Beauty and smartness and excellent horsemanship were attributes which made the Horse Show distinctive. The last word in riding attire was pronounced by the lovely women who took part.

Miss Cecelia de Mille attracted considerable attention in her handsome riding habit. She and Miss Cathryn Worth were adorable. Mrs. A. W. Pike was one of the favorites, many of her entries gathering a liberal number of trophies.

Mrs. S. R. Dannebaum, who makes her home at the Fairmont Hotel, was one of the most popular exhibitors at the Horse Show, her thoroughbreds capturing many big prizes.

Miss Josephine Thomas of Beverly Hills, Miss Barbara Thompson of Palo Alto, Mrs. William P. Roth of San

Francisco, Mrs. Charles Sooy, and Miss Jane Spieker were the center of admiration as their horses came out victors in several contests.

Miss Eleanor Weir of Menlo Park was one of the most enthusiastic participants. Miss Mary C. Young looked perfectly charming and she was jubilant, too! Miss Grace A. Hamilton and Miss Ruth Lansburgh had entries in the best amateur riders class along with Miss Eleanor Weir. They looked charming. One was all in brown, one in tan, and still another in gray—each one lovelier.

\* \* \*

### Many Women Exhibitors

Many prominent women in addition to those I have already named were exhibitors at the Palo Alto Horse Show.

Mrs. M. H. Adamson of Los Angeles, Catherine Blair, Miss Dorothy Burns, Miss Kathrine Breuner of San Francisco, Miss Barbara Carpenter of San Mateo, and Mrs. H. McCormick of Washington had entries.

Miss Patricia Clark of San Mateo, one of society's most lauded debutantes of the entire Pacific Coast, hardly ever misses a horse show no matter where she is. Miss Clark exhibited "Beau Brummel" in the novice three-gaited saddle-horse events.

Miss Diana Dollar of Piedmont and her blue-ribbon pony excited the envy of many. Miss Alice Forreder of this city and Miss Elinor Getz of Beverly Hills, and Miss Grace A. Hamilton of Menlo Park all had their horses in entries.

\* \* \*

### Aristocrats

"Aristocrats on both sides the turf line" was the comment held by those who went with wide-open eyes.

Most assuredly was the event notably aristocratic, for certainly no occasion more than a horse show is really capable of bringing out aristocrats. It has always been so—the world over.

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HOWARD T. BLETHEN, Proprietor

May we have repetitions of the first Annual Palo Alto Horse Show under the same supervision. Atholl McBean is president of the Northern California Horse Show Association. The vice-presidents include Joseph O. Robin, R. Stanley Dollar, John S. Drum, Herbert Fleishhacker, William S. Tevis Jr., Charles D. Dunphy, Alexander Hamilton.

Timothy Hopkins is the treasurer. J. Albert Lansburgh the secretary. Directors include: Mark A. McCann, Sanford Goldstein, George A. Pope Jr., Ross Ambler Curran, T. T. C. Gregory, R. S. Moore, A. E. Schwabacher, C. R. Walter, Alfred Swinson, Mrs. W. P. Roth. A. P. Fleming is the manager.

\* \* \*

**The Ladies**

Prominent among the ladies who exhibited horses were Mrs. Franci J. Heney of Los Altos; Mrs. Archbald Johnson, San Mateo, Mrs. G. Albert Lansburgh, Miss Ruth and Miss Carol Lansburgh, Mrs. Charles Merrill, Mrs. Leslie Moore, Mrs. Paul G. Nathan, Sacramento; Marybeth Pike, Mrs. A. W. Pike, Redwood City; Mrs. W. P. Roth of San Francisco was one of the most enthusiastic; Mrs. Selma Schwartz of Sacramento; Miss Jane Spieker of Menlo; Miss Francis Wood, Miss Virginia Wood and Miss Mary Young of San Francisco.

\* \* \*

**Chamber of Commerce**

The Palo Alto Chamber of Commerce provided a \$1000 stake for fine horses. Ben R. Meyer, a stake of the same amount for harness horses.

Miss Ruth Lansburgh, in memory of Leland Stanford, had a stake of \$1000 for harness ponies.

Oh, what beauties the harness ponies were, too!

The Dollar Steamship Line gave a stake of the same amount for three-gaited saddle horses. They were marvels, those three-gaited horses.

Timothy Hopkins contributed a stake of \$1000 for five-gaited horses. And that's when my joy went wild! How those horses stepped! So proud and so graceful!

Hunters and jumpers, were awarded \$1000 stakes from the Carnation Farm Stable and from Mrs. W. O. Roth. The Nipa Hut gave the same stakes for Shetland ponies.

Never as long as I live do I ever expect to see such elegant shetland ponies. They came in singles, in pairs and in tandems!



**HOTEL MARK HOPKINS**  
Nob Hill  
A Smart Town House for a  
Day or a Year  
500 Rooms  
Tariff: From \$4 per day

**Polo Ponies**

Polo ponies!

There's the entry! If you didn't get a thrill watching those polo ponies—then you're a collapse.

Light weight, heavyweight, and team ponies were entered in the polo pony class. The Bloomfield Hills Stock Farm awarded \$2000 stakes for polo ponies.

William S. Tevis Jr., Hugh Drury, Kenneth Walsh, Jean de St. Cyr, Miss Eleanor Weir, Lindsay Howard, Miss Grace A. Hamilton, J. K. Armsby had entries in the polo pony class.

\* \* \*

The Gray Thorning Lumber Company provided stakes for stock horses. The Hartford Livestock Insurance Company had two stakes of \$500 each for draft horses.

\* \* \*

**Happy Kiddies**

The happiest people in all the Palo Alto Horse Show were the kiddies who rode the children's saddle horses and the beautiful Shetland ponies. Miss Jane Spieker and Marybeth Pike were queens in this domain of miniature thoroughbreds. Mrs. Leslie Moore had an entry on Saturday and so did D. C. Welty.

Like the rest of those devotees of those days when elegant equipage meant the "handsomest span" in town, I am eagerly awaiting the next Palo Alto Horse Show.

\* \* \*

**Substantial Returns**

Substantial returns for the Palo Alto Hospital for Convalescent Children are the result of the horse show—we are informed upon good authority. The noble purpose had its premiere in the convincing argument of noble steeds looking and performing like real intelligentsia!

**Wedding Ceremony**

A wedding of interest to a large circle of friends was that of Miss Everne Emelie Schaefer, daughter of Mr. and Mrs. Josef Schaefer and Dr. Caston Pope. The marriage service was read by the Reverend H. S. Feix at St. Mark's Lutheran Church at 8:15 o'clock in the presence of the family and a few intimate friends. After the ceremony a handsomely appointed reception was held at The Fairmont Hotel, over two hundred being present. The Norman Hall was the setting for the affair and was beautifully decorated with dahlias and roses.

The bride and groom were assisted in receiving by Miss Helen Francke, the bridesmaid and Mr. Willis H. Kemp of Los Angeles, the best man, also Mr. and Mrs. Josef Schaefer. Mr. Frank Macbeth, the toastmaster of the evening, Mr. Fred Boeken and Mr. Tom Miller, general chairmen, assisted by Dr. and Mrs. George Miller, Mr. and Mrs. Thomas Kennedy, Mr. and Mrs. Frank Hamon, Dr. and Mrs. Coford Johnson, Mr. and Mrs. Jack Mullally, and Mr. James W. Harris.

The bride is well known in society and highly accomplished. Dr. Pope is one of the rising young professional men of the city, prominent in fraternal organizations, being Past Noble Grand of the Alta Lodge I. O. O. F. and also holding office in Presidio Lodge F. & A. M. After a honeymoon at Lake Tahoe and vicinity Dr. and Mrs. Pope will make their home in the city.

\* \* \*

**Home**

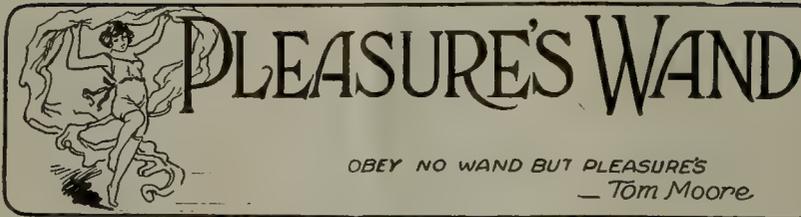
Mrs. May S. Bachman has returned to her home at The Fairmont Hotel after a visit of several months in New York and the fashionable seaside resorts of the East. During her absence she was the recipient of much social attention, and many affairs were given in her honor.

\* \* \*

**Pretty Wedding**

A pretty wedding of midsummer was that of Miss Adele Goodwin, daughter of Mr. and Mrs. Thomas B. Goodwin, and Mr. Ernest Lafrenz, son of Mrs. Katherine Lafrenz, all of San Francisco on Tuesday, August 9 at 10 o'clock in the morning, Rev. Father Martin Ryan reading the service in the presence of a few intimate friends and the immediate family at the Chapel of St. Vincent de Paul Convent. After the ceremony a wedding breakfast was served at the Fairmont Hotel to the bridal party. The bride was charming in a gown of pink chiffon with hat to match, and

(Continued on page 13)



By Josephine Young

### Greater Movie Season

Bringing to the screens of 250 theatres, motion pictures valued at more than \$175,000,000, the thirty-first birthday of the motion picture industry will have as its anniversary party in cities west of the Rockies, a Greater Movie Season celebration, commencing Saturday, August 20.

Sponsored by the West Coast Theatres, Inc., and endorsed by the Motion Picture Producers and Distributors of America, of which Will Hays is president, the 1927 Greater Movie Season will start simultaneously in all cities and towns on the coast from Seattle to San Diego where West Coast Theatres have holdings. Harold B. Franklin, president of this large theatre circuit, is general chairman of the 1927 season campaign. A. M. Bowles is head of the local festival.

In San Francisco alone, it is estimated by Chairman Bowles, that films worth \$75,000,000 will have been flashed across the screens of the first run theatres before Greater Movie Season has passed.

\* \* \*

### California

"Ben Hur," the General Lew Wallace classic follows "The Big Parade" at the California as part of the Greater Movie Season attractions.

Ramon Novarro and Francis X. Bushman play the part of the mortal enemies, contenders for honors and the heart of a girl, according to the famous old story. Novarro plays the role of Ben Hur. He was selected for the character after many other cinema stars were previously named and many others had yearned for the role. The choice of Novarro is immediately commended when seeing him as the daring hero and lover.

This picture cost more than any other sent out from the studios, we are told upon authority. It is partly in color, exquisitely toned colors, and has an enormous cast of extras in the big scenes.

Gino Severi and the California orchestra provide musical attractions of excellence in attune with the high standard of the photoplay.

### Granada

The "It" girl, Clara Bow, is now on the Granada screen, taking the leading role in "Hula," the story by Armine von Tempski, young author of the Hawaiian seas, who knows every nook and stream of the islands where she lived since childhood days.

"Hula" seems aptly the role for Clara Bow, the stellar sensation of the silver screen, whose rise to principal has been nothing short of meteoric.

The story is full of verve and youthful vigor like that of the brilliant young woman who wrote "Hula." It was my good fortune to know Armine Von Tempski and to hear her lecture at the Paul Elder Book Shop, where she told her experiences on her beloved island. Much of her life is reflected in the story now attracting universal attention.

Clive Brook, Arlett Marchal are in the cast.

Fanchon and Marco have built their idea, this week around play boy, Frank Jenks. This picture is part of the Greater Movie Season, West Coast, Inc.

\* \* \*

### St. Francis

"Beau Geste," we are at last assured, will now be on the screen at the St. Francis, following the six weeks' run of "The Way of All Flesh," which has made motion picture theatre record.

Ronald Colman, Neil Hamilton, Ralph Forbes, Noah Beery, Alice Joyce, Victor McLaglen, Mary Brian, William Powell, Norman Trevor are the cast—all names to conjure with, in movie parlance.

This picture was shown at the St. Francis before at top prices. Now we can all see it again at this theater, at their popular prices, starting Saturday morning.

\* \* \*

### Warfield

Lon Chaney will be at the Warfield Theatre, Greater Movie Season attraction. The man of "a thousand faces" comes to the Warfield Saturday, August 20, in "Mockery," in which the noted star takes the part of a peasant.

This picture is a story of Russia where the drama of its people, with

(Continued on page 8)

### Amusements

NEXT WEEK

#### ON THE STAGE

**Alcazar, O'Farrell nr. Powell**

"The Alarm Clock," Henry Duffy comedy, starring Marion Lord.

**Capitol, Ellis nr. Market**

"Abie's Irish Rose."

**Lurie, Geary at Mason**

"I Love You," comedy, featuring Johnny Arthur and Alma Tell.

**President, McAllister nr. Market**

"Two Girls Wanted," comedy by John Golden, Leneta Lane is the star.

\* \* \*

#### VAUDEVILLE

**Golden Gate, G. G. Ave. and Taylor**

Triple headline bill of Mercedes, mental telepathist; Duci De Kerekjarto, violinist; and Grette Ardine and John Tyrell. On the screen, Lois Wilson and Sam Hardy in "Broadway Nights."

**Orpheum, O'Farrell nr. Powell**

Nick Lucas is held over as the headliner for the second week.

**Pantages, Market at Hyde**

John Gilbert in "Cameo Kirby" and a bill of vaudeville.

**Union Square, O'Farrell nr. Powell**

Vaudeville, pictures.

**Wigwam, Mission nr. 22nd**

Musical comedy, pictures.

\* \* \*

#### ON THE SCREEN

DOWN TOWN

**California, Market at 4th**

"The Big Parade," John Gilbert and Renee Adoree. Gino Severi music.

**Cameo, Market opp. Fifth street**

Dempsey-Sharkey fight pictures complete run. This theater returns to former policy regarding prices and pictures.

**Casino, Ellis at Mason**

Sat., "Meet the Prince" and "Where the North Holds Sway." Sun., Mon., "For Alimony Only" and "Old Shoes." Tues., Wed., Monte Blue in "Across the Pacific." Thurs., Fri., "Mother" and "The Trouble Chaser."

**Granada, Market at Jones**

"Hula," taken from the recent novel by Von Tempski. Santaella conducting the Granada Orchestra in a Fanchon and Marco presentation.

**St. Francis, Market bet. 5th-6th.**

"Beau Geste," starring Ronald Colman, Neil Hamilton, Ralph Forbes.

**Warfield, Market at Taylor**

"Mockery," featuring Lon Chaney. Walt Roesner is conducting the Warfield Orchestra.

RESIDENCE DISTRICT

**Alhambra, Polk St., nr. Green**

Raymond Hitchcock and Nancy Nash—"Upstream," and Marion Nixon and Otis Harlan—"Down the Stretch." Sat. Betty Compson—"Lady Bird," Sunday. John Barrymore three days—Don Juan, starting Monday.



CLARA BOW  
who stars in "Hula"  
at the Granada



CARMEL MEYERS  
in "Ben Hur" at  
the California



Stars in "Beau Geste":  
MARY BRIAN  
RALPH FORBES  
RONALD COLMAN  
NEIL HAMILTON  
at the St. Francis



MAE MURRAY  
famed for her bizarre costumes



CORINNE GRIFFITH  
always exquisitely appareled



reduced  
round trip  
fares

back

from California  
points and return

Boston, Mass. . . .	\$157.76
Chicago, Ill. . . .	90.30
Denver, Colo. . . .	67.20
Des Moines, Ia. . . .	81.55
Houston, Tex. . . .	75.60
Kansas City, Mo. . . .	75.60
Memphis, Tenn. . . .	89.40
Minneapolis, Minn. . . .	91.90
Montreal, Que. . . .	148.72
New Orleans, La. . . .	89.40
New York, N. Y. . . .	151.70
Portland, Me. . . .	165.60
St. Louis, Mo. . . .	85.60
Washington, D. C. . . .	145.86

and many others.

Cast

TAKE advantage of these low excursion fares to visit the old home this summer.

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SAN FRANCISCO

**PLEASURE'S WAND**

(Continued from Page 6)

tears and smiles intermingled, is depicted via the way of the screen.

It is said that this picture lay on the shelf until dust covered it, waiting for a suitable actor to portray the principal role. Then came Chaney and the picture revived is said to be compelling in its thrilling episodes.

Fanchon and Marco ideas will be startling in plan and presentation, so we're told.

\* \* \*

**Lurie**

"I Love You" is the attraction at the Lurie Theater, which opens Monday night, August 22, with Johnny Arthur in the leading role.

Alma Tell, a Broadway favorite, plays opposite and there is a good supporting cast to divide honors. Local theatergoers are interested in Ida Maye, formerly of the Alcazar, whose ingenue roles were genuine attractions.

This Le Baron comedy brings Johnny Arthur back to the stage, and although many know him as screen comedian, they will recall Arthur's last appearance here in "The Butter and Egg Man."

The Lurie play is full of sparkling situations and vibrantly clever lines while the dominating humor of the production makes its appeal to the tired business man. It's a rattling good comedy.

\* \* \*

**Curran**

"The Third Day" will reopen the Curran Theater soon, but as we go to press we haven't the exact date. Ruth Chatterton is the star and "everyone loves Ruth."

This play is adapted from the Czecho-Slovakian story by Milin Begovic, John Van Druten. It is produced by A. H. Wood.

Some discussions arose as to who would play the leading feminine role, which is strong in character. Finally, after consideration of many other actresses, Ruth Chatterton was the choice.

\* \* \*

**Alcazar**

"The Alarm Clock," Avery Hopwood's farce-comedy, is attracting crowds to the Alcazar with Marion Lord, Thomas Chatterton, John Stokes and Robert Adams, all Alcazar favorites, playing the leads. Charlotte Treadway takes the heroine role.

Zeda Reed and C. Haviland Chappell, two new players here, are in this mirthful play, and Alice Buchanan,

William Macauley, John Mackenzie and Richard Ellers are in the cast of prominent players.

Riotous fun and clever dialogue are combined in the farce.

"The Alarm Clock" is the first production to be made by Walter Gilbert, the new stage director of the Henry Duffy staff, and is rated as one of the best of the year.

\* \* \*

**President**

"Two Girls Wanted," a John Golden play, will be given its western premiere next Sunday afternoon, August 21 at the President Theater on McAllister street, near Market.

Ever since Golden staged "Lightnin," he has held the reputation for clean American plays with the maximum of fun.

Leneta Lane plays the principal role. Joan Warner is one of the stars Earl Lee, Lillian Dean, John O'Hara, and other well known Duffy players, complete the cast.

\* \* \*

**Capitol**

"Abie's Irish Rose" is back at the Capitol Theater, opening its present engagement on Sunday, August 21, for a farewell engagement. The same company that presented the play here a short time ago will again be seen with Dorothy Coghlan taking the title role.

This Anne Nichols' play has just broken world records for continuous performances, we're authentically told, with New York's theaters bringing the performances up to 2238.

William McFadden, Ada Jaffee, Leo Hoyt, James R. Walters, Frank Herse, Frank L. Royce and Jack Holmes are the players.

\* \* \*

**Woodland Theater**

"The Sunset Trail," had its California premiere last night, Friday, August 19, in the new Woodland Theater, Hillsborough, and will be presented again today, Saturday, August 20, for the benefit of the people who live in the San Mateo County Alms House.

Charles Wakefield Cadman, famous American composer, wrote this Indian operetta with its magic interest, telling the story of the final flare of revolt on the part of the Indians against the white man. The lyrics were written by Gilbert Moyle of Berkeley. Fred Carlyle has staged the production.

Colorful dances, rich costumes, battle scenes, weird lightning and an artistic performance are distinctive features of "The Sunset Trail."

Tickets may be obtained at Sherman-Clay, at the office, 57 Third avenue, San Mateo, and at the Woodland Theater the nights of the performance.

Those who do not go down the peninsula to the new theater are advised that they can take the Market Street railway to San Mateo. Get off at the corner of Griffith and Tilton avenues and then have but a short walk to the theater. Taxicabs will be at the end of the line in San Mateo for the convenience of those who go to see this remarkable operetta by Charles Wakefield Cadman.

\* \* \*

**Orpheum**

The Orpheum will headline Nick Lucas, the crooning troubadour, on their program beginning with the Saturday matinee, August 20. Lucas has a new program of his record song hits which he will give to the Orpheum patrons, during this engagement.

Other Orpheum features will be placed on the program with a few favorites of last week for the hold-over attractions.

\* \* \*

**Golden Gate**

Three headline acts at the Golden Gate Theater include Mercedes, the scientific sensation, assisted by the "Marvelous Mystic" Mlle. Stantone; Duci De Kerekjarto, royal violinist virtuoso, accompanied by his sister, Marika De Kerekjarto, and Grette Ardine and John Tyrell, dancers.

"Broadway Night" will be the screen feature, with Lois Wilson the star. Comedy films, Pathe News, Aesop's Fables, a scenic and Claude Sweeten and the Golden Gate Orchestra in special musical numbers are also included on the program.

\* \* \*

**Cameo**

The popular Cameo Theater on Market street, opposite Fifth, really had what is known in newspaper parlance, a "scoop" this past week in the presentation of the Dempsey-Sharkey fight pictures.

First to announce its screening of the big fight, round by round, the Cameo was the only theater to feature the training camps of both Dempsey and Sharkey. Manager F. A. Lacey gave out the first announcement of local screening of these fight films.

Manager Lacey announces that with the conclusion of the fight pictures the Cameo Theater will return to its former policy of prices and pictures which are changed twice and sometimes three times a week.

**Alhambra**

The Alhambra Theater on Polk street, near Green, where Walter Rudolph and his melody masters provide some of the very best music in any motion picture theater, will this week present a good program.

Raymond Hitchcock and Nancy Nash appear Saturday in "Upstream," and Marion Nixon and Otis Harlan in "Down the Stretch." Betty Compson in "Lady Bird," Sunday. Monday, Tuesday and Wednesday John Barrymore will be screened in "Don Juan."

\* \* \*

**Pantages**

"Cameo Kirby," a fitting vehicle for John Gilbert, is on the Pantages screen this week. Gertrude Olmstead plays the feminine lead and the cast includes Alan Hale, Richard Tucker, Jean Arthur and Eric Mayne.

No period of American history has been more fruitful of adventure and romance than the heyday of the steamboat traffic on the Mississippi. Booth Tarkington and Harry Leon Wilson, in creating the character of Cameo Kirby, in the play of that name, realized the lure of the old river days and made a play with a real American background.

**Feather River Inn  
People Have Good Times**

One thing noticeable about Feather River Inn, especially: The people all seem to have a radiantly good time.

The season at Feather River Inn is still very active, for although a number of prominent people have left on account of the opening of schools, there are many young people here.

The ladies' golf championship was won by Mrs. G. E. Sykes of Hollister. She was presented with a beautiful silver fruit dish.

The mixed doubles tennis tournament was won by Jane Leighton of New York and Henry E. Keyes of Stanford University. It was a hard fought match between Janette Whitman and Freddie Whitman of Burlingame.

Mr. E. J. Tobin and family left for home after a stay of six weeks at the inn.

The dinner dance last Friday evening was well attended and several large dinners were given. Among those entertaining were: Mrs. A. C. McLaughlin, who gave a dinner to celebrate her husband's birthday. Among her guests were: Mr. and Mrs. Frank King, Miss Evelyn McLaughlin, Mr. and Mrs. A. W. Eames, Mr. Hugh Leighton.

"Hello, Perkins, where did you get the black eye?"

"Sweethearts' quarrel! Why, your girl didn't give you that, did she?"

"No; it was her other sweetheart."  
—Answers.

where you pay no more for the

**BEST FLOWERS**

*Podesta AND Baldocchi*

"The Voice of a Thousand Gardens"

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Barrier sign used by track department of Market Street Railway Company

Samuel Kahn,  
President



# RADIO

By C. J. Pennington



C. J. Pennington

## Radio Show

With the opening of the fourth annual Pacific Radio Show tonight, the next few days will be marked with feverish preparations on the part of both the show committee of the Pacific Radio Trade Association and the hundred or more exhibitors.

The association and the exhibitors have transformed interior into a colorful setting that promises to furnish the most beautiful background of any radio exposition ever held in the West. Both the decorations and the lighting scheme will be commensurate in their artistic effect with the beauty of the radio equipment on display.

In view of the fact that this show marks the opening of the new radio season throughout the United States, city officials have joined with the Radio Association in making this an event of more than merely local importance. Special lighting plans have been developed for the Civic Center, the City Hall and the exterior of the Auditorium. Market street is decorated from the Ferry Building to the Auditorium in honor of a thousand or more radio dealers, manufacturers and distributors from up and down the coast, who will be here for this occasion.

The doors will be opened at 7 o'clock tonight. The dedicatory program starts at 7:45 o'clock. Thereafter, the show will be open every afternoon and evening with a variety of entertainment and special events crowding the program.

Many interesting and novel exhibits will be featured in the show, according to officers of the associa-

tion. More than 300 nationally advertised lines will be shown covering radio receiving sets and accessories. Every available bit of exhibit space has been taken and the success of the show is already pre-determined.

In addition to the commercial radio exhibits there will be a number of displays illustrating uses of radio other than the reception of broadcast station programs. There will be a high powered monoplane of the same type as used in the trans-Pacific flights fully equipped with the radio devices that have enabled the fliers to successfully negotiate the great distance between here and Honolulu. The Signal Corps of the United States Army will have an exhibit of its field equipment and will project motion pictures showing the Signal Corps in action in the field.

Perhaps one of the most elaborate features will be the operation of a modern broadcast station with its studio and control rooms. This will be erected on the stage and glass enclosed in order that show visitors may see all of the operations required in broadcasting radio entertainment. Programs both afternoon and evening will be given in this studio by the leading artists of six of the local stations, KPO, KGO, KFRC, KYA, KFWI and the National Broadcasting Company.

Through the courtesy of the National Broadcasting Company a part of the show program every night will be broadcast over its Pacific Coast network of seven stations, KPO and KGO, San Francisco; KFI, Los Angeles; KOMO and KFOA, Seattle; KGW, Portland and KHG, Spokane.

## Radio Singers Need Ability Plus

Even a radio singer must know how to sing.

It seems almost impossible to convey this thought to the thousands of woefully deficient vocalists who weekly descend upon the broadcasting stations of the country, say officials of KFI.

Students of a month's standing besiege radio stations, sure that overnight fame and fortune await them. Many cannot read music. Few can produce a correct scale. None would dare to approach concert or theatrical managers, but all consider the microphone legitimate prey. Of one thou-

sand applicants, less than ten are really acceptable, and perhaps only one is a valuable find.

"A good radio singer must have a flawless production. This perfection is not necessary in concert work for their facial expression, costume, personality and the distance of the singer from the listener mask even major defects. A radio singer stands within three feet of the microphone and the loud speaker is only a few feet from the auditor. Few artists can sing in your ear and make you like it.

"The concert artist may work with the vigor and broad strokes of a mural painter, while the radio singer must sing with the meticulous exactness of a painter of miniatures. The radio voice must not be 'breathy' as the impact of the breath column on the microphone may overload the tubes. Correct breathing from a well supported diaphragm is necessary for a firm free tone. Clean unexaggerated diction is imperative to prevent hisses and gurgling noises. Playing to what is really a blind audience, color and feeling are the soul of the radio voice. Great volume is not necessary, but the muscular ability to maintain a certain tone level and color is. Also the artist must have an innate sense of dramatic effect; must be able to pull down volume on forte passages and still achieve power. Tempo, so often disregarded, is one of the rarest and most valuable aids of the broadcast vocalist."

In the ruck of the three gold rushes—'49, movie and radio—have trailed thousands of incompetents. Time weeds them out, however, and in the next five years the supply of bad radio artists will have exhausted itself running from studio to studio. Then radio stations will be able to concern themselves with using the suitable material at hand rather than struggling to evade the inadequate.

Modernist—In this painting, beloved, I have laid bare my innermost soul.

Fiance (thoughtfully)—Tell me, Klodmir, don't you think we'd better break off our engagement?—Fliegende Blaetter.

\* \* \*

It's never too late for a woman to keep an appointment.

# Radio Programs

## KFRC—DON LEE SAN FRANCISCO—454

**Sunday, August 21**  
12:00 noon to 1:00 p. m.—Services from Old St. Mary's Church.  
5:00 to 6:00 p. m.—Twilight recital.  
6:00 to 6:25 p. m.—Talk by Dr. West.  
6:25 to 6:30 p. m.—Stage and screen reports.  
6:30 to 10:30 p. m.—Walter Krausgrill's Orchestra.

**Monday, August 22**  
7:00 to 8:00 a. m.—Early Bird program.  
8:00 to 8:30 a. m.—Jenny Wren overture.  
8:30 to 9:00 a. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Amateur tryouts.  
11:30 to 12:00 noon—Sherman, Clay program.  
12:00 to 1:00 p. m.—Organ recital.  
4:30 to 5:30 p. m.—Mac and his gang.  
5:30 to 6:00 p. m.—Joe Mendel and his pep band.  
6:00 to 6:20 p. m.—Stage and screen, police reports.  
6:20 to 6:30 p. m.—Western Motors Co.  
7:00 to 7:30 p. m.—Eddie Harkness' dance orchestra.  
8:00 to 10:00 p. m.—Blue Monday jamboree.  
10:00 to 1:00 p. m.—KFRC's period on gala Radio Show program.

**Tuesday, August 23**  
7:00 to 8:00 a. m.—Early Bird program.  
8:00 to 8:30 a. m.—Jenny Wren overture.  
8:30 to 9:00 a. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Doings of Dorothy.  
11:30 a. m. to 12:00 noon—Amateur tryout program.  
12:00 to 1:00 p. m.—Sherman, Clay concert.  
4:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:20 p. m.—Mac and his gang.  
6:20 to 6:30 p. m.—Stage and screen.  
6:30 to 6:50 p. m.—Russell-Colvin Co.  
6:50 to 7:00 p. m.—"Investment Securities."  
7:00 to 7:30 p. m.—Eddie Harkness' dance orchestra.  
8:00 to 8:30 p. m.—KFRC Radio Movie Club.  
8:30 to 9:30 p. m.—Walter Krausgrill's orchestra.  
9:30 to 12:00 p. m.—Eddie Harkness' dance orchestra.

**Wednesday, August 24**  
7:00 to 8:00 a. m.—Early Bird program.  
8:00 to 8:30 a. m.—Jenny Wren overture.  
8:30 to 9:00 a. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Household hints.  
11:30 to 12:00 noon—Musical tryout period.  
12:00 to 1:00 p. m.—Sherman, Clay concert.  
4:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:20 p. m.—Mac and his gang.  
6:20 to 6:30 p. m.—Stage and screen.  
6:30 to 7:00 p. m.—Western Motors Co.  
7:00 to 7:30 p. m.—Mark Hopkins dance orchestra.  
8:00 to 9:00 p. m.—Maxwell House Coffee program.  
9:00 to 10:00 p. m.—KFRC trio.  
10:00 to 12:00 p. m.—Walter Krausgrill's orchestra.

**Thursday, August 25**  
7:00 to 8:00 a. m.—Early Bird program.  
8:00 to 8:30 p. m.—Jenny Wren overture.  
8:30 to 9:00 a. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Doings of Dorothy.  
11:30 to 12:00 noon—Amateur tryouts.  
12:00 to 1:00 p. m.—Sherman, Clay concert.  
4:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:20 p. m.—Madame Marie's Beauty Talk.  
6:30 to 7:00 p. m.—Western Motors Co.  
7:00 to 7:10 p. m.—Stage and screen.  
7:10 to 7:30 p. m.—Mark Hopkins dance orchestra.  
8:00 to 9:00 p. m.—Mona Motor Oil Co.  
9:00 to 10:00 p. m.—Instrumental concert solos.  
10:00 to 12:00 p. m.—Mark Hopkins dance orchestra.

**Friday, August 26**  
7:00 to 8:00 a. m.—Early Bird program.  
8:00 to 8:30 a. m.—Jenny Wren overture.  
8:30 to 9:00 a. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Hints to home-makers.  
11:30 to 12:00 noon—Amateur tryouts.  
12:00 to 1:00 p. m.—Organ recital.  
4:30 to 5:30 p. m.—Mac and his gang.  
5:30 to 6:20 p. m.—Stage and screen.  
6:20 to 6:30 p. m.—Western Motors Co.  
7:00 to 7:30 p. m.—Mark Hopkins dance orchestra.  
8:00 to 9:00 p. m.—Musical educational series.  
9:00 to 10:00 p. m.—Walter Krausgrill's orchestra.  
10:00 to 12:00 p. m.—Mark Hopkins dance orchestra.

**Saturday, August 27**  
7:00 to 8:00 a. m.—Early Bird program.  
8:00 to 8:30 a. m.—Jenny Wren overture.  
8:30 to 9:00 a. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:45 a. m.—Amateur tryouts.  
11:45 to 12:00 noon—Announcements of Sunday church sermons.  
12:00 to 1:00 p. m.—Sherman, Clay concert.  
4:30 to 5:30 p. m.—Mark Hopkins dance orchestra.  
5:30 to 6:20 p. m.—Mac and his gang.  
6:20 to 6:30 p. m.—Stage and screen.  
6:30 to 7:00 p. m.—Western Motors Co.  
7:00 to 7:30 p. m.—Mark Hopkins dance orchestra.  
8:00 p. m. to 1:00 a. m.—Mark Hopkins dance orchestra.

## KYA—PACIFIC BROADCAST CORP. SAN FRANCISCO—309.1

**Sunday, August 21**  
11:00 a. m.—Church services.  
7:45 p. m.—Church services.

**Monday, August 22**  
7:00 to 8:00 a. m.—Golden Gate Crier.  
12:30 to 2:00 p. m.—Clift Concert Trio.  
5:30 to 6:30 p. m.—Golden Gate Crier.  
6:30 to 7:00 p. m.—Prize package period.  
7:00 to 7:30 p. m.—Clift Concert Trio.  
8:00 to 8:30 p. m.—The Venetian Quartet.  
8:30 to 9:00 p. m.—The Venetian Quartet.  
9:00 to 10:00 p. m.—Studio program.  
10:00 to 1:00 a. m.—Broadcast from Radio Show.

**Tuesday, August 23**  
7:00 to 8:00 a. m.—Golden Gate Crier.  
8:00 a. m.—Correct time.  
10:30 to 10:45 a. m.—Diet and health talk.  
12:30 to 2:00 p. m.—Clift Hotel Concert Trio.  
4:00 to 5:00 p. m.—Broadcast from special studio of Radio Show.  
5:30 to 7:00 p. m.—Golden Gate Crier.  
7:00 to 7:15 p. m.—"Magazine on the Air."  
7:15 to 7:30 p. m.—Clift Hotel Concert Trio.  
8:00 to 9:00 p. m.—Truett-George Instrumental Duo and KYA Artists.  
9:00 to 10:00 p. m.—Benny Lipston, lyric tenor.  
10:00 p. m.—Correct time.

**Wednesday, August 24**  
7:00 to 8:00 a. m.—Golden Gate Crier.  
8:00 a. m.—Correct time.  
12:30 to 2:00 p. m.—Clift Hotel Concert Trio.  
5:30 to 7:00 p. m.—Golden Gate Crier.  
7:00 to 7:30 p. m.—Clift Hotel Concert Trio.  
8:00 to 9:00 p. m.—Studio program.  
9:00 to 10:00 p. m.—Malvina Cohn, soprano.  
10:00 to 11:00 p. m.—Broadcast from the special studio of the Radio Show.

**Thursday, August 25**  
7:00 to 8:00 a. m.—Golden Gate Crier.  
8:00 a. m.—Correct time.  
12:30 to 2:00 p. m.—Clift Hotel Concert Trio.  
5:30 to 7:00 p. m.—Golden Gate Crier.  
7:00 to 7:30 p. m.—Clift Hotel Concert Trio.  
8:00 to 9:00 p. m.—Regular weekly meeting "26th Squad."  
9:00 to 10:00 p. m.—The Clarion Trio.  
10:00 to 11:00 p. m.—The KYA Philharmonic Orchestra.

**Friday, August 26**  
7:00 to 8:00 a. m.—Golden Gate Crier.  
8:00 a. m.—Correct time.  
10:30 to 10:45 a. m.—Diet and health talk.  
12:30 to 2:00 p. m.—Clift Hotel Concert Trio.  
5:30 to 7:00 p. m.—Golden Gate Crier.  
7:00 to 7:30 p. m.—Clift Hotel Concert Trio.  
8:00 to 9:00 p. m.—Studio program.  
9:00 to 10:00 p. m.—KYA artists.  
10:00 p. m.—Correct time.

**Saturday, August 27**  
7:00 to 8:00 a. m.—Golden Gate Crier.  
8:00 a. m.—Correct time.  
12:30 to 2:00 p. m.—Clift Hotel Concert Trio.  
5:30 to 7:00 p. m.—Golden Gate Crier.  
7:00 to 7:30 p. m.—Clift Hotel Concert Trio.  
8:00 to 10:00 p. m.—Program by Annae K. Blotcky.  
10:00 p. m.—Correct time.

## KFI—EARLE C. ANTHONY, INC LOS ANGELES—468 METERS

**Sunday, August 21**  
10:00 a. m.—Morning service.  
11:00 a. m.—Baptist church services.  
6:00 p. m.—Boris Myronoff, concert pianist.  
6:58 p. m.—Father Ricard's forecast.  
7:00 p. m.—Aeolian organ recital.  
8:00 p. m.—Packard classic hour.  
9:00 p. m.—National Broadcasting Company.  
10:00 p. m.—Billy Cox and his Packard Eight Orchestra.

**Monday, August 22**  
5:30 p. m.—Carl Hansen, musical saw.  
6:15 p. m.—Radiatorial.  
6:30 p. m.—Gamut male quartet.  
7:00 p. m.—Gene Johnston's Music Box hour.  
8:00 p. m.—National Broadcasting Company.  
9:00 p. m.—Shell Company of California.  
10:00 p. m.—Purcell Mayer, violinist.

**Tuesday, August 23**  
5:30 p. m.—The Dragon Hawaiians.  
6:00 p. m.—Talk on the Hollywood Bowl.  
6:15 p. m.—Prof. Carl S. Knopf.  
6:30 p. m.—Louise Caselotti, contralto.  
6:50 p. m.—Nick Harris detective stories.  
7:00 p. m.—Bill Fink and his Packard Six Orchestra.  
8:00 p. m.—Song recital by Virginia Flohri and Robert Hurd.  
9:00 p. m.—National Broadcasting Company.  
10:00 p. m.—Collegiate Aeolians Dance Orchestra.

**Wednesday, August 24**  
5:30 p. m.—Sebastians Cotton Club Orchestra.  
6:15 p. m.—Radiatorial period.  
6:30 p. m.—Pal O'Mine trio.  
7:30 p. m.—William MacDougal, Scotch singer.  
7:45 p. m.—Nick Harris detective stories.  
8:00 p. m.—Calpet Strine Quartet.  
9:00 p. m.—National Broadcasting Company.  
10:00 p. m.—Virginia McVoy, contra-contralto.

## Thursday, August 25

5:30 p. m.—Elkin's and Hite's Dixieland Orchestra.  
6:15 p. m.—Radiatorial period.  
6:30 p. m.—Don Parker, popular pianist.  
7:00 p. m.—Pastel trio.  
8:00 p. m.—Mrs. Edward C. Crossman, contralto.  
9:00 p. m.—National Broadcasting Company.  
10:00 p. m.—Program of modern classical music.

**Friday, August 26**  
5:30 p. m.—Eugene Biscailuz program.  
6:15 p. m.—Talk on the Hollywood Bowl.  
6:30 p. m.—Lois Whiteman and Ralph Van Hoorebeke.  
7:00 p. m.—Program by Paul Roberts.  
8:00 p. m.—Program of popular music.  
9:00 p. m.—National Broadcasting Company.  
10:00 p. m.—Packard Ballad Four.

**Saturday, August 27**  
5:30 p. m.—Strangers Social Club Orchestra.  
6:15 p. m.—Radiatorial period.  
6:30 p. m.—Vest Pocket program.  
7:30 p. m.—Felipe Delgado and Edna Clark Muir.  
8:00 p. m.—National Broadcasting Company.  
9:00 p. m.—Program by Maurine Dyer.  
10:00 p. m.—Packard Radio Club.  
11:00 p. m.—KFI Midnight Frolic.

## KLX—OAKLAND TRIBUNE OAKLAND—508

**Monday, August 22**  
10:30 a. m.—Martha Lee; George Keneipp.  
5:30 to 6:30 p. m.—Brother Bob's club.  
7:00 to 7:30 p. m.—Amusement information.  
8:00 to 9:00 p. m.—Special program.  
9:00 to 10:00 p. m.—Weekly meeting of Lake Merritt Ducks.

**Tuesday, August 23**  
2:45 p. m.—Baseball.  
5:30 to 6:30 p. m.—Brother Bob.  
7:00 to 7:30 p. m.—Amusement information.  
8:00 to 9:00 p. m.—Educational program.  
9:00 to 10:00 p. m.—Special program.

**Wednesday, August 24**  
10:30 a. m.—Martha Lee.  
2:45 p. m.—Baseball.  
5:30 to 6:30 p. m.—Brother Bob.  
6:30 to 7:00 p. m.—Athen Athletic club orchestra.  
7:00 to 7:30 p. m.—Amusement information.  
8:00 to 9:00 p. m.—Educational program.  
9:00 to 10:00 p. m.—Special program.

**Thursday, August 25**  
2:45 p. m.—Baseball.  
5:30 to 6:30 p. m.—Brother Bob.  
6:30 to 7:00 p. m.—Ern Russell in "song and story."  
7:00 to 7:30 p. m.—Amusement information.

**Friday, August 26**  
10:30 a. m.—Martha Lee.  
2:45 p. m.—Baseball.  
5:30 to 6:30 p. m.—Brother Bob.  
7:00 to 7:30 p. m.—Amusement information.  
8:00 to 9:00 p. m.—Community night program.  
9:30 to 10:30 p. m.—Athens Athletic club orchestra.

## KGO—GENERAL ELECTRIC OAKLAND—354

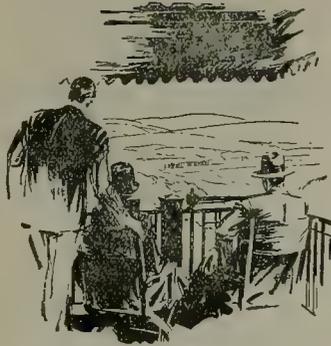
**Sunday, August 21**  
11:00 a. m.—Church service.  
6:30 to 7:30 p. m.—Bem's Little Symphony.  
7:30 p. m.—Weather and baseball.  
7:35 to 9:00 p. m.—Church service.  
9:00 to 10:00 p. m.—National Broadcasting Company.

**Monday, August 22**  
11:30 a. m. to 1:00 p. m.—Hotel Leamington concert.  
12:30, weather; 1:00, weather; 1:03, S. F. stocks.  
4:00 to 5:00 p. m.—Hotel St. Francis dance orchestra.  
5:30 to 6:00 p. m.—KGO Kiddies' Klub.  
6:00 to 6:45 p. m.—Stanislas Bem's Little Symphony.  
6:45 p. m.—"What's Happening in the World."  
7:03, weather; 7:06, baseball; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).  
8:00 to 9:00 p. m.—National Broadcasting Company.  
9:00 to 9:20 p. m.—"Chats About New Books."

**Tuesday, August 23**  
11:30 to 1:00 p. m.—Hotel Leamington concert.  
12:30, weather; 1:00, weather; 1:03, S. F. stocks.  
2:00 to 3:00 p. m.—Pacific Radio Trade Association concert.  
4:00 to 5:00 p. m.—Hotel St. Francis orchestra.  
6:00 to 6:55 p. m.—Stanislas Bem's Little Symphony.  
6:55, news; 7:03, weather; 7:06, baseball; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).  
8:00 to 9:00 p. m.—(Oakland studio)—The Pilgrims.  
9:00 to 10:00 p. m.—National Broadcasting Company.  
10:00 to 10:30 p. m.—"HM" and "JP" entertain.  
10:30 to 11:00 p. m.—Surprise broadcast.

**Wednesday, August 24**  
11:30 to 1:00 p. m.—Hotel Leamington concert.  
12:30, weather; 1:00, weather; 1:03, S. F. stocks.  
2:00 to 3:00 p. m.—Pacific Radio Trade Association concert.  
4:00 to 5:00 p. m.—Hotel St. Francis orchestra.  
6:00 to 6:55 p. m.—Bem's Little Symphony.  
6:55, news; 7:03, weather; 7:06, baseball; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).  
8:00 to 9:00 p. m.—Vacation program.  
9:00 to 10:00 p. m.—National Broadcasting Company.  
10:00 to 12:00 p. m.—John Wolohan's Californians.

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Thursday, August 25

11:30 to 1:00 p. m.—Hotel Leamington concert.  
12:30, weather; 1:00, weather; 1:03, S. F. stocks.  
2:00 to 3:00 p. m.—Pacific Radio Trade Association concert.  
4:00 to 5:00 p. m.—Hotel St. Francis Orchestra.  
5:00 to 6:00 p. m.—"Friends to Boys."  
6:00 to 6:55 p. m.—Bem's Little Symphony.  
6:55, news; 7:03, weather; 7:06, baseball; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).  
8:00 to 9:00 p. m.—KGO players.  
9:00 to 10:00 p. m.—National Broadcasting Company.  
10:00 to 12:00 p. m.—Hotel St. Francis dance orchestra.

Friday, August 26

11:30 a. m. to 1:00 p. m.—Hotel Leamington concert.  
12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
2:00 to 3:00 p. m.—Pacific Radio Trade Association concert.  
4:00 to 5:00 p. m.—Hotel St. Francis Concert Orchestra.  
5:30 p. m. Wise man from the Land-O-Health.  
6:00 to 6:45 p. m.—Bem's Little Symphony.  
6:45 to 6:55 p. m.—"Weekly Financial Review."  
6:55, news; 7:03, weather; 7:06, baseball; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).  
8:00 to 9:00 p. m.—Western Artist Series.  
9:00 to 10:00 p. m.—National Broadcasting Company.  
10:00 to 11:00 p. m.—Hotel St. Francis dance orchestra.

Saturday, August 27

11:30 a. m. to 1:00 p. m.—Hotel Leamington concert.  
12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
2:00 to 3:00 p. m.—Pacific Radio Trade Association concert.  
4:00 to 5:00 p. m.—Hotel St. Francis Concert Orchestra.  
8:00 to 10:00 p. m.—National Broadcasting Company.  
10:00 p. m. to 1:00 a. m.—Wilt Gunzendorfer's Band.

KPO—HALE BROTHERS AND THE CHRONICLE  
SAN FRANCISCO—422

Sunday, August 21

2:45 to 4:30 p. m.—Broadcast of baseball game.  
6:00 to 6:30 p. m.—States Restaurant orchestra.  
6:30 p. m.—Baseball scores.  
6:35 to 8:35 p. m.—Palace Hotel concert orchestra.  
8:35 to 10:00 p. m.—Fairmont Hotel concert orchestra.

Monday, August 22

6:45, 7:15 and 7:45 a. m.—Health exercises.  
8:00 to 9:00 a. m.—Sperry Flour happy hour.  
10:30 to 10:45 a. m.—Ye Towne Cryer service.  
11:30 to 12:50 p. m.—Kane's Hawaiians.  
12 noon—Time signals, Scripture reading.  
12:50 p. m.—Stock market quotations.  
1:00 to 2:00 p. m.—Fairmont Hotel concert orchestra.  
3:30 to 5:30 p. m.—Palace Hotel concert orchestra.  
5:30 to 6:00 p. m.—Children's hour.  
6:00 to 6:30 p. m.—Ye Towne Cryer service.  
6:30 to 7:00 p. m.—States Restaurant orchestra.  
7:00 to 7:30 p. m.—Fairmont Hotel concert orchestra.  
7:30 to 8:00 p. m.—DX.  
8:00 to 9:00 p. m.—Program by National Broadcasting.  
9:00 to 10:00 p. m.—Program for Shell Company of California, KPO-KFI.  
10:00 p. m. to 12 midnight—KPO's variety hour.

Tuesday, August 23

6:45, 7:15 and 7:45 a. m.—Health exercises.  
8:00 to 9:00 a. m.—Sperry Flour happy hour.  
10:00 to 10:30 a. m.—Domestic economist.  
10:30 to 10:45 a. m.—Ye Towne Cryer service.  
11:30 to 12:50 p. m.—Kane's Hawaiians.  
12 noon—Time signals, Scripture reading.  
12:50 p. m.—Stock market quotations.  
1:00 to 2:00 p. m.—Fairmont Hotel concert orchestra.  
2:45 to 4:30 p. m.—Broadcast of baseball game.  
4:30 to 5:30 p. m.—Palace Hotel concert orchestra.  
5:30 to 6:00 p. m.—Children's hour.  
6:00 to 6:30 p. m.—Ye Towne Cryer service.  
6:30 to 7:00 p. m.—States Restaurant orchestra.  
7:00 to 7:30 p. m.—Fairmont Hotel concert orchestra.  
7:30 to 8:00 p. m.—DX.  
8:00 to 9:00 p. m.—Dan Casey's freside hour.  
9:00 to 10:00 p. m.—National Broadcasting Company.  
10:00 to 11:00 p. m.—Palace Hotel dance orchestra.

Wednesday, August 24

6:45, 7:15 and 7:45 a. m.—Health exercises.  
8:00 to 9:00 a. m.—Sperry Flour happy hour.  
10:30 to 10:45 a. m.—Ye Towne Cryer service.  
11:30 to 12:50 p. m.—Kane's Hawaiians.  
12 noon—Time signals, Scripture reading.  
12:50 p. m.—Stock market quotations.  
1:00 to 2:00 p. m.—Fairmont Hotel concert orchestra.  
2:45 to 4:30 p. m.—Broadcast of baseball game.  
4:30 to 5:30 p. m.—Palace Hotel concert orchestra.  
5:30 to 6:00 p. m.—Children's hour.  
6:00 to 6:30 p. m.—Ye Towne Cryer service.  
6:30 to 7:00 p. m.—States Restaurant orchestra.  
7:00 to 7:30 p. m.—Fairmont Hotel concert orchestra.  
7:30 to 8:00 p. m.—DX.  
8:00 to 9:00 p. m.—Atwater Kent Artists.  
9:00 to 10:00 p. m.—National Broadcasting Company.  
10:00 to 11:00 p. m.—States Restaurant orchestra.

Thursday, August 25

6:45, 7:15 and 7:45 a. m.—Health exercises.  
8:00 to 9:00 a. m.—Sperry Flour happy hour.  
10:30 to 10:45 a. m.—Ye Towne Cryer service.  
11:30 to 12:50 p. m.—Kane's Hawaiians.  
12 noon—Time signals, Scripture reading.  
12:50 p. m.—Stock market quotations.

1:00 to 2:00 p. m.—Fairmont Hotel concert orchestra.  
2:45 to 4:30 p. m.—Broadcast of baseball game.  
4:30 to 5:30 p. m.—Palace Hotel concert orchestra.  
5:30 to 6:00 p. m.—Children's hour.  
6:00 to 6:30 p. m.—Ye Towne Cryer service.  
6:30 to 7:00 p. m.—States Restaurant orchestra.  
7:00 to 7:30 p. m.—Fairmont Hotel concert orchestra.  
7:30 to 8:00 p. m.—DX.  
9:00 to 10:00 p. m.—National Broadcasting Company's  
10:00 to 11:00 p. m.—Palace Hotel dance orchestra.

Friday, August 26

6:45, 7:15 and 7:45 a. m.—Health exercises.  
8:00 to 9:00 a. m.—Sperry Flour happy hour.  
10:30 to 10:45 a. m.—Ye Towne Cryer service.  
10:45 a. m.—Ninon, fashion critic.  
11:30 to 12:50 p. m.—Kane's Hawaiians.  
12 noon—Time signals, Scripture reading.  
12:45 p. m.—Commonwealth luncheon at Palace Hotel.  
1:30 to 2:00 p. m.—Fairmont Hotel concert orchestra.  
2:45 to 4:30 p. m.—Broadcast of baseball game.  
4:30 to 5:30 p. m.—Palace Hotel concert orchestra.  
5:30 to 6:00 p. m.—Children's hour.  
6:00 to 6:30 p. m.—Ye Towne Cryer service.  
6:30 to 7:00 p. m.—States Restaurant orchestra.  
7:00 to 7:20 p. m.—Book review.  
7:20 to 7:30 p. m.—Sports-on-the-air.  
7:30 to 8:00 p. m.—DX.  
8:00 to 9:00 p. m.—Program, the Calpel orchestra.  
9:00 to 10:00 p. m.—National Broadcasting Company.  
10:00 to 11:00 p. m.—States Restaurant orchestra.

Saturday, August 27

6:45, 7:15 and 7:45 a. m.—Health exercises.  
8:00 to 9:00 a. m.—Sperry Flour happy hour.  
10:00 to 10:30 a. m.—Domestic economist.  
10:30 to 10:45 a. m.—Ye Towne Cryer service.  
11:30 to 12:50 p. m.—Kane's Hawaiians.  
12 noon—Time signals, Scripture reading.  
12:50 p. m.—Stock market quotations.  
1:00 to 2:00 p. m.—Fairmont Hotel concert orchestra.  
2:45 to 4:30 p. m.—Broadcast of baseball games.  
4:30 to 5:30 p. m.—Palace Hotel concert orchestra.  
5:30 to 6:00 p. m.—Twilight hour.  
6:00 to 6:30 p. m.—Ye Towne Cryer service.  
6:30 to 7:00 p. m.—States Restaurant orchestra.  
7:30 to 8:00 p. m.—DX.  
8:00 to 9:00 p. m.—National Broadcasting Company.  
9:00 to 12:00 midnight—Goodrich Silvertown Cord orchestra.  
12:00 m. to 1:00 a. m.—Palace Hotel dance orchestra.

KGW—MORNING OREGONIAN  
PORTLAND—491.5

Sunday, August 21

7:30 to 9:00 p. m.—Evening Church services.  
9:00 to 10:00 p. m.—N. B. C. program.  
10:00 to 11:00 p. m.—Little Symphony orchestra.

Monday, August 22

6:00 to 7:00 p. m.—Dinner concert.  
7:30 to 7:45 p. m.—Utility service.  
8:00 to 9:00 p. m.—N. B. C. program.  
9:00 to 10:00 p. m.—Concert.

Tuesday, August 23

6:00 to 7:00 p. m.—Dinner concert.  
7:00 to 7:30 p. m.—"Travlogue."  
7:30 to 7:45 p. m.—Utility service.  
7:45 to 9:00 p. m.—Educational program.  
9:00 to 10:00 p. m.—N. B. C. program.  
10:00 to 12:00 p. m.—Dance music.

Wednesday, August 24

6:00 to 7:00 p. m.—Concert orchestra.  
7:30 to 7:45 p. m.—Utility service.  
8:00 to 9:00 p. m.—Concert.  
9:00 to 10:00 p. m.—National Broadcasting Company.

Thursday, August 25

6:00 to 7:00 p. m.—Dinner concert.  
7:30 to 7:45 p. m.—Utility service.  
7:45 to 8:00 p. m.—Lecture.  
8:00 to 9:00 p. m.—Concert.  
9:00 to 10:00 p. m.—N. B. C. program.

Friday, August 26

6:00 to 7:00 p. m.—Dinner concert.  
7:30 to 8:00 p. m.—Program.  
8:00 to 9:00 p. m.—Concert.  
9:00 to 10:00 p. m.—National Broadcasting Company.

Saturday, August 27

6:00 to 7:00 p. m.—Dinner concert.  
8:00 to 9:00 p. m.—National Broadcasting Company.  
10:00 to 12:00 p. m.—Dance music.

KFWI—RADIO ENTERTAINMENTS, INC.  
SAN FRANCISCO—267

Sunday, August 21

12:30 to 1:30 p. m.—Organ recital.  
7:50 to 9:00 p. m.—Services from Sixth Church of Christ Scientist.  
9:00 to 10:00 p. m.—Laura Ellen Windsor and pupils.  
10:00 to 12:00 p. m.—Clyde Cooper's orchestra.

Monday, August 22

8:20 to 10:27 a. m.—Musical breakfast program.  
10:27 to 10:30 a. m.—U. S. weather reports.  
10:30 to 11:00 a. m.—Babette's fashion hints.  
11:00 to 12:00 p. m.—Organ recital.  
12:00 to 1:00 p. m.—Luncheon program.  
4:00 to 5:00 p. m.—KFWI tea party.  
5:00 to 5:30 p. m.—Construction reports.  
5:30 to 6:00 p. m.—Theatrical announcements.  
6:00 to 7:00 p. m.—Dinner hour concert.  
7:00 to 7:15 p. m.—Sports by Geo. T. Davis.  
7:15 to 7:30 p. m.—Advertising talk.  
8:00 to 9:00 p. m.—Clyde Cooper's Roof Garden orchestra.  
9:00 to 9:30 p. m.—Geo. Taylor and Clem Kennedy.  
9:30 to 10:00 p. m.—Darnelle Sisters.  
10:00 p. m.—Weather and police reports.  
10:05 to 12:00 p. m.—Clyde Cooper's Roof Garden orchestra.

**IN THE SUPERIOR COURT**

of the State of California, in and for the City and County of San Francisco

Margaret Vanderhoogt, Plaintiff, vs. John W. B. Vanderhoogt, Defendant.  
No. 184826.

Action brought in the Superior Court of the State of California in and for the City and County of San Francisco, and the complaint filed in the office of the County Clerk of said City and County.

The people of the State of California send greeting to: John W. B. Vanderhoogt, Defendant.

You are hereby required to appear in an action brought against you by the above-named Plaintiff in the Superior Court of the State of California, in and for the City and County of San Francisco, and to answer the Complaint filed therein within ten days (exclusive of the day of service) after the service on you of this summons, if served within this City and County; or if served elsewhere within thirty days.

The said action is brought to obtain a judgment and decree of this Court dissolving the bonds of matrimony now existing between plaintiff and defendant, on the grounds of defendant's wilful desertion and wilful neglect, also for general relief, as will more fully appear in the Complaint on file, to which special reference is hereby made.

And you are hereby notified that unless you appear and answer as above required, the said Plaintiff will take judgment for any money or damages demanded in the complaint as arising upon contract or will apply to the Court for other relief demanded in the complaint.

Given under my hand and the Seal of the Superior Court of the State of California, in and for the City and County of San Francisco.

Dated this twenty-seventh day of July, 1927.

H. I. MULCREVY, Clerk.  
By J. J. RAFFERTY, Deputy Clerk.

(Seal)  
Austin Lewis, 473 Mills Bldg., San Francisco,  
Attorney for Plaintiff.

**ASSESSMENT NOTICE:**

The MINERAL DEVELOPMENT COMPANY, location of principal place of business, San Francisco, Calif.

Notice is hereby given that at a meeting of the Directors held on the 2nd day of August, 1927, an assessment of one-half cent per share was levied upon the issued capital stock of the corporation payable immediately in legal money of the United States, to the Secretary, at the office of the company, Room 245, Monadnock Building, San Francisco, Calif.

Any stock on which this assessment shall remain unpaid on the 5th day of September, 1927 will be delinquent and advertised for sale at public auction, and unless payment is made before, will be sold on Tuesday the 27th day of September, 1927 to pay the delinquent assessment, together with costs of advertising and expense of sale.

M. J. SEELY, Secretary,  
245 Monadnock Building,  
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**Tuesday, August 23**

- 7:00, 7:30 and 8:00 a. m. Health exercises.
- 8:20 to 10:27 a. m.—Musical breakfast program.
- 10:27 to 10:30 a. m.—U. S. weather reports.
- 10:30 to 11:00 a. m.—Beauty hints.
- 12:00 to 12:30 p. m.—Musical luncheon program.
- 12:30 to 1:00 p. m.—Organ recital.
- 1:00 to 1:30 p. m.—Country store.
- 1:30 to 2:00 p. m.—Cowell Dein, piano and banjo.
- 5:00 to 5:30 p. m.—Construction reports.
- 5:30 to 6:00 p. m.—Theatrical announcements.
- 6:00 to 7:00 p. m.—Dinner hour concert.
- 7:00 to 7:15 p. m.—Sports by Geo. T. Davis.
- 7:15 to 7:30 p. m.—KFWI Builders of Progress Club.
- 8:00 to 9:00 p. m.—Clyde Cooper's orchestra.
- 9:00 to 10:00 p. m.—Barnes Vaudeville Agency.
- 10:00 p. m.—Weather and police reports.
- 10:03 to 11:00 p. m.—Clyde Cooper's orchestra.
- 11:00 to 12:00 p. m.—Zepp Black's mysterious hour.

**Wednesday, August 24**

- 7:00, 7:30 and 8:00 a. m.—Health exercises.
- 8:20 to 10:27 a. m.—Musical breakfast program.
- 10:27 to 10:30 a. m.—U. S. weather reports.
- 10:30 to 11:00 a. m.—Cynthia Grey's column.
- 11:00 to 12:00 m.—Organ recital.
- 12:00 to 12:30 p. m.—Luncheon program.
- 12:30 to 1:00 p. m.—Organ recital.
- 1:00 to 1:30 p. m.—Country store.
- 5:00 to 5:30 p. m.—Construction reports.
- 5:30 to 6:00 p. m.—Theatrical announcements.
- 6:00 to 7:00 p. m.—Louis Donato and Jack Kelsey.
- 7:00 to 7:15 p. m.—Sports by Geo. T. Davis.
- 7:15 to 7:30 p. m.—Studio program.
- 8:00 to 9:00 p. m.—Program by Jerry Warner, singing banjoist.
- 9:00 to 10:00 p. m.—Clifford Schneider, baritone.
- 10:00 p. m.—Weather and police reports.
- 10:03 to 12:00 p. m.—Clyde Cooper's orchestra.

**Thursday, August 25**

- 7:00, 7:30 and 8:00 a. m.—Health exercises.
- 8:20 to 10:27 a. m.—Musical breakfast program.
- 10:27 to 10:30 a. m.—U. S. weather reports.
- 10:30 to 11:00 a. m.—Fashion hints by Babette.
- 12:00 to 12:30 p. m.—Musical luncheon program.
- 12:30 to 1:00 p. m.—Organ recital.
- 1:00 to 1:30 p. m.—Country store.
- 4:00 to 5:00 p. m.—KFWI tea party.
- 5:00 to 5:30 p. m.—Construction reports.
- 5:30 to 6:00 p. m.—Theatrical announcements.
- 6:00 to 7:00 p. m.—Dinner hour program.
- 7:00 to 7:15 p. m.—Sports by Geo. T. Davis.
- 7:15 to 7:30 p. m.—Kenneth A. Millican.
- 9:00 to 9:30 p. m.—Studio program by Wm. Johnson.
- 9:30 to 9:30 p. m.—Gloria Del Rae.
- 9:30 to 11:00 p. m.—Bill Bennett.
- 11:00 to 12:00 p. m.—Clyde Cooper's orchestra.

**Friday, August 26**

- 7:00, 7:30 and 8:00 a. m. Exercise hour.
- 8:20 to 10:27 a. m.—Musical breakfast program.
- 10:27 to 10:30 a. m. U. S. weather reports.
- 10:30 to 11:00 a. m.—Beauty hints.
- 11:00 to 12:00 m.—Organ recital.
- 12:00 to 12:30 p. m.—Musical luncheon program.
- 12:30 to 1:00 p. m.—Organ recital.
- 1:00 to 1:30 p. m.—Country store.
- 1:30 to 2:00 p. m.—Cowell Dein, banjo and piano.
- 4:00 to 5:00 p. m.—KFWI tea party.
- 5:00 to 5:30 p. m.—Construction reports.
- 5:30 to 6:00 p. m.—Theatrical announcements.
- 6:00 to 7:00 p. m.—Program arranged by Irene Smith.
- 7:00 to 7:15 p. m.—Sports by Geo. T. Davis.
- 7:15 to 7:30 p. m.—Talk by E. S. Daniels.
- 8:00 to 9:00 p. m.—Clyde Cooper's orchestra.
- 9:00 to 10:00 p. m.—California Sunshine Boys.
- 10:00 p. m.—Weather and police reports.
- 10:03 to 12:00 p. m.—Clyde Cooper's orchestra.

**Saturday, August 27**

- 7:00, 7:30 and 8:00 a. m. Exercise hour.
- 8:20 to 10:27 a. m.—Musical breakfast program.
- 10:27 to 10:30 a. m. U. S. weather reports.
- 10:30 to 11:00 a. m.—Cynthia Grey's column.
- 12:00 to 12:30 p. m.—Musical luncheon program.
- 12:30 to 1:00 p. m.—Organ recital.
- 1:00 to 1:30 p. m.—Country store.
- 5:00 to 5:30 p. m.—Construction reports.
- 5:30 to 6:00 p. m.—Theatrical announcements.
- 6:00 to 7:00 p. m.—Dinner hour concert.
- 7:00 to 7:15 p. m.—Sports by Geo. T. Davis.
- 7:15 to 7:30 p. m.—Geo. Taylor and Clem Kennedy.
- 8:00 to 9:00 p. m.—Athena Alexandroff, soprano.
- 9:00 to 12:00 p. m.—Clyde Cooper's orchestra.
- 12:00 to 2:30 a. m.—KFWI hour of mirth.

**Society**

(Continued from page 5)

her only attendant, Mrs. Edwin Mad-den, the matron of honor, wore a powder blue chiffon, with beige hat with blue trimmings. Mr. Edwin Mad-den acted as best man. The Empire Room at The Fairmont, where the in-formal reception and wedding break-fast was served, was converted into a bower of flowers. After a honey-moon spent touring the Canadian Rockies, the bride and groom will be at home in San Francisco.

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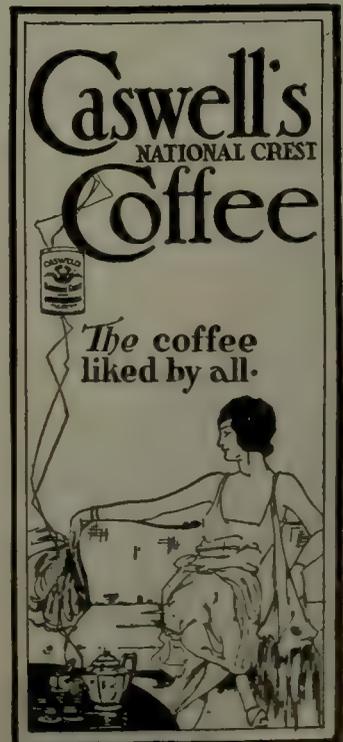


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### A Great Man Passes

"Greatness" is an elastic word; it may have many interpretations.

To the money-mad, it means accumulation of great wealth; to the thinker, great vision; to the practical person, direct and efficient action in important business affairs; to the humanitarian, love and sympathy for the underdog.

To Elbert H. Gary, head of the American steel industry, who passed away early in the morning of August 15, these attributes may be applied in varying proportion.

He was rich, he was a man of vision, he was "efficient" to an extraordinary degree, and he treated labor "white," as labor expresses itself.

He was known to be antagonistic to unionism, but it was at his behest that the U. S. Steel Corporation adopted the plan of voluntary compensation to injured workmen long before such action was made compulsory by the laws of many states; and the elimination of the 12-hour working day was due to his efforts. To illustrate the feeling between the head of the steel corporation and its employees the following story is told:

During the strike of the elevator operators in New York, several years ago, every man was found at his post in the building which had been recently purchased by the steel corporation. When asked the reason for this, one of the operators replied:

"As soon as the corporation bought this building, our wages were raised. We are getting as much or more than the unions are demanding. Judge Gary has treated us 'white,' and you can bet your life we are going to stick by him, strike or no strike."

Gary was admitted to the bar of the United States Supreme Court in 1882. Aside from this, he will go down to posterity as one of America's greatest men.

If a Bill, now before the Italian Parliament, becomes law, officers under thirty years of age in the Italian Air Force will be forbidden to marry. Aviation is getting safer and safer.

\* \* \*

This is Apple Week. Hurrah! An apple a day keeps the doctor away—unless you get the seeds in your appendix.—Iowa State Green Gander.

\* \* \*

Sunday-School Teacher—My dear children, I want you to look upon me as a shepherd, and I shall look upon you as my sheep. Now you all know what the shepherd does to his sheep.

Little Boy—Shears them.—Answers.

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Edited by Josephine Wilson

**THE THUNDERER**, by E. Barrington. Dodd, Mead and Co., Inc.; \$2.50.

E. Barrington, author of "The Exquisite Perdita," "The Divine Lady," "The Glorious Apollo," and "The Chaste Diana," has given the world of letters another historical novel, which, in my opinion, transcends all of the other preceding books.

"The Thunderer," just off the press, is Barrington's latest novel, graphically and glowingly mirroring historical deeds. In this fascinating book, the author portrays the dramatic and world-renowned love story of Napoleon and Josephine.

Like many other biographical novels by this author, "The Thunderer" contains the names of people whose lives were intertwined with the great Napoleon's rise to historical heights. That is really one of the fascinations of Barrington's books. There is always the certainty of romance with historical foundation and authentic background.

In "The Thunderer," we first see the great Corsican as a lieutenant dispersing a Parisian mob; or, as the first chapter puts it, "sowing the seed." Then we follow this man of destiny through amazing stretches of fame which have made the very name of Napoleon a candle-light to be snuffed out at will; or, a burning beacon to lead one's ambition—according to personal analysis.

This book reveals the passion of Napoleon for his Josephine. The startling love letters which Napoleon wrote to his wife before, and after, he became Emperor are quoted practically in their entirety. Oh, those letters! Never in all history has any other lover, in blazing and magnificent passion, been able to equal those amatory epistles.

"The Thunderer" takes us to the imperial coronation with its translucent and clean-cut phrases visioning each detail of the court. Later we follow each episode which leads up to the renunciation and divorce of Josephine.

Without any desire to moralize or to influence, the author draws aside the curtain and depicts each event in a romantic way, typical of novel-authorship, but with a deep and profound understanding of the facts as recorded by history. Flashes of

humor illumine the pages in consistent measure.

The Napoleonic generals, Junot, the personnel of the Convention, the Directory, Talleyrand, the great English commander, Nelson, and many other notable names in history are brought into the story in their historical sequence.

Maria Louise, Countess Walewska, and the son born to Napoleon and Maria Louise have a place in "The Thunderer" which stirs one's emotion no matter how familiar to the reader may be the facts. Cognizant, or not, with this part of Napoleon's implacable life, there is an appeal in the Barrington outline unlike any other it has been my privilege to read.

E. Barrington and L. Adams Beck, as most book-lovers know, is one and the same author. An Englishwoman whose forebears were distinguished British navy men. Her grandfather, Sir Fairfax Morsey, was at one time Commander-in-Chief of the Pacific Station.

"As part of a British navy family, she was from childhood steeped in tales of Lord Nelson."

Mrs. Beck lives in Victoria, British Columbia. Surrounded by a beautiful English garden she writes the books which are now adding fame to an illustrious name. Her two personalities, so different in expression, are distinctly revealed under the two names of Barrington and Beck.

With whole-hearted sincerity and stalwart appreciation of "The Thunderer," do I recommend possession of this outstanding book.

**Animal Lovers Meet**

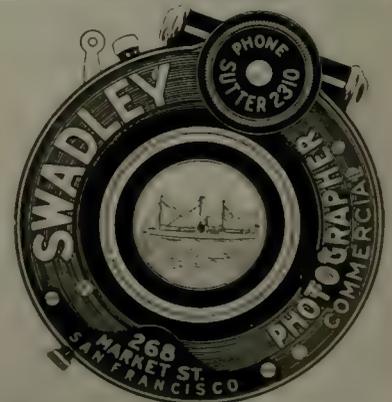
A meeting of the San Francisco Anti-Vivisection Society and a get-acquainted reception will be held on Tuesday evening, August 23, in Mt. Diablo Hall, Native Sons Building. Addresses by prominent speakers and a splendid musical program will be presented. Speakers for the evening include Mr. Bernside Cromwell, S. R. Parchmont, John Munsell Chase, Dr. C. Lucht. Vocal selections will be given by Miss Catherine T. Morgan, accompanied by Richard Manners; Mr. Fred Coy, Alice Bradley, Denny Huttetdall, accompanied by Madame Lillian Slinkey Durini.

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## Pilots of the Stellar Seas

By Lieut. Blaine Stubblefield

"Flying is the easiest thing in the world," said "Pop" Croft, veteran flyer at Brooks Field during the "war in Texas." "All you have to do is control the ship." Pop was right, but there are still a good many folks who don't know how to "control the ship." And they are the ones we hear most about—the ones who take tumbles and crack up. Little is said about the thousands who fly, year after year, without even washing out an undercarriage. Beginners, of course, must learn, but we shall soon have airplane inspection and rules for student flyers that will practically eliminate accident among them.

There are those adventurous souls, the pioneer flyers, and then there are the air mail pilots who drive across the map according to printed schedules. The time has come, it seems to me, when commercial aviation and stunt flying must part company and go their own respective and progressive ways. Our daring and audacious Magellans of the aerial void have no longer much in common with the cool and cautious navigators of the air mail and passenger lines. The one is the creator of a new realm; the other is the public servant quietly and carefully performing his duties. And, although we have only begun to realize the possibilities of the air, we are settling down to a quiet enjoyment of those uses we already have, meanwhile urging and encouraging the pioneers to give us more. For pioneers there will always be.

While the world has stood amazed at the daring of those who have crossed the seas during the past few weeks, and at the same time marveled at the possibilities in it for us all, steady and reliable forces have been working toward a realization of our dreams. Air mail and passenger lines, spanning the country east and west, north and south, have been put to work on a business basis. The man on the street is now beginning to see in himself what but a few months ago he saw in his heroes—a man of the air—able to experience the strange and unfamiliar, to gratify a longing as old as man—to fly through the blue void.

Not only himself but his communications with men in far-off places may be carried at incredible speed. A letter marked "air mail," with ten cents postage, is carried thousands of miles away in the short space of a day and a night, and delivered safely at a certain door. Two hundred, three

hundred, five hundred words, a deliberate message, a message of record, carried across the continent for ten cents per half ounce! It is a service that could not have been expected a short time ago.

San Francisco, the hub of the Pacific Coast, has just been linked to Chicago, industrial center of the Middle West, by a 21-hour air mail and passenger service. The mail line schedule was taken over by the Boeing Air Transport, Inc., on July 1 and passenger service was officially begun the first of August. San Francisco also has the Pacific Air Transport, carrying mail and passengers between Los Angeles and Seattle, operating on a daily schedule.

The Boeing route is the longest air mail line in the world at the present time, totaling about 1972 miles from San Francisco to Chicago—almost as the crow flies. Stops are made at Sacramento, Reno, Elko, Salt Lake City, Cheyenne, North Platte, Omaha, Des Moines and Iowa City. The run is divided into four divisions, with changes at Salt Lake City, Cheyenne and Omaha. The ships leave Concord Field, San Francisco, at 8:45 a. m. and reach Chicago early in the morning of the following day—21 hours later.

Twenty-five Boeing biplanes, costing \$25,000 each, were brought new from the factory and put on the route. Each has a two-passenger cabin, fitted with reclining chairs. A Boeing plane carries a load of 1600 pounds—1200 pounds of mail besides the two passengers and their baggage. The running speed is about 130 miles per hour. Fuel for six hours flying, about 100 gallons, is carried in the tank, giving a flying radius of 600 miles. The motor has 410 horsepower.

An average size business letter weighs about a half ounce; thirty-two such letters weigh a pound. At that rate, one of these mail planes will carry about 38,400 letters. If these already established air mail and passenger lines are to live and give the public service, the public must soon know and use them to the fullest extent. Those who begin using air mail, we learn at the post office, continue to use it, increasing their volume. This service has been tried and proven.

Those interested in this public utility as a means of promoting the commercial and industrial life of their communities, should bear in

mind, for their own and others information, that air mail letters are ten cents per half ounce to any point in the United States, Canada, England, or any other country having a two-cent ordinary postage convention with this government; that any postage will do—air mail stamps are not necessary; that letters need only be marked "via air mail"; that any envelope will do—air mail envelopes are not necessary, though desirable; that air mail letters may be dropped in any mail box or letter chute.

So we have the tenderwing flyers, trying to learn, who crack up and furnish most of the accident news. We have the knights errant of the air looking for new realms to conquer, who supply the romance and thrills. And we have the air mail pilots, hundreds of them, who do the expected thing every day and are therefore not often heard of.

### Symphony Concert

Several outstanding records were made last Tuesday night when the Summer Symphony Concert was given with Hans Leschke conducting. The vast Auditorium was packed to the rafters. The San Francisco Municipal Chorus gave us a musical surprise, and Alice Gentle, famous operatic star, sang as we always knew she could sing—and captivated the audience with her exquisite voice and artistry.

The "largest audience of the season" fairly went wild and clamored for encore, when Alice Gentle, noted American soprano, sang the Tannhauser, Aria "Dich Theure Halle." She first sang the Gounod aria from "The Queen of Sheba," in which she has appeared as operatic star. Her wondrous voice, rich in tone quality and clarity, was gorgeous in the concert numbers of the symphony program. Alice Gentle looked the aristocrat in her handsome black chiffon beaded gown with which she carried a stunning orange-colored ostrich fan. Her head dress was a coronet of handsome stones.

The Municipal Chorus is a credit to the community. The members sang superbly. Their musical decorum, their enunciation, their manner of attack in opening each number and their musical understanding gave convincing demonstration of perfect training.

## P. A. T. NEWS

The Pacific Air Transport Company is commended by Postmaster General New in his bulletin of August 10, as one of six contract air mail routes which "performed 100 per cent service during the month of July."

P. A. T. now has another distinction. They are the largest commercial customers of Wright Aeronautical Corporation of Paterson, N. J., having eleven of the famous "whirlwind" motors. Every 200 hours each motor is completely overhauled and rebuilt. Two are in the shop at all times.

A San Francisco newspaper recently reported a forced landing as a "crash." This, of course, is very damaging to the reputation of an air transport company for safe flying and it may cost many hundreds of dollars to such a company. It doesn't seem quite fair when it is considered that forced landings are not dangers but are in reality a sign of good judgment on the part of the pilot when motor trouble is suspected or darkness or bad weather are imminent. Under the rule that no passengers will be flown at night, except in grave emergency, PAT travel is highly safe.

Forced landings without accident are not reported, since they are unimportant and, when printed, merely add to the confusion in the public mind as to what equipment is safe and what is unsafe.

PAT is the first American air-travel line ever to have international representation, so far as is known. A folder designed for both domestic and foreign circulation has just been issued in large quantities, with cover design drawn from an actual photograph of a PAT plane at the peak of Mt. Hood (18,500 ft.). A schedule and tariff card, which also tells "How to Get the Utmost Enjoyment from a Flight," accompanies each folder.

Another new printed piece is a "Certificate of Travel" which is presented to each passenger when ticket is purchased. At each change of plane, the card is given to the pilot who fills in all pertinent data, such as total flying time, maximum speed, maximum altitude, weight of air mail cargo, etc. The pilot signs the card and returns it to the passenger.

The 80-odd Pacific Coast residents who were passengers in PAT plane No. 15 (Travelair cabin monoplane in which Smith flew to Hawaii) have been invited to membership in the newly-formed "No. 15 Club," and appropriate cards, personally autographed by Pilot Ernie Smith, have been issued to such of them as can be located. The remaining cards are being held for those whose addresses are unknown, and every effort is being made to locate them. The "No. 15 Club" is one of the most exclusive clubs in existence, since membership was forever closed when Ernie "laid her down" in the kiawe trees of Molokai.

By the way, Ernie was the guest of honor this week of the Oakland Traffic Association at their Athens Club dinner. This body is taking the lead in striving to bring to the Oakland Municipal Airport both the PAT hangar headquarters and the Western transcontinental terminus, according to newspaper reports. Ernie told them of his famous Hawaii hop, General Superintendent Grover Tyler outlined his work in "Keeping the Mail in the Air" and Traffic Agent Young pointed out the advantages gained in various commercial lines through use of the coastwise air mail, express and passenger service of PAT.

Mrs. Crayon—Sarah, why ever did you leave that big cobweb up there?

Sarah—Oh, if you please, ma'am, I thought it was part of the wireless.  
—Pearson's.

## P. G. &amp; E. Elects New Officials

Filling the place of the late Wiggington E. Creed, A. F. Hockenbeamer was elected to the presidency of the Pacific Gas & Electric Company at a special meeting held last Tuesday morning.

Mr. Hockenbeamer has been vice-president, treasurer and director of the company for almost twenty years. He was born in Logansport, Indiana on March 6, 1871. Starting at the early age of sixteen years, he became associated with various Eastern railroad lines until the fall of 1907 when he came to San Francisco in the interests of the New York investment banking firm of N. W. Halsey & Company, which at that time was one of the controlling stockholders of the Pacific Gas & Electric Company.

The following year, Mr. Hockenbeamer became controller of the P. G. & E. Co., and later on was given the additional duties of treasurer. During the next two years he was made vice-president.

Outstanding among his other achievements, was his initiation in June, 1914, of the policy of customer ownership of utilities which has since been adopted by the majority of utility companies in America.

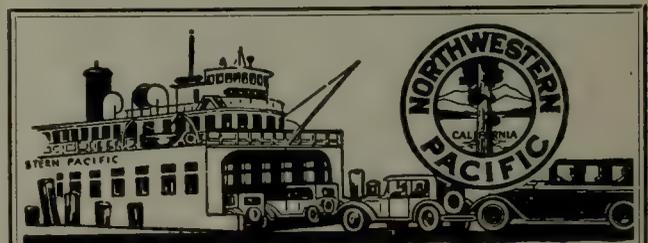
The following elections took place:

Charles H. Dickey, of San Francisco, was elected a director to succeed Wiggington Creed;

John P. Coghlan was elected second vice-president;

E. W. Hodges was elected controller in charge of the company's accounting, tax and insurance departments.

The company's board of directors is constituted as follows: F. B. Anderson, Allen L. Chickering, Charles H. Dickey, W. H. Crocker, A. B. C. Dohrmann, John S. Drum, F. T. Elsey, D. H. Foote, A. F. Hockenbeamer, Frank A. Leach Jr., Norman B. Livermore, John D. McKee, John A. McCandless and C. O. G. Miller, all of this city, and John J. O'Brien of Chicago.



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By E. V. WELLER  
 National Automobile Club

**Road Building**

Gone are the days when a road was built in Arkansas only once in a coon's age, for that state is now building highways and roads right and left, the latest addition to the highway system being a continuous concrete road from Little Rock, in the center of the state, to Texarkana on the Texas border. This road will be ready for traffic all the way as soon as the new concrete bridge over the historic Red river is completed.

County roads are also getting their share of attention and it is a rare county that is not spending large amounts on road building and road improvement.

Zion National Park in Southern Utah is to have five miles of new highway in the near future. The route of the new road will be a spectacular one, climbing 3000 feet along the almost perpendicular walls of Mukuntuweap canyon. A series of long tunnels, through which numerous arches will offer unexcelled views of the canyon, is also part of the plan.

This five miles is the first step in a program of twenty-four miles which is to be built at an estimated cost of \$1,650,000, part of which is to be paid by the state of Utah and the remainder by Federal appropriation.

Construction work on the road through Dublin canyon between Hayward and Dublin is expected to begin

within a short time. The entire road will be repaved and much of the route realigned, thereby eliminating many sharp turns and long grades.

Traffic will very likely be detoured by way of Niles Canyon as the oiling program which is expected to be carried out in the canyon will be completed by the time construction is started between Hayward and Dublin.

\* \* \*

Six miles of gravel road between Boulder Creek and Big Basin in Santa Cruz county has just been given an oil coating and now offers excellent traveling conditions. This work completes the oiling program for that section.

Pavement construction between Dublin and Santa Rita on the Valley route has been completed and the road is now open to traffic. The opening of this stretch of pavement eliminates the bad seven-mile detour which has been in effect, and makes available a paved detour from Santa Rita to Pleasanton, thence to Livermore.

That part of the road between Santa Rita and Livermore, however, is still closed and is not expected to be opened until about October.

\* \* \*

The contract for oiling the road in Niles canyon has been awarded, and it is expected that this work will be completed within the next two weeks.

\* \* \*

Canada's Pacific Exhibition, now being held in Vancouver, B. C., is attracting many motorists.

There are many interesting events, one of the most attractive being the huge pageant depicting the growth and progress of Canada during the sixty years of Confederation, starting with the primitive life of the Indian and working up through the development of the Dominion and the building of the transcontinental railroads, to the prosperity and power enjoyed today.

Other attractions are the cowboy events, such as bronco riding, calf roping, trick riding and Roman standing races, and Highland dancing.

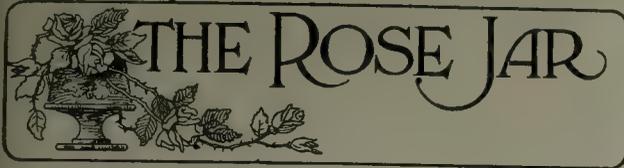
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**Trinity from "Poetry"**

Wisdom, I think, is made of these  
Three discoveries.

First, the raw incredible ache  
Of a new heartbreak.

Bitter this—but bitterer far  
Learning how brief all heartbreaks are,  
When the hurt heals over and leaves no scar.

And last, that love full-feasted, even  
Is somewhat short of utter heaven.

Wisdom is wrought of these  
Three certainties.

—Ted Olson.

\* \* \*

**Message**

Seeing in flight along the lifting wind,  
Like sudden birds peopling an empty sky,  
Those last crisped leaves so long you had passed by—  
Where dark they hung that had been fire behind  
The pasture whose scant blossoms kept in mind  
Our summer now grown gold for memory—  
Did you remember as you saw them pass,  
Flutter and sink, sully the silvered grass,  
That each forsaken stem bears, fast asleep,  
An eager bud to tell the tale of spring?  
Will you forget, hearing the darkness weep,  
How each hour moves toward their awakening?

—Dorothy M. Richardson in "Poetry."

\* \* \*

**By Way of Fire**

I've come to think that way of fire  
Joy may be reached, and just as soon  
As the invisible, swift heat of desire  
May reach and embrace the moon.

And I've thought, too, that ruin lays  
A glittering road for Beauty to travel:  
And at every cross-road the sign-post says  
It's the miles behind you've got to unravel.

But the one thing I could never make out,  
The legible and assumptive thrust  
Of the wind that blows my passions about  
And leaves but their shadows on the dust.

—William Stanley Braithwaite.

\* \* \*

**Stylish Poem**

The way these women  
Dress, by Heck!  
Is certainly quite shocking.  
They shove their compacts  
Down their neck—  
And find them in their stocking.

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## Finance

The State Fair will be held at Sacramento from September 3 to 10. It will be the largest ever held. Prices total \$111,000. Curiously enough, there will be lots of horse competition with blooded imported horses to the front.

\* \* \*

The Southern Pacific is transporting to France a section of a California redwood tree as a gift to the war veterans of France from the American Legion of California. It is 9 feet 8 inches in diameter and is said to be 1995 years old. That will make French countrymen open their eyes.

\* \* \*

Stock exchange reports show reaction. The start with new high prices did not keep up last week and during the present week that has been no marked recovery. Summer lethargy has quite a lot to do with the apparent fall.

\* \* \*

The handling of fruit perishables places an ever increasing load upon the railroads. All through Santa Clara County and down as far as Watsonville the amount of additional track required is very great. At Watsonville Junction alone, the necessary additions will cost \$140,000.

\* \* \*

The Fireman's Fund Record is as interesting as ever, among other items which strike us, is one to the effect that the economic loss caused by lightning oil fires within five years past is between \$10,000,000 and \$20,000,000. So they are experimenting in Amador County (where there is plenty of lightning), in ways and means to meet the menace.

\* \* \*

In explaining the reason for the highway level crossing problem in this country, which is of course much greater than the same problem in Europe, the editor of the "Railroad Age" points to the obvious fact that highways came before railways in Europe and largely after them in this country. That is why there are 230,000 highway grade crossings in the United States.

\* \* \*

Electric business is running ahead of that of a year ago. The amount of power used constantly increases in volume. It is a curious economic phenomenon that this increase in the use of electric power is coincident with the decrease this summer of railway movement of manufactured products.

\* \* \*

The prophets are all out, both on the building and the automobile industries. As a matter of fact, the building trades were the first to report full time employment this year. Yet it has been gravely prophesied that the saturation point had been reached in the building industry.

\* \* \*

All sorts of speculations are being indulged in as to the ability of Germany to meet reparation payments under the Dawes Plan since the economic future in international affairs is largely bound up in that matter. The general opinion seems to support that of the Agent General that the plan, while by no means perfect, is working satisfactorily on the whole and that with a measure of good faith it may be made to serve its purpose.

\* \* \*

According to a recent report, smoking matches are responsible for losses amounting to 50 to 60 millions of dollars per year.

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# SAN FRANCISCO NEWS LETTER



Devoted to the Leading Interests of California and the Pacific Coast

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## The Aspirants

By ELEANORE F. ROSS

There are some wise old saws that have to be revised to fit the exigencies of the present age.

"No news is good news," is one of them.

This may apply to any circumstance in life, except in the matter of aeronautics.

Then the word "good" must be changed to "bad."

The attitude which some people take towards the science of flying is much like that assumed by the ordinary person in regard to farming.

The latter cherish the erroneous idea that farming is a simple process of digging up the ground and planting seeds. Nature, they believe, will do the rest.

The former imagine (apparently) that all one must have on hand is something to fly in, a limited amount of experience, and—propitious weather.

The recent Dole race proves that this opinion is prevalent, for in the preliminary test of machines before the hop-off, only nine qualified out of the original fifteen, and only five out of the nine made a getaway, the fifth being the ship of the belated Erwin. And eventually but two reached their destination.

There is a rumor abroad that Uncle Sam may step in and put a stop to air races and stunts for prizes given by private persons, and people in general are beginning to feel that these contests are detrimental to the art of flying, instead of advancing it.

Outstanding events such as the Dole race, with its attendant disasters and deaths, are apt to be taken by the masses as a criterion in the game of aeronautics, and to eventually prejudice people against flying, when commercial air companies, and the U. S. air mail service continue on their way, with few if any mishaps in their statistics.

There is another angle to these races which the press has not stressed as far as I can see, and that is, the condition of heart and mind of the distressed relatives and friends, who must for days and nights agonize in dreadful uncertainty regarding the fate of their loved ones.

I know something of this last condition, for I had occasion several years ago to spend some time in "Aviation Row" out at the Presidio, and experienced some of the mental anguish endured by the little wives of aviation lieutenants.

I may cite the case of "Billie" Goldsborough, who participated in the first transcontinental flight, made in February, 1919, I believe it was. His plane crashed into a mountain in a blinding snow storm, crushed his pilot and he himself was badly injured. He walked and crawled a distance of four miles over the snow, with wolves following in his bloody wake, to a farmhouse to get help for his dying comrade. A harrowing experience, and one which might have been avoided, if the flight in question had been scheduled during summer weather.

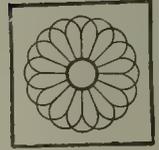
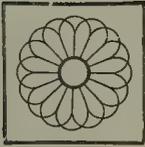
But when flying was in its inception, even Uncle Sam made deplorable mistakes.

It would seem as if one of the most hazardous modes of transportation ever conceived, is being made more perilous than necessary, by bad judgment, carelessness, greed for money and speed.

And it appears to me that there should be a law passed prohibiting a private citizen from taking a flight who has not the permission of those nearest and dearest to him or her.

In the Dole race, a little schoolma'am from the Middle West has recklessly thrown away a life which likely would have proved a most valuable one to her community; a mother who has made continual sacrifices for her son, has made those sacrifices, has endured those hardships in vain. These are merely two of the instances that marked the tragedy of the Hawaiian flight.

If one possesses that "flaming youth," that wild desire for adventure, that dare-deviltry which can snap its fingers in the face of death, he or she should be compelled to give thought to those who are to be left behind, to those who, in the end, know the keenest agony.



### EXPENSIVE PROGRESS

It may be that the only way in which mechanical progress is gained is by loss of life; that the penalty of death, in some degree, has to be paid by pioneers in any line of physical development. History would seem to prove this. It is beyond any question of doubt that sea navigation has cost enormously in human life, and that the development of steam power has been freighted with terrific sacrifice.

To come to later times, it can hardly be doubted that the development of the automobile was greatly accelerated by the knowledge learned through the early racing which took a very heavy toll in young life. It may be that only in this way can actual progress be made in the science of air navigation and that not otherwise can the air routes be made safe for the people at large.

But there does seem to be a recklessness about the affair of the Hawaiian competition which is regrettable. The later explanation that the contest took upon itself an aspect that was never contemplated by the originators is easy to believe. They had contemplated a well prepared test by experts who had taken every known precaution. Instead, we had an almost frantic haste together with excitement and public interest which threw the whole affair out of focus.

We are very loth to recommend public interference, in a governmental capacity, in anything. But we must admit that, but for the inspectors, there would be a greater chance of tragedy at Oakland. Aviators appear to need to be protected from themselves.

\* \* \*

### LIGHT ON THE ORIENT

The Conference of the Institute of Pacific Relations appears to have been particularly successful this year, at least in the opinion of its participants. It has no particular standing at present, in official circles, but men like President Wilbur of Stanford University, and Chester Rowell evidently consider that it has a future, for the former says, "We will force recognition by presenting ideas that will stand criticism and convince public opinion that we are right."

That is all very well and most people who have watched the progress of events in the East and are aware of the dangers which they are producing in the world at large will wish well to the movement.

But it does appear as if the whole idea of the promoters of the conference was too great and embracing to get the consideration that it should, theoretically speaking, deserve. For example, the notion that the entire system of diplomacy as heretofore prevailing can be scrapped, does strike one as appalling in its simplicity and not very likely to achieve any immediate results. Says Dr. Wilbur: "The necessity is not so much to break it up as to alter the point of view of the diplomats, politicians and statesmen of the old school and of changing the personnel by bringing experts into the field."

Surely, that is true. It is exactly the position that we have always taken on political questions. We maintain that, after all, the main things are a knowledge of the facts and a grasp of them which only the expert will be able to get. But where do we find the politician who will yield to the expert? He has not been discovered as yet. It is the same with the diplomat. And yet, says the

learned president, without this knowledge, we may have to "shoot ourselves out of trouble."

\* \* \*

### JAMES ROLPH AND THE MAYORALTY

We now know certainly that Mayor James Rolph is to be a candidate to succeed himself. It is the greatest testimonial to the present mayor that after fifteen years of control of the city his candidature is regarded as essential by a large element of citizens.

To be mayor of a city like San Francisco, which is continually evolving in power and wealth and which occupies so important a strategic position in the future trade development of this nation implies an amount of energy and sagacity possessed by very few men. To have stood the strain of that position for a period so long and at the end of that period to be still a candidate for the highest position in municipal life, is a most unusual achievement.

The last fifteen years have been years of unsurpassed growth and progress in San Francisco. Economically and spiritually we have made great headway. Our local affairs are well managed. As compared with most cities in this country our municipal politics are clean and free from the more vulgar defects of city management. Our people are well looked after. The city activities, though inclined at times to encroach upon private fields, are at least as laudable as those of other cities. Our municipal charities are fine and noble; our art standards, although they are by no means very high, are constantly improving. Our concepts of public freedom are unusually good and we have not been drawn into those denials of fundamental liberties which have disgraced many other places.

Taking it all in all, the last fifteen years of San Francisco history have been such as can well be looked at with satisfaction and James Rolph, as mayor, has been perhaps the greatest factor for good in San Francisco during the whole of that period.

\* \* \*

### PACIFIC TRADE EXPOSITION

The British Consul General, who is the chairman of the consular committee of the Pacific Foreign Trade and Travel Exposition, has written a very useful and informing article on the coming exposition. Mr. Gerald Campbell, the Consul General, has already become one of us, as it were, and no one in San Francisco is more readily and gladly heard on a matter like this.

Mr. Campbell says that while the foreign governments themselves will not participate in the exposition, since they have not been invited, they are being put in a position to advise the firms in their countries who may wish to participate. It is very important that the suggestion of the Consul General concerning the prompt furnishing of the necessary information be complied with as upon the success of the coming exposition depends to a great extent the future of such expositions which, it is anticipated by the far-sighted, may become annual or even permanent affairs.

It is true, as Mr. Campbell points out, that the path of the foreign seller is by no means rosy in a country like our own, which has developed industrially to the highest known point and which is well protected by tariff provisions.

It is hoped that the Pacific Foreign Exposition will be a means of breaking the vicious post war circle under

which the adverse trade balances are piling up and threatening trouble for the future. It is a matter of great concern that this exposition should justify itself and it undoubtedly will do so, if other countries and their manufacturers show the enterprise and co-operation of Mr. Campbell.

\* \* \*

### HARBINGERS OF PEACE

J. Frederick Richardson, speaker at the special luncheon of the Foreign Trade and Travel Exposition, held last Wednesday at the San Francisco Women's Building, pointed out the illuminating idea of the "philosophy of commerce and the philosophy of service" in aviation.

Under the premise "Aviation and the Exposition as Harbingers of Peace," the speaker dwelt with emphasis upon commercial aviation as the wheel of destiny completing its turn. He drew deductions of American progress through the air lanes of the world.

The courage and genius of Colonel Charles Lindbergh was held as a permanent beacon for other fliers whose constructive and definite progress in aviation would provide avenues for increased American trade. Richardson declared that the friendship of nations would be cemented by means of aviation and that airplanes should be regarded as the future messengers of peace and good will.

Dwelling on the mighty progress of American industries, the vast trade with foreign countries which looms across the horizon of the future, the well known lecturer, publicist, author and aviation expert, pointed out the avenues of the air not as "new roads to war, but as future avenues of understanding, promulgating peace among the nations of the world."

The tenor of all talks at the noteworthy luncheon was toward diplomatic dealings in commerce and the advancement of industries, summed up under the big topic of aviation, upon which hearts and minds are focused today.

Specific statements were made regarding the dissemination of American ideals and the exporting and importing development of American industries through the provinces of newly discovered air routes. The speaker pointed with pride to the friendliness of nations which were to be the culmination of development of aviation in which Richardson declared America was to take the lead.

\* \* \*

### MARKET STREET RAILWAYS

It is a very poor policy to do anything to impede the operation of the Market Street Railways for that organization is by all odds the most useful social force in the city. Thus supervisors who try to interfere with the natural development of transit merely because it is obviously to the benefit of the railways, overlook the patent fact that it is also to the benefit of the public. What is to the public benefit should be considered fairly and impartially and not from any censorious or hostile partiality.

\* \* \*

### THE CANADIAN MARATHON

Umberto Rovere, noted Italian long distance swimmer, opera singer, and restaurant proprietor, and one of the leading contenders in Bill Wrigley's now famous Catalina marathon, is in Toronto, Canada, training for the \$50,000 swim over a 21-mile course, to be held in connection with the Canadian National Exhibition, on August 31st.

Rovere is the only Los Angeles entrant in the marathon, but three swimmers are expected to leave from Venice. The pick of the swimmers from eight nations will compete in this race.

## Political Hop-Offs

They're all wondering what was the great idea in that dinner given Detective-Sergeant Leo Bunner by about a hundred of his friends the other night! Is Leo all set for a race with Finn for sheriff?

\* \* \*

Rumor along the place of political hop-offs is increasing loud that our genial chief of police, O'Brien, thinks a sheriff's regalia would drape his manly form even more fittingly than his present uniform and Dan seems not a bit peeved because of the whisperings anent his asserted ambition.

\* \* \*

But Bunner and O'Brien are friends even to the extent, 'tis said, that the former will not enter the flight if his chief elects to take off.

\* \* \*

"James B. McSheehy, Assessor," seems the logical sequence to Mac's great work as chairman of the Board of Supervisors. His record as a public servant is spotless and such an officer should be encouraged by promotion, where possible, to a position carrying decent compensation.

\* \* \*

McSheehy's unique record: two reductions in the tax rate in two consecutive budgets—alone should sweep him into the important position of assessor. In that office he could best give an account of his honesty and capability. And apparently this paper made no mistake in supporting Mac in his last campaign for supervisor.

\* \* \*

It is amusing how the bought-and-paid-for section of the press strives to talk away McSheehy's hitherto unheard of feat of reducing the city's tax rate! This of course is the opposition's appeal to the unthinking among voters and carries conviction to them only.

\* \* \*

And 'tis said Eugene E. Schmitz, former supervisor, is hearkening to the buzz of the racing bee. It is revealed that the one-time mayor declares a committee has waited on him recently to ask him to try the big hop for mayor. What effect the urge had is not revealed.

\* \* \*

Then, as the race for the big prize has become a three-cornered affair, conjecture has it Mr. Schmitz is looking over the field with a view to qualify at the take-off in November so as to make it a four-cornered fight.

\* \* \*

It is difficult to say which of the two, Rolph or Power, is the more affected by the Uhl entry into the political fight. The latter has been for a long time at variance with the doings of the Board of Supervisors and recently opposed the Spring Valley and Municipal Railroad extension bonds.

\* \* \*

Mayor Rolph's admirers down in the Latin quarter are organizing a big club to work for his re-election. Among the North Beachers in the line-up are property owners, professional men and women and merchants of the district. Nat Cereghino is president of affair and Vic Sbraggia is chairman of the campaign committee.



By Antoinette Arnold

**Brilliant Society Season Predicted by Smart Set**

Society will have a brilliant season this winter, according to those in the know. Already the social calendar notates several elegant affairs and the present outlook presages a California social season of distinctive events.

The first society affair of outstanding importance will be a dinner dance on September ninth, when Mrs. Tobin Clark of San Mateo entertains at her home, "El Palomar" in compliment to Miss Huguette Clark.

\* \* \*

**Senator's Daughter**

Miss Clark is the daughter of the late Senator William A. Clark of Montana. She and her mother are coming north from Santa Barbara to make a visit at the Tobin Clark mansion.

All of the younger society set are on the *qui vive* in anticipation of Miss Huguette's arrival. She is exceedingly popular and noted for her smart attire and graciousness. Any number of affairs have already been arranged in her honor.

\* \* \*

**Home From Trips**

Prominent among the returning fashionables are Mr. and Mrs. Bliss Tucker, who have reached their home in San Francisco after visiting some time in Santa Barbara. The Tuckers were house guests of Mr. and Mrs. Coy Filmer for several days.

\* \* \*

**Back from Banff**

Mr. and Mrs. Gerald Herrman have returned from Lake Louise and Banff and are established again at their home here. The Herrmans were one of the most sought after couples in Society last Winter. Mrs. Herrman is prominent in the Junior League and is known among her friends as one who "dresses to perfection."

**Author Recovering**

Mrs. William Beckman, author of many published books and newspaper articles, is receiving hundreds of messages and congratulations from hosts of friends upon her rapidly-returning health after many weeks of serious illness.

Mrs. Beckman is prominent in society and literary circles of Sacramento and San Francisco. She is well known for her books of travels and philosophy, her Red Cross activities and as donor of a chair at the University of California for the study of American literature.

Her husband, the late William Beckman, was universally known in banking circles and for years was president of some of the first banking institutions in the Capitol City. The Beckmans made a number of world-tours together and were leaders in Society at Sacramento.

\* \* \*

**Many Events Planned**

Mrs. Beckman founded the Salon des Artistes of which she is the president with professional musicians, writers and artists in creative fields, both men and women, enrolled as members.

When Mrs. William Beckman is entirely recovered a number of interesting events will be given in her honor.

\* \* \*

**Visitors At Lake**

Mr. and Mrs. Edmond Herrscher have been spending a vacation period at Lake Louise where the young couple were general favorites. Mr. Herrscher is well known in legal circles and his beautiful wife is always the center of attraction. She dresses with exquisite taste and has a charm of manner which makes her a social favorite.

The Herrschers have a handsome apartment on Nob Hill at the fashionable Park Lane. They often spend much time, also at Lake Tahoe making their headquarters at Tahoe Tavern, the D. M. Linnard hostelry on the Lake.

\* \* \*

**Phelan Country Estate Scene of House Party**

Hon. James D. Phelan, former United States Senator, gave a noteworthy week-end party on his country estate, Villa Montalvo, near Sara-

toga, in honor of Mr. and Mrs. Adolph C. Miller and Mrs. Sydney A. Cloman of Washington, D. C.

Mr. Phelan has recently returned from Santa Barbara, where he delivered an address on the occasion of the re-dedication of old Mission Santa Barbara. This famous old Mission, destroyed by earthquake two years ago, has been rebuilt on the same old architectural lines and is once again in the great chain of California's sacred Missions established by the Franciscans, Spanish fiesta ceremonies were part of the re-dedication events, when Ex-Senator Phelan gave his brilliant discourse.

\* \* \*

**Society Guests**

Prominent society folks who were guests at the Phelan home at this past week-end house party, included Mr. and Mrs. George T. Marye, Mr. and Mrs. J. Downey Harvey, Mr. and Mrs. Robert Patterson, Mrs. MacRae, Mr. and Mrs. Walter Leimert of Los Angeles; Colonel Harry S. Howland, Mr. Noel Sullivan, Mr. Frederick Murphy, Jr.

\* \* \*

**Luncheon of Travel and Foreign Trades Big Success**

Mrs. William D'Egilbert, chairman of the Women's Participation, Foreign Trade and Travel Exposition, presided at the luncheon given last Wednesday in the San Francisco Women's Club Building, complimenting Miss Geneve Shaffer, Commissioner to Alaska.

The subject of "Aviation and the Exposition as Harbingers of Peace" was discussed, J. Frederick Richardson, principal speaker. Mrs. Christine H. Hall had charge of the reservations for this interesting event, marking an auspicious beginning for the division over which Mrs. D'Egilbert presides with consummate skill.

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**Society Wanderings**

Mrs. William P. Roth has been spending considerable time at Lake Tahoe. She expected to return to her Redwood City home this week.

Mr. and Mrs. Bernard W. Ford are on a camping trip leaving their San Mateo home just a few days ago.

\* \* \*

Mrs. Raymond Wilson has been entertaining her niece, Miss Katherine Wright at her Santa Cruz country-home. They plan to spend some time in Santa Cruz, later going to the Wilson's home in Carmel. Miss Wright is from Santa Barbara. Her mother, Mrs. Irving Wright is Mrs. Wilson's sister.

\* \* \*

**Garden Party**

Mrs. Joseph D. Grant will entertain the San Francisco Garden Club at her home in Burlingame this week, assisted by Mrs. William Hinckley Taylor, president of the Garden Club. Inspection of the gorgeous flowers in the Grant home will be part of the pleasant affair. Both men and women are members of the club.

\* \* \*

**Burlingame Dance**

Mr. and Mrs. Alexander Hamilton gave a dinner dance last Friday night at the Burlingame Country Club in honor of Mrs. Ferdinand Thieriot of Paris. It was a most attractive affair, attended by more than seventy prominent society folks of the Burlingame set.

\* \* \*

**Jacklings Give Benefit Concert**

An afternoon of music and tea service will be the attractions on Sunday afternoon, September 4, at the country home of Mr. and Mrs. Daniel C. Jackling, "Family Farm," in Woodside for the benefit of the Church of Our Lady of the Wayside.

The delightful concert will be provided by well known musical artists and will start at half past three o'clock with a tea hour following. Tickets are to be obtained from Mrs. Jackling, Woodside.

\* \* \*

**Sacramento Visitor**

Mrs. Edna Wilson Becsey of Sacramento has been the motif of a number of delightful affairs during her visit in San Francisco, a luncheon at the Fairmont Hotel and a tea at the Palace Hotel being among the many pleasant social events when the young Sacramento writer was honor guest. She returned Monday to her home in the Capitol city.



**HOTEL MARK HOPKINS**  
Nob Hill  
A Smart Town House for a Day or a Year  
500 Rooms  
Tariff: From \$4 per day

**At Hotel Mark Hopkins**

La Parfaite Union Lodge, No. 17, F. & A. M. held a banquet in honor of the Grand Master of Masons and Reno Lodge, No. 13, in the Room of Dons, Hotel Mark Hopkins. Over 200 persons were present on this occasion. Mr. Ed. L. Charpentier of Burlingame and Mr. Brewster Ames, of San Francisco, were in charge of the affair.

August 10th was selected for the dinner of the Lambda Omega Sorority in the Room of the Dons. The table of horseshoe shape was beautifully decorated with pastel shades of asters and maidenhair fern. Over seventy-five were present.

Among those who entertained at tea in Peacock Court during the week were: Miss Helen Irwin, Miss O. K. Kerley and Mrs. Lewis Hemrich.

The following are some of those who presided at tables for the dinner dance in Peacock Court last Saturday: T. M. Casad, Mrs. H. Rosener, M. M. Tait, Dr. H. W. Herbert, Mme. Hedges, J. A. O'Connell, Stanley Hall, J. A. Stewart, L. Lofurd, Mrs. W. Weinhait, Mrs. M. Selig, E. T. Fitzpatrick, H. H. Price, Dr. W. R. Lovegrove, Mrs. B. F. Williamson, Mrs. L. Blethen, Mrs. Jules Levy, Geo. G. Heye (of New York City), Judge Wm. J. Blesse, Harold C. Faulkner and G. C. Paterson.

\* \* \*

The marriage of Miss Emily Laura Thomas, daughter of Walter W. Thomas, to John Dale Stine, took place on Thursday evening of last week, at 8:15, at the home of the bride's father, Rev. H. S. Feix officiating.

Following the ceremony a wedding dinner was held in the Italian Room of the Hotel Whitcomb. The attendants were Miss Lillian Viedermann, Robert Thomas and Walter Thomas.

The bride wore a colored georgette dress and carried a bouquet of gardenias and lily of the valley.

The guests at the dinner included Mr. and Mrs. Walter W. Thomas, Mr. and Mrs. Harrison S. Stine, Mr. and Mrs. John Whisenant, Miss Kate Stine, and Mrs. Evelyn Brinkhans.

\* \* \*

**At Hotel Mark Hopkins**

On August 17th, Mrs. W. C. Anderson was hostess at an attractively appointed luncheon in Peacock Court of Hotel Mark Hopkins. After luncheon the guests adjourned to one of the hotel's drawing rooms for a few hours of bridge.

Mr. Emil Weil, Consul General of Germany, was the honored guest at a banquet on August 18th given by the San Francisco Open Forum, Inc., in the Spanish Dining room. About 300 were present on this occasion.

Mrs. E. H. Emmick entertained at a beautifully appointed luncheon in one of the hotel's suites on August 18th. Later on the guests enjoyed several hours of bridge.

\* \* \*

Among the interesting arrivals at the Mark Hopkins last week were: Mr. Lalchand Mehra of Amritsar, India; Mr. Francis X. Bushman, Motion Picture Actor, Miss Virginia Pearson, actress, F. C. Thornley, writer of fiction, Mr. J. French, Manager of the Richfield Oil Company, Los Angeles; Dr. and Mrs. G. W. Boskowitz who just recently returned from Europe. Others who arrived during the week were: Mr. and Mrs. O. O. Olson of Chicago, Illinois; Mr. E. F. Bessette of Detroit, Michigan; Mr. and Mrs. H. G. Zander of Chicago; Mrs. J. M. Welsh of New York City; Mr. L. K. Allman of Worcester, Mass.; Mrs. F. R. Hunkins of St. Louis, Mo.; Dr. and Mrs. G. W. Boskowitz, A. Corlies and family of New York City; Dr. and Mrs. G. H. Davison of Pittsburgh, Pa.; Dr. C. A. Gundelach and family of St. Louis, Mo.; Mrs. H. F. Hadfield of Hilo, Hawaii; Mrs. E. C. Travers of Rochester, N. Y. The following registered from Southern California:

(Continued on page 13)

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# PLEASURE'S WAND

OBEY NO WAND BUT PLEASURE'S  
— Tom Moore



By Josephine Young

## Theater Lures

There is plenty in San Francisco theaters to lure patrons this week, with a smile or a hearty laugh provided in full measure.

Visitors, from afar, as well as those within the radius of our Bay and peninsula district, in addition to regular theater goers of the local contingency find excellent attractions here on both stage and screen.

\* \* \*

## President

"Two Girls Wanted" the comedy by Gladys Unger, brilliant San Francisco playwright, begins its second week at the President on McAllister street near Market and Jones streets. Leneta Lane has the leading role in this Henry Duffy play and Peggy Tomson, San Francisco girl returning to her home town, has an important part.

Symona Boniface, Harvey Stephens, Joan Warner are new comers in this play, including Peggy Tomson. Earl Lee, is the popular player who adds more to his fame, in a part particularly suited to him. John O'Hara, Lillian Dean, Thomas Brower, Dorothy LaMar, Lloyd Monroe and Henry Caubisens are Duffy players who find favor in their character roles as usual.

\* \* \*

## Lurie

"I Love You," at the Lurie theater this week, features the well known stage and screen star, Johnny Arthur, and handsome Alma Tell in a clever William Le Baron comedy. This clever play has drollery, flecked with fun of the radiant order and moves along at a rapid pace from beginning to end.

Belasco, Butler and Davis are the producers and Fred J. Butler the director and their names speak success and supremacy in direction and presentation. The play is clean, highly entertaining of the refreshing order and, furthermore there is not one lagging minute in the whole comedy.

\* \* \*

## Orpheum

The Orpheum announces the opening of the fall season with a list of celebrities headed by Beatrice Lillie

who was first brought to this country by Andre Charlot. She will appear in "After Dinner Music," written especially for her by Noel Coward. George Wiest and Ray Stanton offer, "A Little Rhyme and Less Reason" with Lew Miller, Eileen Shannon and Al Bones in what is termed "Eye and Ear Entertainment."

Dainty Marie, "Venus of the Air" brings her own company in "A Feast of Laughs and Daring." Montague Love of screen fame appears in a monologue.

\* \* \*

## Golden Gate

One of the best bills in the circuit is announced for the opening of the 1927-28 season of Orpheum vaudeville at the Golden Gate Theater, Saturday, with Albert Lewis and Jean Adair and Company presenting "The Old Aristocrat," by Tom Barry.

Henri Margo and Helene Beth and their retinue will present "A Carnival Night," with dancing features. Sim Moore and Pal in "A Little of Everything" sing, dance and perform gymnastics. Laurel Lee "Chummy Chatterer" and other acts, complete the vaudeville.

May Robson and Phyllis Haver in "The Rejuvenation of Aunt Mary" a clean, delightful comedy is the film feature.

\* \* \*

## Warfield

"The Life of Riley" starring Charles Murray and George Sidney is on the screen this week starting Saturday. The action of the story takes place in a small town with a police department and a fire chief principal interests including the mixup of funny situations. Myrtle Steadman has the heroine role.

Fanchon and Marco stage "Ideas" supply the features of an elaborate entertainment and gorgeous settings.

\* \* \*

## Alcazar

"The Alarm Clock" the Henry Duffy play at the Alcazar theater features Marion Lord. She shares honors in the play with Thomas Chatterton and Charlotte Treadway. John Stokes is clever and likeable in his comedy part and Alice Buchanan

## Amusements

NEXT WEEK

### ON THE STAGE

#### Alcazar, O'Farrell nr. Powell

"The Alarm Clock," Henry Duffy comedy, starring Marion Lord.

#### Capitol, Ellis nr. Market

"Abie's Irish Rose," Anne Nichol's play in a final local performance.

#### Lurie, Geary at Mason

"I Love You," Comedy starring Johnny Arthur and Alma Tell.

#### President, McAllister nr. Market

"Two Girls Wanted," A Henry Duffy presentation of John Golden's latest comedy.

\* \* \*

### VAUDEVILLE

#### Golden Gate, G. G. Ave. and Taylor

Jean Adair, comedienne, heads the vaudeville bill.

"The Rejuvenation of Aunt Mary," featuring May Robson and Phyllis Haver on the screen.

#### Orpheum, O'Farrell nr. Powell

Dainty Marie, who tells the women folk how to reduce, is the headliner of a bill of vaudeville.

#### Pantages, Market at Hyde

Tom Mix on the screen. "The Circus Ace."

Norman Telma, juggler; Mabel Hale and Joyce Sisters, comedy act; Roy Byron and Company; Reno Arlen comedy act; Harry Slatko's sunbeams, singing and dancing revue.

#### Union Square, O'Farrell nr. Powell

Vaudeville—Pictures.

#### Wigwam, Mission nr. 22nd

Musical Comedy—Pictures.

\* \* \*

### ON THE SCREEN

DOWN TOWN

#### California, Market at 4th

"The Big Parade," War time picture featuring John Gilbert and Renee Adoree. Gino Severi conducts the California orchestra.

#### Cameo, Market opp. Fifth street

"One Exciting Night," D. W. Griffith picture, Friday and Saturday. Change of pictures for balance of week.

#### Casino, Ellis at Mason

Sat.—"The Midnight Watch" and "Easy Going Gordon." Sun., Mon.—"The Red Kimono" and "Young April." Tues., Wed.—"My Official Wife." Thurs., Fri.—John Gilbert in "The Show," and Charlie Chaplin in "Shoulder Arms."

#### Granada, Market at Jones

On the screen, "Underworld." On the stage, Frank Jenks leads the Granada orchestra in a musical carnival.

#### St. Francis, Market bet. 5th-6th.

"Beau Geste." Ronald Colman is starred in a story of the French Foreign Legion.

#### Warfield, Market at Taylor

On the screen, "Life of Riley." On the stage, Walt Roesner and a Fanchon and Marco presentation.

RESIDENCE DISTRICT

#### Alhambra, Polk St., nr. Green

"Money to Burn," Malcolm MacGregor and Dorothy Devore, and "Jewels of Desire," John Bowers and Pricilla Dean, Saturday. "The Claw," Sunday, with Claire Windsor and Norman Kerry. "The Tender Hour," Mon., Tues., Wed.; Ben Lyon and Alec B. Francis.

again takes the role of a scheming woman, who with a perfectly good husband of her own tries to dominate a young bachelor.

Robert Adams, Zeda Reed, Richard Ellers, William Macauley, C. Haviland Chappell and John Mackenzie are in the cast. The fourth week of the engagement begins with the matinee Sunday afternoon.

\* \* \*

**Capitol**

"Abie's Irish Rose" the Anne Nichols comedy is still on at the Capitol theater, where it continues to fill the theater with each performance. The company of players which delighted San Francisco audiences some time ago is again presenting this clever play. The Capitol has matinee performances Wednesday, Saturday and Sunday.

\* \* \*

**Granada**

"Underworld," with George Bancroft the star in a drama directed by Joseph Von Sternberg, is the feature of the screen at the Granada this week, with Clive Brook, Evelyn Brent, George Kohler and Larry Simon in the cast.

On the stage Fanchon and Marco will present "Blue Ideas" in which 25 Serpentine Girls return to San Francisco. Nora Schiller, singer of popular melodies and dancers will appear in the stage act of Frank Jenks, "The Play Boy" and his orchestra.

\* \* \*

**California**

"The Big Parade," the famous picture is to remain at the California for another week. This picture has been playing to large crowds and, as we go to press, the management has decided that it would be wise to extend the performance one more week. John Gilbert and Renee Adoree made their initial starring performance in this picture and since it was first shown they have been in constant demand by movie fans and casting directors alike. The story is of the great war. Some of the scenes are on the grandiose order with production predominating. There is comedy, but on the whole the picture is filled with pathos.

Gino Severi conducts the California orchestra in a concert as well as in an interpretative score.

**Flyers Guests Of the Clift**

Guests of interest at the Clift Hotel this week included four of the fliers of the Dole Hawaiian flight. Messrs. Arthur C. Goebel, Kenneth C. Hawkins, Martin Jensen and Navigator Paul Schluter, former captain of the Nome City, a coastwise steamer.

**Dahlia Show**

With the added impetus of being the official flower of San Francisco, the dahlia show, to be held as usual this year at the Palace Hotel, September 1 and 2, promises to be a most imposing affair. The San Francisco Dahlia Society, T. A. Burns, president, will hold the show for the benefit of the dahlia fans of the bay region. This will be the 12th annual show to be held in San Francisco, and all the veteran growers are grooming their dahlia bushes so that they will produce the largest and best blooms possible. Among the famous garden owners that will show this year are Bessie Boston, Jessie Seal, Jim Davies, Frank Pelicano, Mrs. H. T. Hennig, Carl Salbach and a large number of others. An added attraction will be a special display of delphinium and gladioli from some of the best collections in the state. The dahlia of course will have the limelight, but a special side room will be devoted to the blues of the delphinium and the vari-colored gladioli. The eager quest for a blue dahlia is still going on, but none of the growers will admit having found it as yet.

All dahlia growers, professional as well as amateurs are invited to join the society and exhibit at the show, which on account of San Francisco's place as the dahlia center of the world, is watched with interest by floriculturists all over the world.

\* \* \*

**Motorists Warned to Observe Yosemite Speed Regulations**

Motorists visiting Yosemite National Park should bear in mind that the new speed limit of 40 miles an hour, made effective by State law, is not applicable to roads in Yosemite.

According to George S. Grant, manager of the Association Touring Bureau, many motorists have been running afoul of the Federal government regulations in the valley under the erroneous impression that the 40 mile limit prevailed there. Regulations fixed by the National Park Service are the rules of the road in Yosemite.

The maximum limit allowed on straight stretches of open road on the floor of the valley, Grant pointed out, is 30 miles an hour. Through villages or camps, crossing bridges, passing vehicles, at intersections or where visibility is obscured, the limit is 20 miles an hour. On all other roads within the park boundaries, the limit is 15 miles on grades and around sharp curves and 20 miles on straight open stretches.

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*Automatically maintained with the Electric Refrigerator*

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# RADIO

By C. J. Pennington



C. J. Pennington

Elaborate plans are being made for broadcasting during the fourth annual Los Angeles radio show, which opens September 5. The Evening Express radio station, KNX, operates the panel at the Ambassador Hotel, where the show is to be held, and has offered it for use by all other stations.

The show committee selected five other stations, namely, KHJ, KNRC, KFWB, KFI and KMTR, along with KNX for the programs.

KNX will furnish the program for the opening day, which is Labor day. Each station has an afternoon in the Ambassador Theater, adjoining the show auditorium, for talent to appear in person. This same station on that day furnishes the talent during the evening in the show proper.

\* \* \*

The program for Saturday, September 3, will be broadcast from the studios of KGW-Portland, over the Pacific Coast Network of the National Broadcasting Company.

This is in accordance with a recent plan to let each of the various stations comprising the network put on one program, so that the vast Pacific Coast radio audience might become acquainted with the artist personnel of the stations and enable them to hear a program built from the most popular features of each station.

It is hoped that this plan will give more variety to the National Broadcasting Company programs and inaugurate a friendly rivalry among the several stations in an effort to out-do each other in the quality of offerings.

## A Word For The Sopranos

"Why are radio sopranos in such general disfavor? Because, like the little girl, when they aren't good they are terrible," says Robert Hurd, program manager of KFI.

"The microphone seems to magnify defects in the higher registers more than in the lower ranges. For this reason a slight defect in the voice of a great soprano is more displeasing than the lugubrious bellow of a bad baritone.

"To hear the criticisms of the unthinking, one would imagine that no soprano ever lived who could really sing. When one considers the great sopranos of the past thirty years—Patti, Melba, Tetrazzini, Galli Curci, Alma Gluck, Farrar, Bori, Barrientos, Destinn, Ponselle, Talley and a host of others, all of them headline box office attractions, such a contention becomes ridiculous. These women triumphed in concert and I believe most would have made a great success at the microphone.

"There are a few sopranos who register solidly with the radio audience. Analyze these voices and you find absolute accuracy of tone, pitch and production and control. Radio fortunately possesses several sopranos with these qualities among whom Virginia Flohri of KFI may be mentioned as perhaps the most outstanding example of microphone technique."

\* \* \*

## Drama Broadcast

The Pacific Division of the National Broadcasting Company will present the biblical drama, "Samson and Delilah" over the net work on Sunday evening, September 4, from 9 to 10 P. M.

The Bible story of the mighty Samson, who was betrayed by Delilah, will be presented in dialogue form with an appropriate symphonic orchestral accompaniment.

The following persons will depict the characters of the drama: Emelie Melville, Benjamin Purrington, William Rainey and Margaret O'Dea.

Junior—Did you hear that they are going to fight the battle of Bunker Hill over again?

Rook—No. How's that?

Junior—Because it wasn't fought on the level.—Oregon Orange Owl.

## KFRC—DON LEE SAN FRANCISCO—454

**Sunday, August 28**  
12:00 noon to 1:00 p. m.—Services from Old St. Mary's Church.  
5:00 to 6:00 p. m.—Twilight recital.  
6:00 to 6:25 p. m.—Talk by Dr. West.  
6:25 to 6:30 p. m.—Stage and screen reports.  
8:30 to 10:30 p. m.—Walter Krausgrill's Orchestra.

**Monday, August 29**  
7:00 to 8:00 a. m.—Early Bird program.  
8:00 to 8:30 a. m.—Jenny Wren overture.  
8:30 to 9:00 a. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Household hints.  
11:30 to 1:00 noon—Amateur tryouts.  
12:00 to 1:00 p. m.—Sherman, Clay program.  
4:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:00 p. m.—Mac and his gang.  
6:00 to 6:20 p. m.—Joe Mendel and his pep band.  
6:20 to 6:30 p. m.—Stage and screen, police reports.  
6:30 to 7:00 p. m.—Western Motors Co.  
7:00 to 7:30 p. m.—Eddie Harkness' dance orchestra.  
8:00 to 10:00 p. m.—Blue Monday jamboree.  
10:00 to 1:00 p. m.—KFRC's period on gala Radio Show program.

**Tuesday, August 30**  
7:00 to 8:00 a. m.—Early Bird program.  
8:00 to 8:30 a. m.—Jenny Wren overture.  
8:30 to 9:00 a. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Doings of Dorothy.  
11:30 a. m. to 12:00 noon—Amateur tryout program.  
12:00 to 1:00 p. m.—Sherman, Clay concert.  
4:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:20 p. m.—Mac and his gang.  
6:20 to 6:30 p. m.—Stage and screen.  
6:30 to 6:50 p. m.—Russell-Colvin Co.  
6:50 to 7:00 p. m.—"Investment Securities."  
7:00 to 7:30 p. m.—Eddie Harkness' dance orchestra.  
8:00 to 8:30 p. m.—KFRC Radio Movie Club.  
8:30 to 9:30 p. m.—Walter Krausgrill's orchestra.  
9:30 to 12:00 p. m.—Eddie Harkness' dance orchestra.

**Wednesday, August 31**  
7:00 to 8:00 a. m.—Early Bird program.  
8:00 to 8:30 a. m.—Jenny Wren overture.  
8:30 to 9:00 a. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Household hints.  
11:30 to 12:00 noon—Musical tryout period.  
12:00 to 1:00 p. m.—Sherman, Clay concert.  
4:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:20 p. m.—Mac and his gang.  
6:20 to 6:30 p. m.—Stage and screen.  
6:30 to 7:00 p. m.—Western Motors Co.  
7:00 to 7:30 p. m.—Mark Hopkins dance orchestra.  
8:00 to 9:00 p. m.—Maxwell House Coffee program.  
9:00 to 10:00 p. m.—KFRC trio.  
10:00 to 12:00 p. m.—Walter Krausgrill's orchestra.

**Thursday, September 1**  
7:00 to 8:00 a. m.—Early Bird program.  
8:00 to 8:30 p. m.—Jenny Wren overture.  
8:30 to 9:00 a. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Doings of Dorothy.  
11:30 to 12:00 noon—Amateur tryouts.  
12:00 to 1:00 p. m.—Sherman, Clay concert.  
4:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:20 p. m.—Madame Marie's Beauty Talk.  
6:30 to 7:00 p. m.—Western Motors Co.  
7:00 to 7:10 p. m.—Stage and screen.  
7:10 to 7:30 p. m.—Mark Hopkins dance orchestra.  
8:00 to 9:00 p. m.—Mona Motor Oil Co.  
9:00 to 10:00 p. m.—Instrumental concert solos.  
10:00 to 12:00 p. m.—Mark Hopkins dance orchestra.

**Friday, September 2**  
7:00 to 8:00 a. m.—Early Bird program.  
8:00 to 8:30 a. m.—Jenny Wren overture.  
8:30 to 9:00 a. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Hints to home-makers.  
11:30 to 12:00 noon—Amateur tryouts.  
4:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:20 p. m.—Mac and his gang.  
6:20 to 6:30 p. m.—Stage and screen.  
6:30 to 7:00 p. m.—Art festival program.  
7:00 to 7:30 p. m.—Mark Hopkins dance orchestra.  
8:00 to 9:00 p. m.—Musical educational series.  
9:00 to 10:00 p. m.—Walter Krausgrill's orchestra.  
10:00 to 12:00 p. m.—Mark Hopkins dance orchestra.

**Saturday, September 3**  
7:00 to 8:00 a. m.—Early Bird program.  
8:00 to 8:30 a. m.—Jenny Wren orchestra.  
8:30 to 9:00 a. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:45 a. m.—Amateur tryouts.  
11:45 to 12:00 noon—Announcements of Sunday church sermons.

12:00 to 1:00 p. m.—Sherman, Clay concert.
4:30 to 5:30 p. m.—Mark Hopkins dance orchestra.
5:30 to 6:20 p. m.—Mac and his gang.
6:20 to 6:50 p. m.—Stage and screen.
6:50 to 7:00 p. m.—Western Motors Co.
7:00 to 7:30 p. m.—Mark Hopkins dance orchestra.
8:00 p. m. to 1:00 a. m.—Mark Hopkins dance orchestra.

KYA—PACIFIC BROADCAST CORP. SAN FRANCISCO—309.1

Sunday, August 28
11:00 a. m.—Church services.
7:45 p. m.—Church services.
Monday, August 29
7:00 to 8:00 a. m.—Golden Gate Crier.
12:30 to 2:00 p. m.—Clift Concert Trio.
5:30 to 6:30 p. m.—Golden Gate Crier.
6:30 to 7:00 p. m.—Prize package period.
7:00 to 7:30 p. m.—Clift Concert Trio.
8:00 to 8:30 p. m.—The Venetian Quartet.
8:30 to 9:00 p. m.—The Venetian Quartet.
9:00 to 10:00 p. m.—Studio program.
10:00 to 1:00 a. m.—Broadcast from Radio Show.

Tuesday, August 30
7:00 to 8:00 a. m.—Golden Gate Crier.
8:00 a. m.—Correct time.
10:30 to 10:45 a. m.—Diet and health talk.
12:30 to 2:00 p. m.—Clift Hotel Concert Trio.
4:00 to 5:00 p. m.—Broadcast from special studio of Radio Show.
5:30 to 7:00 p. m.—Golden Gate Crier.
7:00 to 7:15 p. m.—"Magazine on the Air."
7:15 to 7:30 p. m.—Clift Hotel Concert Trio.
8:00 to 9:00 p. m.—Truett-George Instrumental Duo and KYA Artists.
9:00 to 10:00 p. m.—Benny Lipston, lyric tenor.
10:00 p. m.—Correct time.

Wednesday, August 31
7:00 to 8:00 a. m.—Golden Gate Crier.
8:00 a. m.—Correct time.
12:30 to 2:00 p. m.—Clift Hotel Concert Trio.
5:30 to 7:00 p. m.—Golden Gate Crier.
7:00 to 7:30 p. m.—Clift Hotel Concert Trio.
8:00 to 9:00 p. m.—Studio program.
9:00 to 10:00 p. m.—Malvina Cohn, soprano.
10:00 to 11:00 p. m.—Broadcast from the special studio of the Radio Show.

Thursday, September 1
7:00 to 8:00 a. m.—Golden Gate Crier.
8:00 a. m.—Correct time.
12:30 to 2:00 p. m.—Clift Hotel Concert Trio.
5:30 to 7:00 p. m.—Golden Gate Crier.
7:00 to 7:30 p. m.—Clift Hotel Concert Trio.
8:00 to 9:00 p. m.—Regular weekly meeting "26th Squad."
9:00 to 10:00 p. m.—The Clarion Trio.
10:00 to 11:00 p. m.—The KYA Philharmonic Orchestra.

Friday, September 2
7:00 to 8:00 a. m.—Golden Gate Crier.
8:00 a. m.—Correct time.
10:30 to 10:45 a. m.—Diet and health talk.
12:30 to 2:00 p. m.—Clift Hotel Concert Trio.
5:30 to 7:00 p. m.—Golden Gate Crier.
7:00 to 7:30 p. m.—Clift Hotel Concert Trio.
8:00 to 9:00 p. m.—Studio program.
9:00 to 10:00 p. m.—KYA artists.
10:00 p. m.—Correct time.

Saturday, September 3
7:00 to 8:00 a. m.—Golden Gate Crier.
8:00 a. m.—Correct time.
12:30 to 2:00 p. m.—Clift Hotel Concert Trio.
5:30 to 7:00 p. m.—Golden Gate Crier.
7:00 to 7:30 p. m.—Clift Hotel Concert Trio.
8:00 to 10:00 p. m.—Program by Annae K. Blotcky.
10:00 p. m.—Correct time.

KPO—HALE BROTHERS AND THE CHRONICLE SAN FRANCISCO—422

Sunday, August 28
2:45 to 4:30 p. m.—Broadcast of baseball game.
6:00 to 6:30 p. m.—States Restaurant orchestra.
6:30 p. m.—Baseball scores.
6:35 to 8:35 p. m.—Palace Hotel concert orchestra.
8:35 to 10:00 p. m.—Fairmont Hotel concert orchestra.
Monday, August 29
6:45, 7:15 and 7:45 a. m.—Health exercises.
8:00 to 9:00 a. m.—Sperry Flour happy hour.
10:30 to 10:45 a. m.—Ye Towne Cryer service.
11:30 to 12:50 p. m.—Kane's Hawaiians.
12 noon—Time signals, Scripture reading.
12:50 p. m.—Stock market quotations.
1:00 to 2:00 p. m.—Fairmont Hotel concert orchestra.
3:30 to 5:30 p. m.—Palace Hotel concert orchestra.
5:30 to 6:00 p. m.—Children's hour.
6:00 to 6:30 p. m.—Ye Towne Cryer service.
6:30 to 7:00 p. m.—States Restaurant orchestra.
7:00 to 7:30 p. m.—Fairmont Hotel concert orchestra.
7:30 to 8:00 p. m.—DX.
8:00 to 9:00 p. m.—Program by National Broadcasting.
9:00 to 10:00 p. m.—Program for Shell Company of California, KPO-KFI.
10:00 p. m. to 12 midnight—KPO's variety hour.

Tuesday, August 30
6:45, 7:15 and 7:45 a. m.—Health exercises.
8:00 to 9:00 a. m.—Sperry Flour happy hour.
10:30 to 10:45 a. m.—Domestic economist.
10:30 to 10:45 a. m.—Ye Towne Cryer service.
11:30 to 12:50 p. m.—Kane's Hawaiians.
12 noon—Time signals, Scripture reading.
12:50 p. m.—Stock market quotations.
1:00 to 2:00 p. m.—Fairmont Hotel concert orchestra.
2:45 to 4:30 p. m.—Broadcast of baseball game.

4:30 to 5:30 p. m.—Palace Hotel concert orchestra.
5:30 to 6:00 p. m.—Children's hour.
6:00 to 6:30 p. m.—Ye Towne Cryer service.
6:30 to 7:00 p. m.—States Restaurant orchestra.
7:00 to 7:30 p. m.—Fairmont Hotel concert orchestra.
7:30 to 8:00 p. m.—DX.
8:00 to 9:00 p. m.—Dan Casey's fireside hour.
9:00 to 10:00 p. m.—National Broadcasting Company.
10:00 to 11:00 p. m.—Palace Hotel dance orchestra.

Wednesday, August 31
6:45, 7:15 and 7:45 a. m.—Health exercises.
8:00 to 9:00 a. m.—Sperry Flour happy hour.
10:30 to 10:45 a. m.—Ye Towne Cryer service.
11:30 to 12:50 p. m.—Kane's Hawaiians.
12 noon—Time signals, Scripture reading.
12:50 p. m.—Stock market quotations.
1:00 to 2:00 p. m.—Fairmont Hotel concert orchestra.
2:45 to 4:30 p. m.—Broadcast of baseball game.
4:30 to 5:30 p. m.—Palace Hotel concert orchestra.
5:30 to 6:00 p. m.—Children's hour.
6:00 to 6:30 p. m.—Ye Towne Cryer service.
6:30 to 7:00 p. m.—States Restaurant orchestra.
7:00 to 7:30 p. m.—Fairmont Hotel concert orchestra.
7:30 to 8:00 p. m.—DX.
8:00 to 9:00 p. m.—Atwater Kent Artists.
9:00 to 10:00 p. m.—National Broadcasting Company.
10:00 to 11:00 p. m.—States Restaurant orchestra.

Thursday, September 1
6:45, 7:15 and 7:45 a. m.—Health exercises.
8:00 to 9:00 a. m.—Sperry Flour happy hour.
10:30 to 10:45 a. m.—Domestic economist.
10:30 to 10:45 a. m.—Ye Towne Cryer service.
11:30 to 12:50 p. m.—Kane's Hawaiians.
12 noon—Time signals, Scripture reading.
12:50 p. m.—Stock market quotations.
1:00 to 2:00 p. m.—Fairmont Hotel concert orchestra.
2:45 to 4:30 p. m.—Broadcast of baseball game.
4:30 to 5:30 p. m.—Palace Hotel concert orchestra.
5:30 to 6:00 p. m.—Children's hour.
6:00 to 6:30 p. m.—Ye Towne Cryer service.
6:30 to 7:00 p. m.—States Restaurant orchestra.
7:00 to 7:30 p. m.—Fairmont Hotel concert orchestra.
7:30 to 8:00 p. m.—DX.
9:00 to 10:00 p. m.—National Broadcasting Company's.
10:00 to 11:00 p. m.—Palace Hotel dance orchestra.

Friday, September 2
6:45, 7:15 and 7:45 a. m.—Health exercises.
8:00 to 9:00 a. m.—Sperry Flour happy hour.
10:30 to 10:45 a. m.—Ye Towne Cryer service.
10:45 a. m.—Ninon, fashion critic.
11:30 to 12:50 p. m.—Kane's Hawaiians.
12 noon—Time signals, Scripture reading.
12:45 p. m.—Commonwealth luncheon at Palace Hotel.
1:30 to 2:00 p. m.—Fairmont Hotel concert orchestra.
2:45 to 4:30 p. m.—Broadcast of baseball game.
4:30 to 5:30 p. m.—Palace Hotel concert orchestra.
5:30 to 6:00 p. m.—Children's hour.
6:00 to 6:30 p. m.—Ye Towne Cryer service.
6:30 to 7:00 p. m.—States Restaurant orchestra.
7:00 to 7:20 p. m.—Book review.
7:20 to 7:30 p. m.—Sports-on-the-air.
7:30 to 8:00 p. m.—DX.
8:00 to 9:00 p. m.—Program, the Carpet orchestra.
9:00 to 10:00 p. m.—National Broadcasting Company.
10:00 to 11:00 p. m.—States Restaurant orchestra.

Saturday, September 3
6:45, 7:15 and 7:45 a. m.—Health exercises.
8:00 to 9:00 a. m.—Sperry Flour happy hour.
10:30 to 10:45 a. m.—Domestic economist.
10:30 to 10:45 a. m.—Ye Towne Cryer service.
11:30 to 12:50 p. m.—Kane's Hawaiians.
12 noon—Time signals, Scripture reading.
12:50 p. m.—Stock market quotations.
1:00 to 2:00 p. m.—Fairmont Hotel concert orchestra.
2:45 to 4:30 p. m.—Broadcast of baseball games.
4:30 to 5:30 p. m.—Palace Hotel concert orchestra.
5:30 to 6:00 p. m.—Twilight hour.
6:00 to 6:30 p. m.—Ye Towne Cryer service.
6:30 to 7:00 p. m.—States Restaurant orchestra.
7:30 to 8:00 p. m.—DX.
8:00 to 9:00 p. m.—National Broadcasting Company.
9:00 to 12:00 midnight Goodrich Silvertown Cord orchestra.
12:00 m. to 1:00 a. m.—Palace Hotel dance orchestra.

KLX—OAKLAND TRIBUNE OAKLAND—508

Monday, August 29
10:30 a. m.—Martha Lee; George Keneipp.
5:30 to 6:30 p. m.—Brother Bob's club.
7:00 to 7:30 p. m.—Amusement information.
8:00 to 9:00 p. m.—Special program.
9:00 to 10:00 p. m.—Weekly meeting of Lake Merritt Ducks.

Tuesday, August 30
2:45 p. m.—Baseball.
5:30 to 6:30 p. m.—Brother Bob.
7:00 to 7:30 p. m.—Amusement information.

Wednesday, August 31
10:30 a. m.—Martha Lee.
2:45 p. m.—Baseball.
5:30 to 6:30 p. m.—Brother Bob.

Thursday, September 1
2:45 p. m.—Baseball.
5:30 to 6:30 p. m.—Brother Bob.
6:30 to 7:00 p. m.—Ern Russell in "song and story."
7:00 to 7:30 p. m.—Amusement information.

Friday, September 2
10:30 a. m.—Martha Lee.
2:45 p. m.—Baseball.
5:30 to 6:30 p. m.—Brother Bob.
7:00 to 7:30 p. m.—Amusement information.
8:00 to 9:00 p. m.—Community night program.

9:30 to 10:30 p. m.—Athens Athletic club orchestra.
Saturday, September 3
2:45 p. m.—Baseball.
7:00 to 7:30 p. m.—Amusement information.

KGO—GENERAL ELECTRIC OAKLAND—394

Sunday, August 28
11:00 a. m.—Church service.
6:30 to 7:30 p. m.—Bem's Little Symphony.
7:30 p. m.—Weather and baseball.
7:35 to 9:00 p. m.—Church service.
9:00 to 10:00 p. m.—National Broadcasting Company.

Monday, August 29
11:30 a. m. to 1:00 p. m.—Hotel Leamington concert.
12:30, weather; 1:00 weather; 1:03, S. F. stocks.
4:00 to 5:00 p. m.—Hotel St. Francis dance orchestra.
5:30 to 6:00 p. m.—KGO Kiddies' Klub.
6:00 to 6:45 p. m.—Stanislas Bem's Little Symphony.
6:45 p. m.—"What's Happening in the World."
7:03, weather; 7:06, baseball; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).
8:00 to 9:00 p. m.—National Broadcasting Company.
9:00 to 9:20 p. m.—"Chats About New Books."

Tuesday, August 30
11:30 to 1:00 p. m.—Hotel Leamington concert.
12:30, weather; 1:00 weather; 1:03, S. F. stocks.
2:00 to 3:00 p. m.—Pacific Radio Trade Association concert.
4:00 to 5:00 p. m.—Hotel St. Francis orchestra.
6:00 to 6:55 p. m.—Stanislas Bem's Little Symphony.
6:55, news; 7:03, weather; 7:06, baseball; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).
8:00 to 9:00 p. m.—(Oakland studio)—The Pilgrims.
9:00 to 10:00 p. m.—National Broadcasting Company.
10:00 to 10:30 p. m.—"HM" and "JP" entertain.
10:30 to 11:00 p. m.—Surprise broadcast.

Wednesday, August 31
11:30 to 1:00 p. m.—Hotel Leamington concert.
12:30, weather; 1:00, weather; 1:03, S. F. stocks.
2:00 to 3:00 p. m.—Pacific Radio Trade Association concert.

4:00 to 5:00 p. m.—Hotel St. Francis orchestra.
6:00 to 6:55 p. m.—Bem's Little Symphony.
6:55, news; 7:03, weather; 7:06, baseball; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).

8:00 to 9:00 p. m.—Vacation program.
9:00 to 10:00 p. m.—National Broadcasting Company.
10:00 to 12:00 p. m.—John Wolohan's Californians.

Thursday, September 1
11:30 to 1:00 p. m.—Hotel Leamington concert.
12:30, weather; 1:00, weather; 1:03, S. F. stocks.
2:00 to 3:00 p. m.—Pacific Radio Trade Association concert.

4:00 to 5:00 p. m.—Hotel St. Francis Orchestra.
5:00 to 6:00 p. m.—"Friends to Boys."

6:00 to 6:55 p. m.—Bem's Little Symphony.
6:55, news; 7:03, weather; 7:06, baseball; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).

8:00 to 9:00 p. m.—KGO players.
9:00 to 10:00 p. m.—National Broadcasting Company.
10:00 to 12:00 p. m.—Hotel St. Francis dance orchestra.

(Continued on Page 12)



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# SCREEN AND STAGE



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*P. & A. photo  
Lithesome Betty Bronson, Hollywood film favorite, trains "over the sticks."*



*An invitation from*



*Kline photo  
Julia Faye of the Cecil B. De Mille Players keeps "in shape" on the Volley Ball courts.*



*Esther Ralston, Paramount beauty, taking her exercise in the "youngest" of all sports.*

# STARS IN SPORTS



Otto Dyar photo  
ow, Paramount star.

Otto Dyar photo  
Bebe Daniels plays at play in the "Campus Flirt"  
for the Paramount, but she looks very  
serious about it.

P. & A. photo  
Another use for roller skates was discovered by  
Virginia Lee Corbin, First National player.



Kline photo  
Leatrice Joy, Cecil B. De Mille screen star, looks  
like a real angler.

Don Gillum photo  
Claire Windsor, Metro-Goldwin star, is fond of archery. She has scored  
friend husband off the picture.

Courtesy of Women's Sports

Friday, September 2

11:30 a. m. to 1:00 p. m.—Hotel Leamington concert.  
 12:30, weather; 1:00, weather; 1:03, S. F. stocks;  
 1:08, N. Y. stocks.  
 2:00 to 3:00 p. m.—Pacific Radio Trade Association  
 concert.  
 4:00 to 5:00 p. m.—Hotel St. Francis Concert Orches-  
 tra.  
 5:30 p. m.—Wise man from the Land-O-Health.  
 6:00 to 6:45 p. m.—Bem's Little Symphony.  
 6:45 to 6:55 p. m.—"Weekly Financial Review."  
 6:55, news; 7:03, weather; 7:06, baseball; 7:08, S. F.  
 produce, grain, cotton; 7:16, S. F. stocks (closing);  
 7:23, N. Y. stocks (closing).  
 8:00 to 9:00 p. m.—Western Artist Series.  
 9:00 to 10:00 p. m.—National Broadcasting Company.  
 10:00 to 11:00 p. m.—Hotel St. Francis dance orches-  
 tra.

Saturday, September 3

11:30 a. m. to 1:00 p. m.—Hotel Leamington concert.  
 concert.

12:30, weather; 1:00, weather; 1:03, S. F. stocks;  
 1:08, N. Y. stocks.  
 2:00 to 3:00 p. m.—Pacific Radio Trade Association  
 concert.  
 4:00 to 5:00 p. m.—Hotel St. Francis Concert Orches-  
 tra.  
 8:00 to 10:00 p. m.—National Broadcasting Company.  
 10:00 p. m. to 1:00 a. m.—Wilt Gunzendorfer's Band.

KFI—EARLE C. ANTHONY, INC  
 LOS ANGELES—468 METERS

Sunday, August 28

10:00 a. m.—Morning service.  
 11:00 a. m.—Baptist Church services.  
 6:00 p. m.—Boris Myronoff, concert pianist.  
 6:58 p. m.—Father Ricard's forecast.  
 7:00 p. m.—Aeolian organ recital.  
 8:00 p. m.—Packard classic hour.  
 9:00 p. m.—National Broadcasting Company.  
 10:00 p. m.—Billy Cox and his Packard Eight Orches-  
 tra.

Monday, August 29

5:30 p. m.—Carl Hansen, musical saw.  
 6:15 p. m.—Radiatorial.  
 6:30 p. m.—Gamut male quartet.  
 7:00 p. m.—Gene Johnston's Music Box hour.  
 8:00 p. m.—National Broadcasting Company.  
 9:00 p. m.—Shell Company of California.  
 10:00 p. m.—Purcell Mayer, violinist.

Tuesday, August 30

5:30 p. m. The Dragon Hawaiians.  
 6:00 p. m.—Talk on the Hollywood Bowl.  
 6:15 p. m. Prof. Carl S. Knopf.  
 6:30 p. m.—Louise Caselotti, contralto.  
 7:00 p. m.—Bill Funk and his Packard Six Orchestra.  
 8:00 p. m.—Song recital by Virginia Flohri and Rob-  
 ert Hurd.  
 9:00 p. m.—National Broadcasting Company.  
 10:00 p. m.—Collegiate Aeolians Dance Orchestra.

Wednesday, August 31

5:30 p. m.—Sebastians Cotton Club Orchestra.  
 6:15 p. m.—Radiatorial period.  
 6:30 p. m.—Pal O'Mine trio.  
 7:30 p. m.—Nick Harris detective stories.  
 7:45 p. m.—William MacDougal, Scotch singer.  
 8:00 p. m.—Calpet String Quartet.  
 9:00 p. m.—National Broadcasting Company.  
 10:00 p. m.—Virginia McCoy, contra-contralto.

Thursday, September 1

5:30 p. m.—Elkin's and Hite's Dixieland Orchestra.  
 6:15 p. m.—Radiatorial period.  
 6:30 p. m.—Don Parker, popular pianist.  
 7:00 p. m.—Pastel trio.  
 8:00 p. m.—Mrs. Edward C. Crossman, contralto.  
 9:00 p. m.—National Broadcasting Company.  
 10:00 p. m.—Program of modern classical music.

Friday, September 2

5:30 p. m.—Eugene Biscailuz program.  
 6:15 p. m.—Talk on the Hollywood Bowl.  
 6:30 p. m.—Lois Whiteman and Ralph Van Hoore-  
 beke.

7:00 p. m.—Program by Paul Roberts.  
 8:00 p. m.—Program of popular music.  
 9:00 p. m.—National Broadcasting Company.  
 10:00 p. m.—Packard Ballad Four.

Saturday, September 3

5:30 p. m.—Strangers Social Club Orchestra.  
 6:15 p. m.—Radiatorial period.  
 6:30 p. m.—Vest Pocket program.  
 7:30 p. m.—Felipe Delgado and Edna Clark Muir.  
 8:00 p. m.—National Broadcasting Company.  
 9:00 p. m.—Program by Maurine Dyer.  
 10:00 p. m.—Packard Radio Club.  
 11:00 p. m.—KFI Midnight Frolic.

KGW—MORNING OREGONIAN  
PORTLAND—491.5

Sunday, August 28

7:30 to 9:00 p. m.—Evening Church services.  
 9:00 to 10:00 p. m.—N. B. C. program.  
 10:00 to 11:00 p. m.—Little Symphony orchestra.

Monday, August 29

6:00 to 7:00 p. m.—Dinner concert.  
 7:30 to 7:45 p. m.—Utility service.  
 8:00 to 9:00 p. m.—N. B. C. program.  
 9:00 to 10:00 p. m.—Concert.

Tuesday, August 30

6:00 to 7:00 p. m.—Dinner concert.  
 7:00 to 7:30 p. m.—"Travelogue."  
 7:30 to 7:45 p. m.—Utility service.  
 7:45 to 9:00 p. m.—Educational program.  
 9:00 to 10:00 p. m.—N. B. C. program.  
 10:00 to 12:00 p. m.—Dance music.

Wednesday, August 31

6:00 to 7:00 p. m.—Concert orchestra.  
 7:30 to 7:45 p. m.—Utility service.  
 8:00 to 9:00 p. m.—Concert.  
 9:00 to 10:00 p. m.—National Broadcasting Company.

Thursday, September 1

6:00 to 7:00 p. m.—Dinner concert.  
 7:30 to 7:45 p. m.—Utility service.  
 7:45 to 8:00 p. m.—Lecture.  
 8:00 to 9:00 p. m.—Concert.  
 9:00 to 10:00 p. m.—N. B. C. program.

Friday, September 2

6:00 to 7:00 p. m.—Dinner concert.  
 7:30 to 8:00 p. m.—Program.  
 8:00 to 9:00 p. m.—Concert.  
 9:00 to 10:00 p. m.—National Broadcasting Company.

Saturday, September 3

6:00 to 7:00 p. m.—Dinner concert.  
 8:00 to 9:00 p. m.—National Broadcasting Company.  
 10:00 to 12:00 p. m.—Dance music.

KFWI—RADIO ENTERTAINMENTS, INC.  
SAN FRANCISCO—267

Sunday, August 28

12:30 to 1:30 p. m.—Organ recital.  
 7:50 to 9:00 p. m.—Services from Sixth Church of  
 Christ Scientist.  
 9:00 to 10:00 p. m.—Laura Ellen Windsor and pupils.  
 10:00 to 12:00 p. m.—Clyde Cooper's orchestra.

Monday, August 29

8:20 to 10:27 a. m.—Musical breakfast program.  
 10:27 to 10:30 a. m.—U. S. weather reports.  
 10:30 to 11:00 a. m.—Babette's fashion hints.  
 11:00 to 12:00 p. m.—Organ recital.  
 12:00 to 1:00 p. m.—Luncheon program.  
 4:00 to 5:00 p. m.—KFWI tea party.  
 5:00 to 5:30 p. m.—Construction reports.  
 5:30 to 6:00 p. m.—Theatrical announcements.  
 6:00 to 7:00 p. m.—Dinner hour concert.  
 7:00 to 7:15 p. m.—Sports by Geo. T. Davis.  
 7:15 to 7:30 p. m.—Advertising talk.

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8:00 to 9:00 p. m.—Clyde Cooper's Roof Garden orchestra.  
 9:00 to 9:30 p. m.—Geo. Taylor and Clem Kennedy.  
 9:30 to 10:00 p. m.—Darnelle Sisters.  
 10:00 p. m.—Weather and police reports.  
 10:03 to 12:00 p. m.—Clyde Cooper's Roof Garden orchestra.

**Tuesday, August 30**  
 7:00, 7:30 and 8:00 a. m.—Health exercises.  
 8:20 to 10:27 a. m.—Musical breakfast program.  
 10:27 to 10:30 a. m.—U. S. weather reports.  
 10:30 to 11:00 a. m.—Beauty hints.  
 11:00 to 12:30 p. m.—Musical luncheon program.  
 12:30 to 1:00 p. m.—Organ recital.  
 1:00 to 1:30 p. m.—Country store.  
 1:30 to 2:00 p. m.—Cowell Dein, piano and banjo.  
 5:00 to 5:30 p. m.—Construction reports.  
 5:30 to 6:00 p. m.—Theatrical announcements.  
 6:00 to 7:00 p. m.—Dinner hour concert.  
 7:00 to 7:15 p. m.—Sports by Geo. T. Davis.  
 7:15 to 7:30 p. m.—KFWI Builders of Progress Club.  
 8:00 to 9:00 p. m.—Clyde Cooper's orchestra.  
 9:00 to 10:00 p. m.—Barnes Vaudeville Agency.  
 10:00 p. m.—Weather and police reports.  
 10:03 to 11:00 p. m.—Clyde Cooper's orchestra.  
 11:00 to 12:00 p. m.—Zezz Black's mysterious hour.

**Wednesday, August 31**  
 7:00, 7:30 and 8:00 a. m.—Health exercises.  
 8:20 to 10:27 a. m.—Musical breakfast program.  
 10:27 to 10:30 a. m.—U. S. weather reports.  
 10:30 to 11:00 a. m.—Cynthia Grey's column.  
 11:00 to 12:00 p. m.—Organ recital.  
 12:00 to 12:30 p. m.—Luncheon program.  
 12:30 to 1:00 p. m.—Organ recital.  
 1:00 to 1:30 p. m.—Country store.  
 5:00 to 5:30 p. m.—Construction reports.  
 5:30 to 6:00 p. m.—Theatrical announcements.  
 6:00 to 7:00 p. m.—Louis Donato and Jack Kelsey.  
 7:00 to 7:15 p. m.—Sports by Geo. T. Davis.  
 7:15 to 7:30 p. m.—Studio program.  
 8:00 to 9:00 p. m.—Program by Jerry Warner, singing banjoist.  
 9:00 to 10:00 p. m.—Clifford Schneider, baritone.  
 10:00 p. m.—Weather and police reports.  
 10:03 to 12:00 p. m.—Clyde Cooper's orchestra.

**Thursday, September 1**  
 7:00, 7:30 and 8:00 a. m.—Health exercises.  
 8:20 to 10:27 a. m.—Musical breakfast program.  
 10:27 to 10:30 a. m.—U. S. weather reports.  
 10:30 to 11:00 a. m.—Fashion hints by Babette.  
 11:00 to 12:30 p. m.—Musical luncheon program.  
 12:30 to 1:00 p. m.—Organ recital.  
 1:00 to 1:30 p. m.—Country store.  
 4:00 to 5:00 p. m.—KFWI tea party.  
 5:00 to 5:30 p. m.—Construction reports.  
 5:30 to 6:00 p. m.—Theatrical announcements.  
 6:00 to 7:00 p. m.—Dinner hour program.  
 7:00 to 7:15 p. m.—Sports by Geo. T. Davis.  
 7:15 to 7:30 p. m.—Kenneth A. Millican.  
 8:00 to 9:00 p. m.—Studio program by Wm. Johnson.  
 9:00 to 9:30 p. m.—Gloria Del Rae.  
 9:30 to 11:00 p. m.—Bill Bennett.  
 11:00 to 12:00 p. m.—Clyde Cooper's orchestra.

**Friday, September 2**  
 7:00, 7:30 and 8:00 a. m.—Exercise hour.  
 8:20 to 10:27 a. m.—Musical breakfast program.  
 10:27 to 10:30 a. m.—U. S. weather reports.  
 10:30 to 11:00 a. m.—Beauty hints.  
 11:00 to 12:00 p. m.—Organ recital.  
 12:00 to 12:30 p. m.—Musical luncheon program.  
 12:30 to 1:00 p. m.—Organ recital.  
 1:00 to 1:30 p. m.—Country store.  
 1:30 to 2:00 p. m.—Cowell Dein, banjo and piano.  
 4:00 to 5:00 p. m.—KFWI tea party.  
 5:00 to 5:30 p. m.—Construction reports.  
 5:30 to 6:00 p. m.—Theatrical announcements.  
 6:00 to 7:00 p. m.—Program arranged by Irene Smith.  
 7:00 to 7:15 p. m.—Sports by Geo. T. Davis.  
 7:15 to 7:30 p. m.—Talk by E. S. Daniels.  
 8:00 to 9:00 p. m.—Clyde Cooper's orchestra.  
 9:00 to 10:00 p. m.—California Sunshine Boys.  
 10:00 p. m.—Weather and police reports.  
 10:03 to 12:00 p. m.—Clyde Cooper's orchestra.

**Saturday, August 28**  
 7:00, 7:30 and 8:00 a. m.—Exercise hour.  
 8:20 to 10:27 a. m.—Musical breakfast program.  
 10:27 to 10:30 a. m.—U. S. weather reports.  
 10:30 to 11:00 a. m.—Cynthia Grey's column.  
 12:00 to 12:30 p. m.—Musical luncheon program.  
 12:30 to 1:00 p. m.—Organ recital.  
 1:00 to 1:30 p. m.—Country store.  
 5:00 to 5:30 p. m.—Construction reports.  
 5:30 to 6:00 p. m.—Theatrical announcements.  
 6:00 to 7:00 p. m.—Dinner hour concert.  
 7:00 to 7:15 p. m.—Sports by Geo. T. Davis.  
 7:15 to 7:30 p. m.—Geo. Taylor and Clem Kennedy.  
 8:00 to 9:00 p. m.—Athena Alexandroff, soprano.  
 9:00 to 12:00 p. m.—Clyde Cooper's orchestra.  
 12:00 to 2:30 a. m.—KFWI hour of mirth.

**KJR—NORTHWEST RADIO CO. SEATTLE—348**

**Sunday, August 28**  
 6:00 to 7:45 p. m.—Dinner Hour Concert.  
 7:45 to 8:00 p. m.—Twilight Organ Hour.  
 8:00 to 9:15 p. m.—Evening services.  
 9:15 to 10:45 p. m.—Camlin Hotel concert orchestra.  
**Monday, August 29**  
 5:40 to 6:00 p. m.—Stock quotations.  
 6:00 to 6:30 p. m.—Time signals, sport news.  
 6:30 to 8:00 p. m.—Henri Damski's concert orchestra  
 8:00 to 10:00 p. m.—Studio program.  
 10:00 p. m.—Time signals.  
**Tuesday, August 30**  
 5:40 to 6:00 p. m.—Stock quotations.  
 6:00 to 6:30 p. m.—Time signals, sports news.  
 6:30 to 8:00 p. m.—Camlin Hotel concert orchestra.  
 8:00 to 10:00 p. m.—Studio program.  
 10:00 p. m.—Time signals.  
**Wednesday, August 31**  
 5:40 to 6:00 p. m.—Stock quotations.  
 6:00 to 6:30 p. m.—Time signals, sport news.  
 6:30 to 8:00 p. m.—Camlin Hotel concert orchestra.  
 8:00 to 10:00 p. m.—Studio program.  
 10:00 p. m.—Time signals.  
**Thursday, September 1**  
 5:40 to 6:00 p. m.—Stock quotations.  
 6:00 to 6:30 p. m.—Time signals, sport news.  
 6:30 to 8:00 p. m.—Camlin Hotel concert orchestra.  
 8:00 to 9:00 p. m.—Studio program.  
 9:00 to 10:00 p. m.—Concert by Henri Damski's orchestra.  
 10:00 p. m.—Time signals.  
**Friday, September 2**  
 5:40 to 6:00 p. m.—Stock quotations.  
 6:00 to 6:30 p. m.—Time signals, sport news.  
 6:30 to 8:00 p. m.—Camlin Hotel concert orchestra.  
 8:00 to 10:00 p. m.—Studio program.  
 10:00 to 11:00 p. m.—Vic Meyers' dance orchestra.  
**Saturday, September 3**  
 5:40 to 6:00 p. m.—Stock quotations.  
 6:00 to 6:30 p. m.—Time signals.  
 6:30 to 8:00 p. m.—Camlin Hotel concert orchestra.  
 8:00 to 10:00 p. m.—Studio program.  
 10:00 p. m.—Time signals.

**Society**

(Continued from page 5)

Mr. and Mrs. W. V. P. Campbell, Mrs. E. F. Condon and daughter, of Los Angeles; Mr. and Mrs. J. R. Riley of Los Angeles; Miss Ethel Rosen and Miss Effie Rosen of Hollywood; Mr. Francis X. Bushman of Hollywood; Mr. J. French and family of Los Angeles; Mr. and Mrs. R. J. McHugh of Los Angeles; Mr. and Mrs. Lou Rogers of Los Angeles; Miss Virginia Pearson of Hollywood; Mr. F. C. Thornley of Coronado; and Mr. G. C. Noble of Hollywood.

Mr. and Mrs. Charles Hirshfeld entertained at an elaborately appointed dinner given at the Fairmont Hotel on Tuesday, in honor of Mrs. Bud Meyer of New York who is visiting her sister, Mrs. Zachery Taylor Coney, at Belvedere.

Dr. and Mrs. Sumner Everyingham and Mr. and Mrs. H. N. Atkinson are entertaining at a studio supper at the Fairmont Hotel Saturday evening for Miss Alice Seckels and Mr. and Mrs. James Shakelford Hines, all of whom have recently returned from Europe.

**Courtesy Era**

Police Judge Leonard states that he has adopted a policy of leniency toward the visitor in Santa Cruz. He explains to each stranger appearing before the bench on a parking charge, the details of the Santa Cruz law and grants them freedom from fine but advises against repetition of the infractions. His policy has been warmly commended by Mayor Swanton, one of whose election planks demanded "courtesy to the stranger."



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**IN THE SUPERIOR COURT**

of the State of California, in and for the City and County of San Francisco  
 Margaret Vanderhoogt, Plaintiff, vs. John W. B. Vanderhoogt, Defendant.  
 No. 184626.

Action brought in the Superior Court of the State of California in and for the City and County of San Francisco, and the complaint filed in the office of the County Clerk of said City and County.

The people of the State of California send greeting to: John W. B. Vanderhoogt, Defendant.

You are hereby required to appear in an action brought against you by the above-named Plaintiff in the Superior Court of the State of California, in and for the City and County of San Francisco, and to answer the Complaint filed therein within ten days (exclusive of the day of service) after the service on you of this summons, if served within this City and County, or if served elsewhere within thirty days.

The said action is brought to obtain a judgment and decree of this Court dissolving the bonds of matrimony now existing between plaintiff and defendant, on the grounds of defendant's wilful desertion and wilful neglect, also for general relief, as will more fully appear in the Complaint on file, to which special reference is hereby made.

And you are hereby notified that unless you appear and answer as above required, the said Plaintiff will take judgment for any money or damages demanded in the complaint as arising upon contract or will apply to the Court for other relief demanded in the complaint.

Given under my hand and the Seal of the Superior Court of the State of California, in and for the City and County of San Francisco.

Dated this twenty-seventh day of July, 1927.

H. I. MULCREVY, Clerk.  
 By J. J. RAFFERTY, Deputy Clerk.

(Seal) Austin Lewis, 473 Mills Bldg., San Francisco, Attorney for Plaintiff.

**ASSESSMENT NOTICE:**

The MINERAL DEVELOPMENT COMPANY, location of principal place of business, San Francisco, Calif.

Notice is hereby given that at a meeting of the Directors held on the 2nd day of August, 1927, an assessment of one-half cent per share was levied upon the issued capital stock of the corporation payable immediately in legal money of the United States, to the Secretary, at the office of the company, Room 245, Monadnock Building, San Francisco, Calif.

Any stock on which this assessment shall remain unpaid on the 5th day of September, 1927, will be delinquent and advertised for sale at public auction, and unless payment is made before, will be sold on Tuesday the 27th day of September, 1927 to pay the delinquent assessment, together with costs of advertising and expense of sale.

M. J. SEELY, Secretary,  
 245 Monadnock Building,  
 San Francisco, Calif.

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Young Attorney or Law Student who desires practical instruction and experience to associate with established law firm. Good opportunity for right party. Investment required.

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### WHO'S WHO AND WHERE

Society folks both in the city and at the pleasure resorts are already turning their attention to Autumn festivities.

Many prominent people are still in the country, reluctant to return to their urban duties and social affairs. Although school opened this week, there are many of the elite still lingering in hotels where country air and out-of-door events are lures to hold their interest.

San Francisco's hotels are buzzing with life. Dinners, tea parties, suppers and any number of bridge parties are already crowding the social calendar.

Everywhere there is life—abundant, radiant life and all of the famous hotels of California see a busy season ahead.

In fact, from our own point of view, there is not to be a dull moment—within the social realm, this glorious season.

\* \* \*

### Moonlight Picnic

Think of having a moonlight picnic on horseback.

Well, that is what the young folks planned at Feather River Inn while the older folks joined them in automobiles at the rendezvous where a delicious supper was cooked out-of-doors.

Those who rode horseback to the scene of the picnic included: Mrs. B. M. Carlisle and her son "Bud," Miss Jane and Betty Leighton, Miss Marion and Doris Glaenzer, Arthur Simons, Hugh Leighton Jr., Marjorie Semple, Alfred Cook, Trescott Buell.

\* \* \*

### Old Fashioned Evening

An affair that was particularly enjoyable was an old-fashioned evening with games around the fire in the "Play House," the party winding up with a Virginia Reel. Among those participating were Mr. and Mrs. A. C. McLaughlin, Mr. and Mrs. G. W. Eames, Miss Evelyn McLaughlin, Miss Marion and Doris Glaenzer, Mr. and Mrs. B. M. Carlisle, Bud Carlisle, William Roe, Jane Leighton and Hugh Leighton, and many others, about sixty guests in all. It was immensely enjoyed.

Recent arrivals at Feather River Inn include Mr. and Mrs. Austen Bidle, Mrs. Marshall Hale and Mrs. F. I. Raymond and her mother, Mrs. W. W. Young.

"Sweetheart, do you believe marriages are made in heaven?"

"Probably. Heaven only knows why some are made."—Western Reserve Red Cat.

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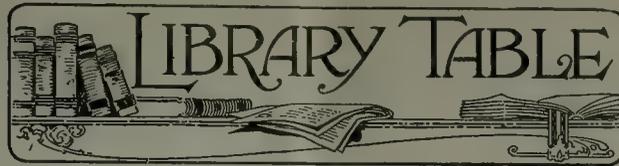
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Edited by Florence de Long

EVELYN GRAINGER, by George F. Hummel. Boni & Liveright; \$2.50.

We are told that this is a story of modern life and manners and customs—which seem to form the basis of endless discussion now-a-days between the modern sophists and those of the more Victorian vintage.

Evelyn Grainger evidently means all right when she starts out. She has the puritanical ancestry that should have stood her in good stead, but she seems to have been inoculated with that modern serum "It," which means she just can't help herself so there's no use trying!

She is young, beautiful and magnetic, naturally! She marries well, but she and friend husband drift apart to a certain extent. She finally acquires a soul-mate in a young lad whom she meets at a summer resort and—well, Evelyn ought to be ashamed of herself, but she isn't—she is really more terrified at being discovered by her husband, John Ferris, who arrives sooner than he is expected. After a narrow escape from an almost impossible dilemma and its subsequent denouement, she thankfully proceeds to behave according to convention until after John's death.

At the age of forty-five, when her two children are of college age, she meets a college professor. After his first dissertation on the subject of marriage we all know just what is going to happen. By this time Evelyn is surely old enough to know better; but we have to close our eyes to the inevitable and proceed to gloss over the next six months or so of happiness and woes, pleasures and trials, of diverse sorts, until they finally decide to become actually married.

Evelyn is a clever woman in her own way, although an empty-headed doll in others. After their marriage, with her money (which, through gifts to her children she has reduced to a minimum for her, but which seems like a fortune to him), she starts him off right in a business way, albeit over his protests. Being a man of real natural ability in this chosen line of work (he has only adopted the professorship as a means of earning his daily bread), and with her wealthy relatives behind him, he eventually becomes a man of affairs. His position is somewhat shaken during the World war (he is a Polak by birth), but the toppling structure is

preserved after the Armistice is signed and all should go on happily ever after.

But, unfortunately, the past is subconsciously too much in the back of her mind. She is ten years older than her husband, and now becomes fearful of his beginning to look with wistful eyes upon the younger generation. She fears the flapper who is beginning to come into her own; she is jealous of the energetic war workers who are returning home with so much to talk about and so much to do. She imagines that her husband cannot be satisfied with her, and makes attempts in a feeble way to keep in step with him. She cannot be content with the peaceful humdrum life. In a spirit of unrest she finds flaws, picks quarrels, and when he reminds her delicately of the past, she is inconsistent enough to become offended.

Finally it is over. Better to dive through into clear water than to be forever stirring up the muck in the shallows. However, this does not mean that she spends the rest of her life in repentance or in sorrow. Her triumphant cry on her sixtieth birthday indicates that she has lived her "modern" life to the full, and as far as she is concerned, she is perfectly satisfied.

\* \* \*

AT PAUL ELDER'S

The fall series of events in the Paul Elder Gallery will start in September. The calendar is of unusual interest and variety and includes authors' afternoons, lectures, exhibitions, dramatic readings, and other cultural activities.

Dr. David Starr Jordan, Prof. Arthur W. Ryder and Stephen Child, landscape architect, will appear in the series of authors' afternoons which will be opened on Saturday, September 10th, by Louis L. De Jean, "poet laureate of aviation," with an address on "Men Who Fly—and Why."

Late plays and poetry are to be interpreted by Mrs. Hugh Brown, who will give a series of seven Thursday afternoon readings, and Mrs. Laurel Conwell Bias will read the gripping play of the hour, "Capon-sacchi."

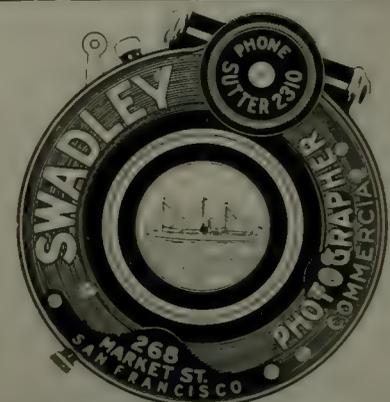
Among the lectures are two series to be given by Mrs. Juliet James. One series will begin Wednesday morning, August 31st. The other, Friday morning, September 2nd.

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**PHOTOGRAPHS**  
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## American Aviatianica

By Lieut. Blaine Stubblefield

(Editor's Note: Next week Lieut. Stubblefield will favor us with some outstanding facts regarding aeronautics, to offset this article on the fictitious ideas which the general public holds in connection with the great game of flying.)

"My what a big fan that airplane has!"

A heavy slipstream from the out-going air mail's prop threw a half hitch in the sweet girl's skirt, discovering two sun-burned knees.

"That engine must get dreadfully hot to need such a breeze on it! Why the fan on father's car isn't half that big. It honestly isn't!"

That is what SHE said.

And it would seem that our friends of popular fiction, and fiction's friends, the public, in writing and speaking about the exotic art of flying, are inspired by the above quoted Gretchen.

All of God's chil'en haven't got wings, but they like to imagine they have, and pretend they know how to use them. We all like to feel familiar with things. While those few who have wings are out buzzing up gasoline, the rest of mankind gathers around the coal stove or the ice box and plays at that well-known and dizzy sport—indoor aviation. And out of this ground school of higher flying comes most of the data used by short story writers and sidewalk "tale" spinners.

This literature and lore, if squeezed into a 25-foot shelf, would form a compendium of useful misinformation from which any assiduous text-booker might glean a volume to be entitled "American Aviatianica"—or a word to that effect—ten easy lessons in parlor split-tails and street corner side-slips. All of which, if crisply paragraphed, would give us an aero-credo, teaching all those ethereal precepts already well understood by the kiwi world—a ready reference to aeronautical errata. First giving due credit for our method to the "Bad boy of Baltimore" and his witty friend George Jean, let us quote briefly from the Aviatianica.

That when its motor stops an airplane will fall.

That if one flies into a cloud he will not be able to tell whether he is right-side-up or not.

That if the engine stops and the pilot makes a landing he has shown himself an expert.

That aviators are the cream of young manhood.

That all pilots are brave and venturesome.

That young women fall in love with flyers at sight.

That airplanes can fly slowly or lazily.

That aircraft in windstorms are subject to great strains.

That if one looks down from a plane he sees the ground flying along beneath as it does from a train window.

That if one goes up high enough he cannot see the ground at all.

That the engine is controlled by a foot throttle on which the pilot treads as he takes the curves and steep grades.

That an aviator in flight eats only chicken sandwiches.

That airplane wings are made of silk.

That low flying is dangerous because one may run into something.

That only skilful flyers can do loops and spins.

That air pockets exist.

That air pockets cause airplanes to fall.

That when a plane lands it jars everybody in it.

That airplane engines run extremely fast.

That looking down from a high altitude makes one sick or dizzy.

That a ship is brought down for a landing with the power on.

That all airplanes fly at least 100 miles per hour.

That air mail letters may be dropped only in red, white, and blue mail boxes.

That Lindbergh was handicapped because he couldn't see in front of his ship.

That one must use an air mail stamp to post an air mail letter.

That as one rises in the air the horizon seems to go down.

That airplanes cannot fly in the rain without getting water in their carburetors.

That ladies with pink-eyed dogs will some day promenaded the hurricane decks of air liners, exposed to the full blast of the wind.

That one must have an air mail envelope to send an air mail letter.

That an airplane will fly only with special gasoline.

That Eddie Stinson could fly up-side-down as long and as far as he wanted to.

That one cannot breathe while dropping swiftly through the air.

That air mail letters will go only where the air mail routes are traced on the map.

That a ship in a tail spin descends tail first.

That hinterland natives always run and hide when they see a flying machine.

That a forced landing is a wreck.

That old people should not fly, and that it is hot news if they do.

That it is difficult to take a plane off against the wind.

That a pilot can fly in the night to a given point simply by following a compass.

That an airplane being stunted is likely to fall.

That pilots are all keyed up before a hop.

That women worry while their husbands are flying.

That world war aviators pursued every German ship they saw, hoping to pick a fight.

That it is difficult to breathe while flying over high mountains.

That unless one is strapped into the cock-pit he will fall out.

That all the stories told by flyers are true.

\* \* \*

Coroner (at inquest)—What happened when your husband put the tube from the heater into his mouth?

Wife—He stood aghast. Heh, heh!

—Cornell Widow.

\* \* \*

You can fool some of the people all the time and all of the people some of the time, but the rest of the time the joints are padlocked.

—Judge.

\* \* \*

"What rent do you pay?"

"I don't pay it."

"What would it be if you did pay it?"

"A miracle."

—Rutger's Chanticleer.

\* \* \*

"Beware of the dogs," said the experienced guest to his friend, as they started on Lucretia Borgia's picnic.

—Yale Record.

## From Brighter Pens Than Ours

She—Aren't you ever afraid of losing control of your car?

He—Constantly; I'm two installments behind already.  
—Everybody's Weekly.

"I keep on reading about capital and labor, but I can never understand about it."

"But it's very simple. You give me ten duros; that's the capital."

"And the labor?"

"That's what you have getting it back from me."  
—De Excelsior, Madrid.

If all the college boys who slept in class were placed end to end they would be much more comfortable.

—Cornell Widow.

"How are the fish in this lake?"

"Perfectly contented."

"Look here," shouted the agitated customer, rushing into the chemist's shop, "you gave me strychnine instead of guinine."

"Then that will be another fourpence, sir," said the assistant.—Tit Bits.

"I could die dancing," he declaimed as he walked all over her feet.

"Maybe so," she agreed; "but we don't need to make a death pact out of it."—Pitt Panther.

Mrs. Biggs—My old man goes out for a constitutional every evening. Does yours?

Mrs. Wiggs—No, my dear; we always keep a drop in the lodgings.—Humorist.

Wife—The wolf is at the door.

Hubby—Tell him I can't pay the rent today.

The average married man wouldn't object to his wife wearing her skirts a little shorter if she'd only wear them a little longer.

When a woman goes up in the air she usually lands on her husband.

Beryl—Should a man propose to a girl on his knees?

Barbara—Either that or she should get off.—Answers.

If a man kills a quart—that isn't news; but if a quart kills a man—that isn't news either.—California Pelican.

California Tax Payers Association finds that several millions of dollars are spent every year in California in transporting school children from their homes to school. The Educational Committee has therefore published a booklet with the hope that these millions may be properly accounted for and possible improvements and economies made.

• • •

Well, women at least do not have to worry about their skirts getting baggy at the knees.

—Washington Dirge.

\* \* \*

"Jim proposed to me again."

"What did he propose this time?"—N. Y. U. Medley.

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National Automobile Club

**Auto Oddities**

One of the most interesting points visited by the motorist over the National Old Trails route in New Mexico, is the city of Santa Fe, the oldest seat of government in the United States.

Nestling beneath the rugged peaks of the Sangre de Cristo Mountains, lies this ancient city of Holy Faith. Not only is Santa Fe the capital of the state in which it is situated, but it is the capital of a dim historic past in which the cliff dwellers and Pueblo Indians were the central figures. Right at the doors of this interesting city is the land of the cliff dwellers with its mysterious remains and legends inscribed on rocks, ever puzzling to archeologists.

At short distances from Santa Fe are numerous Indian villages where motorists may view the ancient rites and ceremonies that resemble those performed before the advent of Columbus.

In 1605 Juan de Onato founded the Villa of Santa Fe, and many of the buildings of that day still remain, the principal one being the old chapel of San Miguel. The Palace of Governors is now a seat of culture, housing the American School of Archeology. Here it was that General Kearny raised the American flag in 1846 and where Kit Carson and other brave frontiersmen made their headquarters when the town was the western outpost of American civilization. This building, located on the Plaza at Santa Fe, has seen the rulers of Spain,

the Pueblo Indians, Spain again, then Mexico and finally, America, hold sway and rule an enormous empire.

This city is also the location of the State Museum, a splendid building founded on the Pueblo and Mission type of architecture and containing a very interesting collection of Indian and early Spanish trophies, and also containing a fine Art Gallery where the work of visiting artists is exhibited. Within an area of 50 miles around Santa Fe are the remains of civilization contemporary with the Mammoth and the Great Lava Flow.

Cooler nights and lower water are responsible for the best fishing of the season at Rush and Leevining Creeks, and June, Gull, Gem and Agnew Lakes in the Bishop district.

The fish house at June Lake has been the center of attraction for some time for it has been hung full of fish during the last few weeks. The cool nights prevent night feeding and therefore the day fishing is enhanced. The best bait at this time is spinners, worms and salmon eggs, while the best flies are Coachman or any brown or gray flies.

Approximately \$300,000,000 worth of automotive vehicles were stolen in the United States during 1926.

Gasoline consumption in California during the first six months of 1927 amounted to 489,149,000 gallons. This is an approximate increase of 15 per cent over the corresponding period of last year.

**Santa Cruz To Be  
Scene for New Movie**

Mayor F. W. Swanton has received a message from Jack Hoxie, famed star of western motion picture dramas, stating that the latter will arrive in Santa Cruz within a few days with a supporting company of one hundred persons for the filming of a super-special western drama. Hoxie plans to erect an exact replica of the famous Wyoming "Dude Ranch" in the Santa Cruz mountains.

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**WHERE SHALL I WALK**

Where shall I walk with my new love?  
 Not by the sea;  
 There my old and faithless love  
 Used to walk with me.

Shall I meet her in the wood?  
 Better elsewhere:  
 By yon tree my old love stood;  
 She will still be there.

Shall I climb with her this hill  
 Warm with autumn's gold?  
 Nay I cannot: she I loved  
 Walked once there of old.

Where then shall I go with her?  
 Up a city street;  
 The tread of hosts who travel there  
 Will drown my old love's feet.

—Wilson MacDonald in Scribner's.

\* \* \*

**AN EPITAPH ON BAD ROADS**

They took a little gravel,  
 And took a little tar,  
 With various ingredients  
 Imported from afar;  
 They hammered it and rolled it,  
 And when they went away  
 They said they had a good street  
 To last for many a day.

They came with picks and smote it,  
 To lay a water main,  
 And then they called the workmen  
 To put it back again.  
 To lay a railway cable  
 They took it up once more,  
 And then they put it back again  
 Just where it was before.

They took it up for conduits,  
 To run the telephone,  
 And then they put it back again  
 As hard as any stone.  
 They tore it up for wires  
 To feed the 'lectric lights;  
 And then they put it back again,  
 And were within their rights.

Oh the street's full of furrows,  
 There are patches everywhere;  
 You'd like to ride upon it,  
 But it's seldom that you dare.  
 It's a very handsome street,  
 A credit to the town;  
 They're always digging of it up  
 Or putting of it down.

—Washington Post.

Grayce—Percy says he fell in love with me because of my exquisite taste in perfume.

Diana—Won by a nose, eh?—Judge.

\* \* \*

“Say, lend me a dollar and I'll be eternally indebted to you.”

“Yep, that's just what I'm afraid of.”

—Williams Purple Cow.

\* \* \*

“Triplets,” announced the nurse to the proud father.

“Really?” he said. “I can hardly believe my own census.”—Dartmouth Jack-o'-Lantern.

\* \* \*

Wifey—John, there is someone in the pantry and I've just made a pie.

Hubby—Well, it's all right with me as long as he don't die in the house.—Oregon Orange Owl.

\* \* \*

Landlady—I don't allow any games of chance here.

Student—This isn't that sort of a game. My friend here hasn't got a chance.—Brown Jug.

\* \* \*

Lady—Are you positive these are new potatoes?

Vender—New? Why, lady, they haven't even got their eyes open yet!—Ohio Hobo.

\* \* \*

Abie—Vot is de idea of raising de price of gasoline all de time?

Garage Man—What do you care? You haven't got a car.

Abie—No, but I got a cigar lighter.—Southern Calif. Wampus.



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## Finance

It is quite noticeable that the estate of a pioneer San Franciscan worth \$4,000,000 twenty years ago has shrunk to \$18,000. This was the estate of George Frink. Naturally, the banks and trust companies are well aware of the advertising in such a fact, and a brisk debate is going on as to the relative values of private parties and trust companies as executors. The "Wall Street Journal" appears to have got into the fray and there is much wrangling.

The Southern Pacific Bureau of News is of the opinion that the coming of Lindbergh to San Francisco will bring more people into the city than any single one-day event has ever done. It is making special preparations to handle crowds within a radius of 200 miles from San Francisco.

The new requirements for listing securities on the San Francisco Stock and Bond Exchange are the same rigid requirements that have been put in force in New York for the protection of the investor in the purchase and sale of securities. All corporations whose securities are listed must appoint a registrar to register and sign all stock certificates.

Rudolph Schaeffer, artist and educator, in addressing the section of the Commonwealth Club on Art, Letters and Music, says that America is developing an esthetic consciousness, as is the rest of the world. He says that the deadening effect of mechanical monotony has to be partially offset by variation in color and that the old puritan dislike of color is not applicable to the present.

The Assistant Secretary of Labor, Walter W. Husband, sees danger in the increasing immigration from neighboring American nations in place of that from Europe. He says: "The most disturbing phase of the development just now is found in the greatly increased immigration from Mexico, although the people of Cuba and South and Central America may become important factors at any time. The way is open to them and the experience of a hundred years has shown that very little inducement is required to start an immigration movement towards the generous pay rolls of American industry."

As an instance of the way in which great masses of wealth come to be administered by individuals the property interests over which the late Wigginton E. Creed had control are estimated at \$600,000,000. There is no doubt that the management of such intricate and rich concerns with the consequent burdens takes a great toll of human energy and places an almost unbearable burden on the shoulders of the responsible.

It is said that affairs of the Key System Transit Company are looking up, but not yet paying.

The following was the verdict by an Iowa jury in a suit against a railroad company:

"If the train had run as it should have run; if the bell had rung as it should rang; if the whistle had blown as it should have blew, both of which it did neither—the cow would not have been injured when she was killed."

—Erith Observer.

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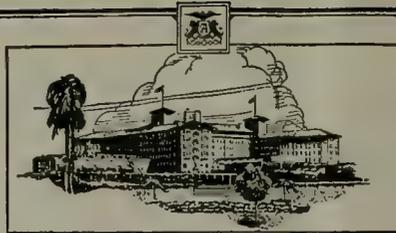
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# News Letter

SAN FRANCISCO

ESTABLISHED JULY 20, 1856

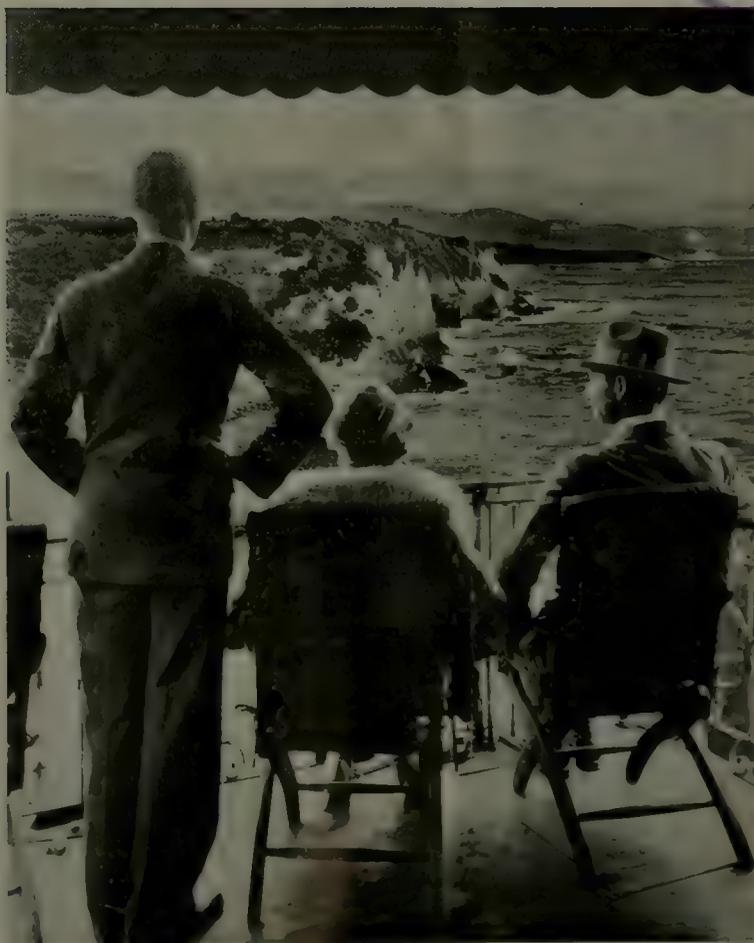
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Vol. CIX

SAN FRANCISCO, CALIF., SEPTEMBER 3, 1927

No. 36

## From One Thing to Another

By ELEANORE F. ROSS

### The Cross Roads

In days of old the intersection of the cross roads were pregnant with a dread and fearsome meaning; a ghastly presience of shadows to come—shadows that shaped themselves into struggling Things that resembled men, hanging by their necks!

There were other phases associated with the cross roads, apprehensions felt by every timid coachman on the King's highway, filled with visions of masked men on plunging steeds!

And yet again, the cross roads held the superstitious in its weird spell, for all sorts of incantations have been breathed over strange and significant objects buried by the light of the gibbous moon at the "four cross roads," from rabbit's feet to the last molar of a distempered dog.

At the junction of Pine, Davis and Market streets, there are four cross roads, almost as significant of death and disaster as the four cross roads of olden days. No traffic cop stands here, nor is there an automatic stop and go signal, yet it is one of the busiest and most dangerous cross roads in the city. Other points along the King's Highway are ably protected against accident, but this spot becomes so complicated with traffic congestion at times, that even the youngest and most active becomes panic stricken, and automobiles and trucks swirl about, missing each other by a hair's breadth.

This is the spot which Captain Henry Gleeson has endeavored to have protected by either an officer or a signal, but the Board of Supervisors has taken it upon themselves to interfere in the traffic department of San Francisco, and this intersection, one of the worst in the city, is still undefended.

\* \* \*

### Our Mayor

A Mayor must be more or less like a King of some small province; he must posses, aside from the intelligence which his office entails, a maximum of the social graces, an instinctive as well as an acquired knowledge of the social amenities which mean so much not only to the city, but to the state, when it is visited by notables from other parts of the world.

These talents, these social graces, our Mayor Rolph possesses in abundance, and he also has the health and strength to carry them out, for it takes a man in the very prime and vigor of his manhood, to attend the dozens of social functions which our Mayor attends, always with a beaming cordiality, always with a sunny countenance. He meets the tourist Prince and Princess, the statesman, the world-famous aviator or artist, with the same gen-

iality that has surely endeared him to all classes. He is, one might say, the most perfect democrat that this country has ever produced. And, perhaps you remember what Gertrude Atherton says, anent the definition of a democrat: "A true democrat must be a born aristocrat."

Give that a little thought!

\* \* \*

### Fashion Show

(Today) Saturday, is the opening of the Fall Fashion Show, held under the auspices of the Retail Dry Goods Association, and designers, drapers and window experts are working overtime to make it a memorable one in the history of Fashion.

This is an occasion which should be fostered by every merchant in the town, for already our fashion shows are becoming quite famous, even in the big metropolis of New York. An enthusiastic New Yorker once remarked to me that, although, of course, our stores were smaller than the New York stores, our window displays were just as beautiful, and our various dry goods and silks, just as wonderful as any displayed in that city. A significant fact is the increase and beauty of the different weaves which local mills are turning out.

\* \* \*

### A Typical American

The life of Carl W. Hamilton, Wall street operator, is worth noting.

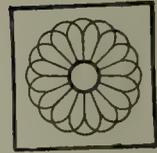
Hamilton was engaged this week in arranging his art collection, valued at four million dollars, in the Legion of Honor Palace. He possesses, aside from this collection, the most valuable assembly of Italian masters of the Renaissance in the world.

When this famous American was not on the top of a ladder, or arranging period furniture, some of the high lights of his varied existence were given the interviewer.

He used to shine shoes and sell newspapers. Before he was eleven, he was the main support of a family of seven. Today he is one of the foremost of America's business men, capitalists and philanthropists. He has won world-wide recognition as a collector and connoisseur of art, but is essentially modest and sensitive.

A strange combination, for as a rule, the business man, by very necessity, must grow a thick hide over whatever sensitiveness he is plagued with, and does not have the time to seek and appreciate the beauties of art or Nature.

He is fundamentally, a product of American democracy, for nowhere in the world, we believe, can a man or woman rise from such depths to such heights, as can be accomplished by a native of the United States of America.



### Our Transportation Facilities

There is talk about a survey of the transportation facilities of the city. It is greatly needed, but it must be an honest survey, not loaded in the interests of the municipal investments and framed so as to give a just estimate of the actual conditions and requirements.

There is a citizen's traffic committee which it is suggested should make an offer to the Board of Supervisors to undertake the task of the survey. It would seem as if a body of citizens who have already done quite an amount of work in connection with a survey of street transportation, might be of inestimable value to the Board of Supervisors by working in co-operation with the Board. The committee represents all the leading organizations and the stable interests of the city and has unquestionably, the full confidence of the community as a whole.

The question of the expert depends very largely upon the organization which is behind the expert. If the organization is political and desires to produce political effects regardless of the economic truths involved, then we shall get an expert who will give such a report as is pleasing to the politicians who employ him. It is very obvious that such a report would not be at all advantageous to the community for it would not be a true report of actual conditions.

What we want is somebody who will make an impartial survey of the whole field of city transportation and report on the same for the benefit of the community as a whole, solely on the facts without reference to the political questions involved. Then, we shall know how to meet the matter and what may be regarded as fair terms for all parties.

\* \* \*

### The Navy Men

It is a matter of great interest to any patriotic citizen to watch the behavior of the boys of the Navy on the occasions of their visits to the chief port of call of the Pacific squadron. There is always romance connected with the sea and more than all with that branch of sea-service which comes under the flag of the United States Government.

Formerly, the fact of rowdiness was taken for granted and it was quite expected that the advent of some hundreds of active young men would be coincident with a great deal of noise and street trouble. As a matter of fact such was the case. The arrival of several ships meant additional worry to civil authorities. Generally, there were rows with consequent contusions.

Today there is nothing of the sort. The boys of the Navy behave themselves much better than the average collegians when turned loose in a strange town. Indeed, it may be very safely said that the behavior of the boys of the Navy is better than that of the students at our two great universities on occasions of celebration and festivity.

This is the proof of the strength of our institutions and their indisputable merit. When our system of education and training is such that we are able to produce from the ranks of ordinary citizenship a body of young men whose manners and conduct are as creditable as those of our Navy, we are on the high road to a really civilized community such as has not hitherto existed anywhere.

### The Bridge Prospects

The matter of the bridge across the bay has to be faced, for it is idle to deny that there are many impediments in the way of the completion of the project which the majority of people in the Bay district, at least, regard as a matter of the gravest concern to local interests.

A bill has been prepared at Washington of which Leo McClatchy has provided an interesting summary. The form is that which has been hitherto approved by the interstate and foreign committees and all of these bills state that the franchise is granted by Congress in accordance with the provisions of the general bridge law of March 23, 1906. One of the chief and indeed, the determining feature, of that law is the provision that the plans and specifications, including the location, must be approved by the chief of army engineers and the Secretary of War. The Navy refused to accede to the wishes of San Francisco and vicinity and thus the appeal is made to Congress.

As for Congress—Representative Denison of Illinois, who is chairman of the bridge sub-committee, said that all bridge franchise hitherto granted contain the provision of the act of March 23, 1926, and that no bridges, such as we require, are possible without the distinct approval of the Secretary of War.

Under these conditions it does not look as if congressional action is going to be very effective, unless the opposition of the Navy can be overcome or modified to such a degree as to make the construction of the bridge fit in with Navy requirements. The problem begins to look really serious.

\* \* \*

### Britain Prosperous

Britain is our best customer; the more Britain prospers, the more money she has to spend with us, and the better off we all are. We do not belong to that group of patrioteers, which is the very opposite of patriots, who have a notion that one nation benefits at the expense of another and that there cannot be more than one very prosperous people at one time in the world. The contrary is true; the more prosperous everybody is, the better off is everybody. That seems obvious enough to be ridiculous; but Mr. Hearst's papers do not know it.

At any rate, Britain is growing prosperous again. The capital investments, new, for the last six months, amount to more than a billion dollars, that is to say about 80 million dollars more than in 1913. So that the corner is safely turned and the nation is securely on the up grade, within ten years of the close of the war. This represents an amount of ability and sagacity in the conduct of business which it may safely be said has never before been seen in the world's history. And yet there were people who said that the British were decadent.

The investment of this billion dollars is interesting. No less than 60 per cent of it goes into domestic industry concerning which it appears that the British investor has no real doubt, and 16 per cent goes into colonial development. This latter appears to be rather a slight proportion, since the colonial possessions are obviously in need of capital. But only 8 per cent goes into foreign investment. We are seeing a development of the home plant with an extension of imperial development of primary essentials, such as rubber, which will some day surprise the world.

### Finis Coronat Opus

We do not often break into Latin but the above well known quotation from commencement exercises is very appropriate to the campaign of Mayor Rolph for re-election. He has done so much for the city and has in hand enterprises and plans of such enormous value to the people of our beloved San Francisco that it would be the very height of folly on the part of the electorate not to allow him to finish the job. It is inconceivable that our usually quite commonsense population should be guilty of any such stupidity.

A new club for the advancement of the candidature of our Mayor puts the matter very well indeed from this angle. Says the West Clay Rolph Club, "to place the uncompleted civic projects which Mayor Rolph has started into inexperienced hands or to permit them to come under the control of self-seeking political bosses whose own interests would be placed above those of the public at large would be unwise." It certainly would be most unwise and there is very slight chance of the people of this city being caught in any such act of unwisdom.

The response to the Mayor's declaration of intention to again contest the mayoralty has been eager, as was to be expected. We have within us, in spite of the sudden swoops and changes to which democratic electorates are now and again subject as an essential loyalty to those who have been loyal to us. To have carried the burden of the upbuilding of this city for fifteen years is a task of no light significance. The man who has done it has earned wisdom in the doing and we need the aid of that wisdom in the solution of pressing problems of great importance.

\* \* \*

### Indoor Golf

An indoor golf game, which calls into play every stroke used in outdoor golf, is the latest pastime invented by James W. Runchy and Harold Sampson, and will be demonstrated on the Palace course, in the Sharon building. This was announced by Frank G. O'Kane, president of the National Enclosed Golf Company.

Last Thursday afternoon, September 1st, the company held an opening of the Palace course, attended by prominent golf players who were enthusiastic in regard to the possibilities of the new indoor game. The layout on the lower floor of the Sharon building, occupies a space 100x90 feet, and six holes have been installed in conformity with the plans of the inventors.

"The beauty of this game is that you get variety," said President O'Kane. "The player moves around the circuit and gets a change of conditions that challenges his skill. In this game one shot, and one only can be made at a time. The clubs are there for it and do not have to be carried from hole to hole."

At the opening ceremonies last Thursday, Mayor James Rolph officiated with his usual bonhomie.

\* \* \*

### Real Service

Real service is that which can be set down in black and white, in terms of figures, which is, therefore, actual and not merely potential. Measured in these terms the service rendered by the Market Street Railway Company is very real. An organization which can come out and state that it has track paved more than 150 street crossings, and repaved dozens of blocks of rough paving in the paving program for the year, is an organization which is doing real work for the City and County. Such an organization is deserving of the best consideration at the hands of the citizens.

## Political Hop-Offs

The first luncheon meeting of the Young Men's Rolph Club was held recently at the Palace Hotel. Leo A. Cunningham presided and Bill Bennett's radio club provided the entertainment.

We and our language always did seem funny to the foreigner. With us "in" isn't "inn," "bear" isn't "bare," "might" is farthest from "mite," "beer" isn't "bier" (though it may lead to it), and now the famous "choose" isn't "chooze," for, Senator Shortridge a few days ago interpreted "chooze" to mean "do not wish"! And apparently, in a republic, the president is not his own keeper.

Norman D. Cook has announced his intention of having it out with District Attorney Brady in the November 8th hop-off. He took off for the same office four years ago, but was forced down late on the evening of the same day. He is a resident of the Park-Presidio district and a member of numerous organizations.

Jack Spaulding is tuning up his machine for the super-visual flight. He has perfected his organization and among his campaigners are Dr. Charles E. Schwartz, August R. Oliva, Julian H. Alco, K. A. Lundstrom and A. de Voto.

A startling move by Mayor Rolph is still being discussed wherever politicians foregather. He deposed Charles A. Stephens from the temporary management of his campaign and in his stead appointed W. F. Benedict, his official secretary to take charge. Mr. Benedict has been granted a leave of absence without pay from his former position and is mapping his work for a whirlwind campaign.

Adolph Uhl doesn't seem to believe in using a muffled cut-out on his tongue. Asked if he was out to weaken Rolph's strength, he is asserted to have emitted this blast: "I'm out to get rid of Rolph and his bosses and of Power and his. I am certain I can lick both of them"! That's with the cut-out wide open!

James E. Power has started a personal sweep around the field in preparation for his hop-off. He did a dip into the Ocean View district some days ago and was guest to an assemblage of his friends, among whom were Fred Jones, president of the Ocean View Improvement Club, John McKenna, Mrs. Lorraine Quigley and Jos. McCarty.

William C. McDonnell has been added to the Power's headquarters staff. Mr. McDonnell took an active part last year in Governor Young's campaign.

Four in the hop-off for mayor seems not enough for the ambitious. Leading Socialists now intimate they intend to have one of their boys (or girls) take off. Attorney Slikerman, the Debs Socialist candidate for mayor in the last race, tried it, but took a nose dive when only 1571 votes up.

November 8th next will thoroughly exemplify the biblical truism: "Many are called, but few are chosen."



By Antoinette Arnold

### Opera Season Attracts The Society Contingency

Every year the Opera Season encourages, invites and stimulates brilliant society events.

Notable affairs either precede, or immediately follow the opera, around which the smart set make their circle of events.

We have been told that this year the Auditorium will make better provision for the comfort and the seating of patrons. Catering to the society contingency is no idle fancy, for it takes both sides of the footlights to make the opera season a success.

Many of California's millionaires, who are registered as enthusiastic sponsors for this year's Opera Season, have engaged season boxes where they will entertain friends and visitors.

Beautifully attired audiences are attractions none the less potent than the personnel of operatic stars. Attractive audiences give the spur to artistic work and make the whole ensemble something exquisite and elegant.

Box holders should be given the opportunities for brilliancy of attire, so let us sincerely hope that the Auditorium seats will permit of sparkling array.

When we get our new Opera House—then Society can indeed be correctly gowned for the opera. But, in the meantime—why can't we give San Francisco's lovely women and their suitors and escorts a chance to look the part?

It greatly depends upon seats—and we are told that they will be better this year.

So, here's hoping!

\* \* \*

### Prominent Folks Will Occupy the Boxes

Many prominent Californians have already engaged boxes for the Opera

Season which will have its auspicious opening on the evening of Thursday, September 15, with "Manon Lescaut," Gaetano Merola conducting.

The list of boxholders includes many among whom are: Judge and Mrs. M. C. Sloss, Dr. and Mrs. Kaspar Pischel, Judge George Edward Crothers, Messrs. and Mesdames: Frank Berrien Anderson, Robert Irving Bentley, Frederick W. Bradley, Charles A. Christin, George T. Cameron, Thomas Graham Crothers, Milton H. Esberg, Georges de Latour, William McPherson Fitzhugh, George N. Armsby, William Bowers Bourn, John F. Brooks, Horace Bradford Clifton, I. W. Hellman Jr., Ira Pierce, Frank D. Madison, D. M. Linnard, S. Waldo Coleman, Sidney M. Ehrman, Esward L. Eyre, Ross F. Faxon, Amadeo P. Giannini, Stanley Harris, Robert Burns Henderson, William T. Sesnon, Richard H. Sprague, Joseph O. Tobin, John A. McGregor, Prentiss Cobb Hale, William Joseph Leet, M. C. Threlkeld, Nion R. Tucker, William Wallace Mein, Gaetano Merola, William H. Mills, E. Raymond Armsby, Sherman Clay and Company.

\* \* \*

### Mrs. Hearst Comes to See the Little Twins

Mrs. William Randolph Hearst, looking as attractive and charming as ever, with her engaging manners and perfect attire in the latest modes, arrived in this city this past week to see the twin babies of her son, Mr. George Hearst and his beautiful wife. Mrs. Hearst saw for the first time the twin daughter and son of Mr. and Mrs. George Hearst upon her arrival here. She has just returned from an extended tour of Europe where she was extensively entertained.

\* \* \*

### Honolulu Folks

Mr. and Mrs. H. A. Baldwin of Honolulu, who arrived recently in Southern California on the S. S. City of Honolulu, are here for a few days' visit and are guests at the Clift Hotel. Numerous informal entertainments have been given for them by friends and relatives in this city.

The Baldwins are planning a two months' vacation tour, which will include a journey to New York for the purpose of attending the International Polo Games there.

### Gregorys Entertain

Mr. and Mrs. E. H. Lestock Gregory, who are famous for their hospitality, entertained a group of friends at their home last week, having a number of social favorites as guests for the evening. Prominent in the list of friends were: Doctors and Mesdames, John Sperry, Howard Dignan, Messrs. and Mesdames, Harvey Allen, Armstrong Taylor, Stuart Henshaw, James Blood, James S. Hines, Philip Lyon, Wm. T. White, Henry Heller, Edward Jones, W. H. Wood, Horatio Bonestell, O. S. Johnson, Frederick Russ, Bernard Rochet, Hal Atkinson, Horace Guittard; Mesdames, Eleanor Mighell, Dolly Rolph, Dorothy Sims, Frederick Henshaw; Misses Elena Redoy, Mabel Gillespie; Messrs. John Bonestell, E. M. Miller, E. G. Gillespie, Rudolph Habenicht, Antony Caffaro, Rene Peron; Doctors E. D. Shortlidge, Frank Rodolph.

Mr. and Mrs. J. A. Balch and their family, of Honolulu, are registered at the Hotel Whitcomb. The family arrived on the mainland, the early part of the summer and have spent the past few months, motoring in the northwest, spending considerable time on Vancouver Island and at Rainier National Park.

Mr. Balch, who is president of the Mutual Telephone Company, of Hawaii, is sailing the early part of the week for the islands. Mrs. Balch will remain in California, to place the children in school. Miss Adrian Balch is to be a student at the Dominican Convent in San Rafael.

\* \* \*

### Santa Barbara Guests

Dr. and Mrs. J. C. Bainbridge of Santa Barbara, who for the past two months have been making an extended tour of Eastern and Canadian points, including New York, Quebec, Montreal and Vancouver, are here for a visit enroute home. They are guests at the Clift Hotel.

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HOWARD T. BLETHEN, Proprietor

**Home-Coming Luncheon  
Attracts People of Note**

The special luncheon of the Foreign Trade and Travel Exposition held last Wednesday, August 24, in the new San Francisco Women's Club building was really one of the decidedly worthwhile events of the social realm. Mrs. W. D'Egilbert, chairman of Women's Participation had charge of the program.

The home-coming of Miss Geneve Shaffer, Commissioner to Alaska, was the motif of the luncheon attended by prominent men and women of the community. Miss Shaffer gave an outline of her recent visit in Alaska where she extended a cordial invitation to all the northern people to attend the forth-coming convention.

With typical charm and decision Miss Shaffer told her conferees just how she had met the Alaskan people and then repeated the invitation which she voiced in behalf of her beloved city. She concluded her clever address with the poem, "San Francisco, City of Enchantment," written by Adelyn Brickley Jones, San Francisco writer and educator.

W. D'Egilbert, director general and manager of the Pacific Foreign Trade and Travel Exposition, introduced the guests, diplomats, Consuls and Consul-Generals in enthusiastic support of the Exposition. E. W. Wilson, president of the Foreign Trade Club, gave an excellent address, briefly telling the purpose of the event, pointing to constituents in the work. C. E. Hyde outlined the various displays. A musical program was presented under the supervision of Mrs. Edward Ransome Place, introducing Andrew Robinson, who gave a number of beautiful selections.

\* \* \*

**Luncheon Party**

Mrs. S. E. Holmes was hostess at a bridge luncheon given in Drury Lane, Hotel Whitcomb on Tuesday afternoon, honoring her sister, Mrs. Alfred Goldstein, of New York, who has been her guest for the past two weeks. The table was very attractively decorated with flowers and after luncheon, Mrs. Holmes took her guests to the Roof Garden to play bridge. Those invited to the affair were Mesdames: Willard Greenfield, Charles Joseph, H. H. Harpham, N. J. Caesar, Thomas M. Robinson, Ann Lagerquist, Howard J. Griffith, William T. Holling, Alex Miltenberger, Charles M. Boyan, E. B. Taylor, Frederick Parter, Edward Seligman, H. W. Welch, E. E. Thompson, Victor Stein, Albert Stein, Herbert Eggarts, Geo. Poole, Katherine Spolter, D. T. Gronosky, Louis Raisin, F. E. Pierson.



**HOTEL MARK HOPKINS**  
Nob Hill  
A Smart Town House for a  
Day or a Year  
500 Rooms  
Tariff: From \$4 per day

**Society California Pioneers**

The 77th Anniversary of the Admission of California into the Union will be celebrated by the Society of California Pioneers at a picnic to be held at Fairfax Park, Marin County. H. L. Van Winkle, president, James P. Taylor and John J. Lermen of the entertainment committee have provided an enjoyable day for the members and friends in attendance at the noteworthy event. There will be many different kinds of games with prizes in many novel races. Dancing will be a feature of the event with music provided by Sapiro's Municipal Band. No one will be privileged to appear on the dancing floor without a pioneer badge.

\* \* \*

E. A. Knudsen, of Honolulu, with his daughters, Misses Ann and Elizabeth and his son, Valdemar, are registered at the Hotel Whitcomb. The family are sailing for the islands on the President Monroe, the early part of the week. They have been on the mainland since the middle of June and have spent the time in motoring through Oregon, Washington, British Columbia, and California. Later in the fall, Valdemar Knudsen will return to California, where he will spend the winter as a student at the Thatcher School at Ojai, California.

\* \* \*

**Younger Set Entertained**

Dr. and Mrs. Irving C. Gobar entertained the younger set of the Emerald Lake Country Club at their home in Buena Vista avenue last Saturday evening in honor of their son, Irving Gobar Jr.

\* \* \*

**Women Artists**

Miss Evelyn A. Withrow, honorary president and Miss Helen Forbes, president, of the San Francisco Society of Women Artists, head an interesting bulletin of club announce-

ments for the present month, beginning with a meeting, September 15, in the Woman's City Club, 465 Post street.

A program beginning at 3 o'clock will feature Dr. Phyllis Ackerman in a lecture: "The Maintenance of Standards in the Arts." After the lecture, tea will be served under the supervision of Miss Sallie Benfield, Mrs. W. F. Booth, Miss Elizabeth Chandler, Mrs. Harry Mann and Mrs. Milan Soule.

Members will assemble at 2:30 o'clock for one of discussion events of an interesting and worthwhile day inaugurating the society.

\* \* \*

**Interesting Visitors**

Last week there were many interesting visitors at the Mark Hopkins Hotel, including Mr. and Mrs. Monte Blue, Carrie Jacobs Bond, Mrs. Elizabeth T. Miller, Count and Countess A. Wedel, Mrs. A. S. Farber of Chicago, Illinois, Mr. and Mrs. R. J. Hackney of Memphis, Tennessee, Mr. I. L. Horn and family of Norwalk, Ohio, Mr. and Mrs. A. L. Irish of Jersey City, New Jersey, Miss Naomi Newman of Los Angeles, Mr. and Mrs. H. J. Zimmerman of Gary, Indiana, Mrs. J. B. McDonough and son of Fort Smith, Arkansas, Mr. W. G. Howard and family of Santa Monica, Mr. and Mrs. W. B. Kerkam of Washington, D. C., Mrs. M. C. McCutchen of New York City.

\* \* \*

**Tea Hostess**

Mrs. J. R. Sharpsteen was hostess at tea in Peacock Court of the Hotel Mark Hopkins Saturday, August 27. The table was beautifully decorated with summer flowers. Previous to tea, bridge was enjoyed by the guests in one of the hotel's attractive suites.

Miss Alice Kelly was hostess at tea in Peacock Court to twenty of her friends last Saturday. Bridge was enjoyed previous to tea in one of the hotel's drawing rooms.

\* \* \*

**A Game of Bridge  
Follows Lovely Luncheon**

Miss Anna Gaffney entertained at  
(Continued on Page 14)

where you pay no more for the

**BEST FLOWERS**

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# PLEASURE'S WAND

OBEY NO WAND BUT PLEASURE'S  
— Tom Moore



By Josephine Young

## Theater Events

Some new shows at the local playhouses and a number of continued plays make up the schedule for the coming week.

There is enough to attract attention and lure theater patrons in the way of high entertainment, especially interesting being the stars now providing San Francisco's contingency with the rare chance of seeing favorites.

\* \* \*

## Curran

The Curran Theater will re-open on Monday night, September 12, with the initial production in English of the Hungarian play, entitled, "God Incarnate," written by John Colton, author of "The Shanghai Gesture" and "Rain."

We are to have the privilege of seeing Ruth Chatterton in this drama with Edward Leiter and Kenneth Thomson in support. Miss Chatterton is a San Francisco favorite and we are told that she likes the character role of this Colton play.

Kenneth Thomson is remembered as the handsome man and fascinating actor who appeared not long ago with Mrs. Minnie Maddern Fiske in "The Rivals" in the role of Captain Absolute. Ivis Goulding and Montague Shaw are in the cast.

"God Incarnate" proved nothing less than a sensation in Europe where it is still being played in Budapest and Vienna in addition to smaller continental cities.

San Francisco is to be a producing center, according to Homer Curran and L. C. Wiswell, who predict as great opportunities here as in New York along this line.

\* \* \*

## Lurie

The lively comedy, "I Love You," remains as the attraction of the Lurie Theater with Johnny Arthur and Alma Tell the stars.

The care-free bachelor played by Johnny Arthur of both stage and screen comedy roles is highly entertaining and interesting. There is enough comedy or real farce in the romantic story to keep up a continuous round of laughter.

Amusing situations and cleverly arranged plot race through the comedy amid settings that are particu-

larly lovely, especially the moonlight and garden scene basis for most of the romance.

\* \* \*

## Alcazar

"The Alarm Clock" continues to awaken the average mortal to a full sense of appreciation of things as they find them in the Henry Duffy play now on at the popular O'Farrell street theater, the Alcazar.

There is a cosiness about this theater which is difficult to equal anywhere. The people who go there expect to find the homey atmosphere for which this notable playhouse is famous and they are never disappointed. Furthermore any one, any time, can always find a fine, clean springly play with a robust laugh tucked in for good measure at the Alcazar, where the Henry Duffy standard is always maintained.

The players who make you laugh? Well, Marion Lord heads the splendid cast, sharing honors with Thomas Chatterton and Charlotte Treadway and the other desirables, John Mackenzie, William Macauley, C. Haviland Chappell, Robert Adams and Alice Buchanan doing some of her good work interpreting the schemer.

\* \* \*

## Orpheum

Holding over for a second week Beatrice Lillie, international star, will have a new program for the Orpheum bill starting Saturday matinee. She has a novelty repertoire to present with the week's attractions assisted by Hugh Sinclair at the piano.

On this new bill will be a number of features including Edith Clasper, danseuse, and her company of boys offering a singing and dancing ensemble entitled: "Smuggled Goods"; O'Neill Vermont, blackface comedian; Claudia Coleman, mimic artist, appearing in "Feminine Types"; and Diero, world-famed accordionist, are other of the big features at the Orpheum.

\* \* \*

## Golden Gate

Three impressive headliners will appear on the stage at the Golden Gate Theater Saturday as part of the program for the second week of the

## Amusements

NEXT WEEK

### ON THE STAGE

#### Alcazar, O'Farrell nr. Powell

"The Alarm Clock," comedy, presented by Henry Duffy, starring Marion Lord.

#### Capitol, Ellis nr. Market

"Abie's Irish Rose," Anne Nichols comedy.

#### President, McAllister nr. Market

"Two Girls Wanted," comedy by John Golden.

\* \* \*

### VAUDEVILLE

#### Golden Gate, G. G. Ave. and Taylor

On the screen, Milton Sills and Natalie Kingston in feature picture.

On the stage, Harry Burns, Italian comedian, in "I Think You Touch."

#### Orpheum, O'Farrell nr. Powell

Beatrice Lillie held over for the second week as the headliner of a bill of vaudeville.

#### Pantages, Market at Hyde

Mrs. Florence Reid in "The Satin Woman," and a bill of vaudeville.

#### Union Square, O'Farrell nr. Powell

Vaudeville—Pictures.

#### Wigwam, Mission nr. 22nd

Musical show—Pictures.

\* \* \*

### ON THE SCREEN

DOWN TOWN

#### California, Market at 4th

"Camille," modern version of Dumas' story, starring Norma Talmadge. Gino Severi music.

#### Cameo, Market opp. Fifth street

James Oliver Curwood story, "My Neighbor's Wife." Sat. "The Outlaw Express," Sun. and Mon. "The White Rose," D. W. Griffith production, starring Mae Murray, Tues., Wed., Thurs.

#### Casino, Ellis at Mason

Sat., "The Midnight Message" and "Tarzan and the Golden Lion."

Sun., Mon., "The Passionate Adventure" and "Pals in Paradise."

Tues., Wed., "The Third Degree."

Thurs., Fri., "The Scarlet West" and "A Gentleman Roughneck."

#### Granada, Market at Jones

Wallace Beery and Raymond Hatton, comedy team, in "Fireman, Save My Child."

Frank Jenks leading the Granada Orchestra and a Fanchon and Marco stage act.

#### Imperial, Market, opp. Jones

"We're All Gamblers," starring Thomas Meighan in the reopening of the Imperial.

Hermie King and his syncopating band.

#### St. Francis, Market bet. 5th-6th.

"Beau Geste," starring Ronald Colman.

#### Warfield, Market at Taylor

Bebe Daniels and Gertrude Ederle in "Swim, Girl, Swim."

Walt Roesner conducting the Warfield Orchestra and a Fanchon and Marco stage presentation.

RESIDENCE DISTRICT

#### Alhambra, Polk St., nr. Green

"Three Weeks in Paris," Dorothy Devore, Sat.;

"The Honeymoon Express," Irene Rich, Sun.;

"The Cheater, Helen Ferguson, Pat O'Malley, Mon.;

"Ankles Preferred," Madge Bellamy, Tues., Wed., Thurs.

#### Civic Auditorium, Market at Larkin

Marion Talley, youthful grand opera star in a concert on Tuesday night, Sept. 6.

#### Circus, 16th Street at Bryant

Ringling Bros. and Barnum and Bailey combined, Sept. 2, 3, 4.

fall season of Orpheum circuit vaudeville: Harry Burns, Italian comedian, assisted by Carlena Daimond and Tony De Luca, will act in a comedy burlesque. The act includes a number of musical features.

Frank Davis and Della Darnell will present a farce comedy by Frank Davis. Margo and Beth, dancers, have a dance extravaganza with exotic settings. With them will be the Collene Sisters, Margaret Fallenius, violinist, and Jay Seiler.

Michel, the boy xylophonist, the Three Lordens in a trapeze novelty, and other performers will be on the new bill.

"Framed," starring Milton Sills and Natalie Kingston, will be the photoplay feature, showing for the first time in San Francisco. It portrays love and adventure in the diamond mines of South Africa. Claude Sweeten and the Golden Gate Orchestra in a special concert number, a travelogue, Pathe news and a short comedy will be added features.

\* \* \*

**President**

"Two Girls Wanted," by Gladys Unger, has taken the popular fancy and the President has enjoyed large patronage ever since the first performance. Henry Duffy announces a third week of the attraction beginning with the matinee Sunday afternoon.

John Golden was the original producer of "Two Girls Wanted" and it ran for 328 performances over a period of ten consecutive months on Broadway. It has only just concluded its New York engagement.

\* \* \*

**Warfield**

Campus life will be shown on the Warfield screen Saturday when "Swim, Girl, Swim," starring Bebe Daniels, opens a week's engagement. Gertrude Ederle, the first woman to swim the English Channel, is featured in the picture.

College athletics take an important part in the picture, together with the dramatic yarn of a staid and spectacled co-ed to break into the spangled phase of campus life. This character, played by Bebe Daniels, and that of her instructor a beetle-legged bug chaser are responsible for much of the laughter in the picture.

In the Channel swimming scenes, Miss Ederle is shown in her first movie. There are many shots of her in action in the water and also "in character" when she takes Miss Daniels in hand and trains her.

On the stage, Fanchon & Marco will present "Seasons Ideas" featuring Jean Winslow, Frieda Webber, the Berkoffs and the Sunkist Beauties. Walt Roesner and the Super-Soloists will contribute comedy and music.

**Granada**

Wallace Beery and Raymond Hatton occupy the screen at the Granada theater this coming week in the picture, "Fireman, Save My Child."

The story has to do with three school chums. Tom Kennedy being one of the trio. All of the boys join the fire department which provides comedy, thrills and excitement in the development of the lively plot. Edward Sutherland who directed the other two films in which Beery and Hatton made such hits, "Behind the Front" and "We're in the Navy Now" was director of this picture.

"Diversities" will be the Fanchon and Marco idea for the stage, this week.

\* \* \*

**Players' Guild**

The Players Guild of San Francisco, will open its winter season with "Hay Fever," sparkling comedy by Noel Coward, which ran all last year at the Maxine Elliott Theater in New York.

San Francisco's own Emelie Melville will do the part of Judith Bliss in "Hay Fever" which opens Thursday night, September 8 and will play Thursday, Friday and Saturday nights and Saturday matinee, of September 8, 9, and 10 and on September 15, 16, 17.

The Guild this year will have a delightful setting for its productions, in the new Community Theater in the recently completed Women's Building, 609 Sutter Street. The little theater is an architectural gem and seats between six and seven hundred persons. An exceptional cast supports Miss Melville in "Hay Fever," which is to be followed the later part of September by the Hungarian play "Fata Morgana."

\* \* \*

**California**

The management of the California now announces the screening of "Cammille" featuring Norma Talmadge for the week beginning Friday and following the showing of "The Big Parade."

Fred Niblo directed this picture which deals with the character made famous in fiction, although the scenes and events are modernized by the motion picture production. Beautiful settings make a fine background for the romantic film, providing for Miss Talmadge one of her best roles, according to those in the know.

\* \* \*

**Imperial**

A. M. Bowles announces that the Imperial Theater will return to its policy of first-run pictures commencing with this Saturday's showing of Thomas Meighan in "We're All Gamblers."

(Continued on Page 13)

**A blue gas flame keeps your cooking utensils clean**

A perfectly working Gas Range is a delight to use.

But at times, food boiling over or dust drawn in through the air mixers will carbonize and unless the burners are cleaned these particles will close the holes or ports of the burners. The result is a yellow flame or a "popping" noise when you turn off the gas. This is improper combustion.

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You'll find it easy to keep your Gas Range as clean as any other piece of furniture in the house. The range will operate perfectly. It will last longer. You'll enjoy its speed, cleanliness and the ease of cooking with Gas—just as thousands of other women are doing today.



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1,500,000 cups were served at the  
Panama-Pacific International Exposition



# RADIO

By C. J. Pennington



C. J. Pennington

## "CAIN AND ABEL" ON THE NETWORK

"Cain and Abel," the dynamic story taken from the Bible will be the Bible story with symphonic orchestral accompaniment presented by the National Broadcasting Company over the Pacific Coast Network Sunday, September 11, from 9.00 to 10.00 P. M.

This is the story of the beginning of hatred in the world and the tragedy of the first murder.

The first scene is laid on a mountainside where Cain has gone to offer a sacrifice to the Lord. In the valley below him Cain sees his brother Abel watching his sheep. He envies his brother's prosperity and longs for the luxuries that wealth procure. He leaves the mountainside with bitterness in his heart and approaches his brother with the demand that he turn over his flocks to him. Cain tells his brother, that he hates him but Abel does not understand the meaning of hate. Cain slays Abel and steals his sheep, taking them into the hills, but is followed by the voice of conscience. The voice of conscience tells him that he is the author of war, of hate and of murder and that men will curse his name for all time.

\* \* \*

## A NEW LINE OF LOUD SPEAKERS

By H. A. Eveleth

The slogan, "A Utah For Every Purpose" has been fulfilled by the new line of Utah speakers brought out by the Utah Radio Products Co. There is a price range from ten dollars to one hundred dollars and designs to meet every taste and requirement.

The most elaborate speaker is known as the "Screen." It is of antique brown, wood finish, standing 40 inches high by 28 inches wide and 12 inches deep and is equipped with a 10-foot concealed air column horn with Utah DeLuxe unit. Its beautiful tone quality and elegant appearance make it an outstanding speaker of the season and it meets the demand for a reproducer of quality to be used with the higher priced sets and in the most finely appointed home. This is the \$100.00 speaker.

A cabinet type speaker is available in the Utah "No. 100." This is finished in walnut and stands 36 inches high by 27½ inches wide and 17 inches deep, and is equipped with concealed 9 foot air column and Utah De Luxe Unit. There is room in the cabinet for batteries or eliminator equipment. An idea of its sturdy construction is gained by the knowledge that it weighs 100 pounds. Price \$80.00.

The "No. 30" is a cone speaker finished in antique brown metal casing and grill which conceals the cone and mechanism. Its height is 18 inches. The design is very effective and it blends well with both mahogany and walnut finished cabinets. This speaker sells for \$30.00.

The "No.16" Drum speaker is of metal construction, antique brown finish, and stands 16½ inches high. It is similar to the No. 30 in general appearance but sells at \$16.00. It has excellent tone quality and will handle all the volume desired for general use. At the price it is an exceptionally fine value.

There is a straight cone type speaker in the "Junior" cone at \$10.00. This is 15½ inches high and is the open type, free edge cone. Many users of sets like to have one or more speakers in other parts of the house and this makes an ideal unit to use for that purpose. It is also a good portable speaker, weighing only seven pounds.

There are two horn type speakers, the "Standard" with 14 inches bell and the "Junior" with 11 inch bell. The finish is antique brown and they are priced at \$22.50 and \$12.50 respectively.

The Utah "Piano" unit is designed to be attached to the sounding board of any piano. It is equipped with a 25-foot cord and sells for \$10.00.

This is a very novel way of reproducing radio reception and is most effective.

There are two phonograph units, with and without stand, nickel finish, listing at \$9.50 and \$10.00 respectively. There are two speaker units only, to be adapted to horns as desired; the King at \$6.50 and the De Luxe at \$10.00. There is also a Console unit, for adaption to cone diaphragms, which sells at \$10.00.

There are a variety of Utah air-column horns available. These are for use in cabinets and come equipped with Utah De Luxe units. Several shapes are manufactured and the lengths of air columns vary from seven to twelve feet, which permits a selection to meet the requirement of any particular cabinet. The price range is from \$12.50 and \$25.00, with unit.

## Programs for Next Week

KFRC—DON LEE  
SAN FRANCISCO—454

### Sunday, September 4

12 noon to 1:00 p. m. Church service.  
5:00 to 6:00 p. m. —Organ recital.  
6:00 to 6:30 p. m. Talk.  
6:25 to 6:30 p. m.—Stage and screen reports.  
6:30 to 7:30 p. m. Twilight recital.  
8:30 to 10:30 p. m.—Walter Krausgrill's Orchestra.

### Monday, September 5

7:00 to 8:00 a. m.—Early Bird program.  
8:00 to 9:00 a. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Household hints.  
11:30 to 12:00 noon—Amateur tryouts.  
12:00 to 1:00 p. m. Sherman, Clay program.  
4:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:00 p. m.—Mac and his gang.  
6:00 to 6:20 p. m.—Joe Mendel and his pep band.  
6:20 to 6:30 p. m.—Stage and screen, police reports.  
6:30 to 6:50 p. m.—The Ceciliaans.  
6:50 to 7:00 p. m.—Talk.  
7:00 to 7:30 p. m.—Mark Hopkins Dance Orchestra.  
8:00 to 8:30 p. m.—KFRC Movie Club with Joe Benson, Pianist

8:30 to 9:30 p. m.—Walter Krausgrill's Orchestra.  
9:30 to 12:00 p. m.—Mark Hopkins Dance Orchestra.

### Tuesday, September 6

7:00 to 8:00 a. m.—Early Bird program.  
8:00 to 9:00 a. m. Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Doings of Dorothy.  
11:30 a. m. to 12:00 noon—Amateur tryout program.  
12:00 to 1:00 p. m.—Sherman, Clay concert.  
4:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:20 p. m.—Mac and his gang.  
6:20 to 6:30 p. m.—Stage and screen.  
6:30 to 6:50 p. m.—The Ceciliaans.  
6:50 to 7:00 p. m. Talk.  
7:00 to 7:30 p. m.—Mark Hopkins Dance Orchestra.  
8:00 to 8:30 p. m. KFRC Radio Movie Club.  
8:30 to 9:30 p. m. Walter Krausgrill's Orchestra.  
9:30 to 12:00 p. m.—Mark Hopkins Dance Orchestra.

### Wednesday, September 7

7:00 to 8:00 a. m. Early Bird program.  
8:00 to 9:00 a. m. Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m. Household hints.  
11:30 to 12:00 noon—Amateur tryout period.  
12:00 to 1:00 p. m. Sherman, Clay concert.  
4:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:20 p. m.—Mac and his gang.  
6:20 to 6:30 p. m.—Stage and screen.  
6:30 to 7:00 p. m.—The Ceciliaans.  
7:00 to 7:30 p. m.—Mark Hopkins dance orchestra.  
8:00 to 9:00 p. m.—Maxwell House Coffee program.  
9:00 to 10:00 p. m.—Sherman, Clay concert.  
10:00 to 12:00 p. m.—Walter Krausgrill's orchestra.

### Thursday, September 8

7:00 to 8:00 a. m.—Early Bird program.  
8:00 to 9:00 a. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Doings of Dorothy.  
11:30 to 12:00 noon—Amateur tryouts.

12:00 to 1:00 p. m.—Sherman, Clay concert.  
 4:30 to 5:30 p. m.—Organ recital.  
 5:30 to 6:30 p. m.—Mac and his gang.  
 6:30 to 7:00 p. m.—Madame Marie's beauty talk.  
 6:30 to 7:00 p. m.—The Ceciliaans.  
 7:00 to 7:10 p. m.—Stage and screen.  
 7:10 to 7:30 p. m.—Mark Hopkins dance orchestra.  
 8:00 to 9:00 p. m.—Mona Motor Oil Co.  
 9:00 to 10:00 p. m.—No. 3 Elks' Glee Club.  
 10:00 to 12:00 p. m.—Mark Hopkins dance orchestra.  
**Friday, September 9**  
 7:00 to 8:00 a. m.—Early Bird program.  
 8:00 to 9:00 p. m.—Musical program.  
 10:00 to 11:00 p. m.—Stage and screen.  
 11:00 to 11:30 a. m.—Hints to home-makers.  
 11:30 to 12:00 noon.—Amateur tryouts.  
 4:30 to 5:30 p. m.—Organ recital.  
 5:30 to 6:20 p. m.—Mac and his gang.  
 6:20 to 6:30 p. m.—Stage and screen.  
 6:30 to 7:00 p. m.—Art floral program.  
 7:00 to 7:30 p. m.—Mark Hopkins dance orchestra.  
 8:00 to 9:00 p. m.—Admission Day program.  
 9:00 to 9:15 p. m.—"The World Today."  
 9:15 to 10:00 p. m.—Walter Krausgrill's Orchestra.  
 10:00 to 12:00 p. m.—Mark Hopkins dance orchestra.  
**Saturday, September 10**  
 7:00 to 8:00 a. m.—Early Bird program.  
 8:00 to 9:00 p. m.—Musical program.  
 10:00 to 11:00 a. m.—Musical program.  
 11:00 to 11:45 a. m.—Amateur tryouts.  
 11:45 to 12:00 noon.—Announcements of Sunday church sermons.  
 12:00 to 1:00 p. m.—Sherman, Clay concert.  
 5:30 to 6:20 p. m.—Mac and his gang.  
 6:20 to 6:30 p. m.—Stage and screen.  
 6:30 to 7:00 p. m.—The Ceciliaans.  
 7:00 to 7:30 p. m.—Mark Hopkins dance orchestra.  
 8:00 p. m. to 1:00 a. m.—Mark Hopkins dance orchestra.

**KYA—PACIFIC BROADCAST CORP.  
 SAN FRANCISCO—309.1**

**Sunday, September 4**  
 11:00 a. m.—Church services.  
 7:45 p. m.—Church services.  
**Monday, September 5**  
 7:00 to 8:00 a. m.—Golden Gate Crier.  
 12:30 to 2:00 p. m.—Clift Concert Trio.  
 5:30 to 6:30 p. m.—Golden Gate Crier.  
 6:30 to 7:00 p. m.—Prize package period.  
 7:00 to 7:30 p. m.—Clift Concert Trio.  
 8:00 to 8:30 p. m.—The Venetian Quartet.  
 8:30 to 9:00 p. m.—The Venetian Quartet.  
 9:00 to 10:00 p. m.—Studio program.  
**Tuesday, September 6**  
 7:00 to 8:00 a. m.—Golden Gate Crier.  
 8:00 a. m.—Correct time.  
 10:30 to 10:45 a. m.—Diet and health talk.  
 12:30 to 2:00 p. m.—Clift Hotel Concert Trio.  
 4:00 to 5:00 p. m.—Broadcast from special studio of Radio Show.  
 5:30 to 7:00 p. m.—Golden Gate Crier.  
 7:00 to 7:15 p. m.—"Magazine on the Air."  
 7:15 to 7:30 p. m.—Clift Hotel Concert Trio.  
 8:00 to 9:00 p. m.—Truett-George Instrumental Duo and KYA Artists.  
 9:00 to 10:00 p. m.—Benny Lipston, lyric tenor.  
 10:00 p. m.—Correct time.  
**Wednesday, September 7**  
 7:00 to 8:00 a. m.—Golden Gate Crier.  
 8:00 a. m.—Correct time.  
 12:30 to 2:00 p. m.—Clift Hotel Concert Trio.  
 5:30 to 7:00 p. m.—Golden Gate Crier.  
 7:00 to 7:30 p. m.—Clift Hotel Concert Trio.  
 8:00 to 9:00 p. m.—Studio program.  
 9:00 to 10:00 p. m.—Malvina Cohn, soprano.  
 10:00 to 11:00 p. m.—Broadcast from the special studio of the Radio Show.  
**Thursday, September 8**  
 7:00 to 8:00 a. m.—Golden Gate Crier.  
 8:00 a. m.—Correct time.  
 12:30 to 2:00 p. m.—Clift Hotel Concert Trio.  
 5:30 to 7:00 p. m.—Golden Gate Crier.  
 7:00 to 7:30 p. m.—Clift Hotel Concert Trio.  
 8:00 to 9:00 p. m.—Regular weekly meeting "26th Squad."  
 9:00 to 10:00 p. m.—The Clarion Trio.  
 10:00 to 11:00 p. m.—The KYA Philharmonic Orchestra.  
**Friday, September 9**  
 7:00 to 8:00 p. m.—Golden Gate Crier.  
 8:00 a. m.—Correct time.  
 10:30 to 10:45 a. m.—Diet and health talk.  
 12:30 to 2:00 p. m.—Clift Hotel Concert Trio.  
 5:30 to 7:00 p. m.—Golden Gate Crier.  
 7:00 to 7:30 p. m.—Clift Hotel Concert Trio.  
 8:00 to 9:00 p. m.—Studio program.  
 9:00 to 10:00 p. m.—KYA artists.  
 10:00 p. m.—Correct time.  
**Saturday, September 10**  
 7:00 to 8:00 a. m.—Golden Gate Crier.  
 8:00 a. m.—Correct time.  
 12:30 to 2:00 p. m.—Clift Hotel Concert Trio.  
 5:30 to 7:00 p. m.—Golden Gate Crier.  
 7:00 to 7:30 p. m.—Clift Hotel Concert Trio.  
 8:00 to 10:00 p. m.—Program by Annæ K. Blotcky.  
 10:00 p. m.—Correct time.

**KPO—HALE BROTHERS AND THE CHRONICLE  
 SAN FRANCISCO—422**

**Sunday, September 4**  
 2:45 to 4:30 p. m.—Broadcast of baseball game.  
 6:00 to 6:30 p. m.—States Restaurant orchestra.  
 6:30 p. m.—Baseball scores.  
 6:35 to 8:35 p. m.—Palace Hotel concert orchestra.  
 8:35 to 10:00 p. m.—Fairmont Hotel concert orchestra.  
**Monday, September 5**  
 6:45, 7:15 and 7:45 a. m.—Health exercises.  
 8:00 to 9:00 a. m.—Sperry Flour happy hour.

10:30 to 10:45 a. m.—Ye Towne Cryer service.  
 11:30 to 12:50 p. m.—Kane's Hawaiians.  
 12 noon—Time signals, Scripture reading.  
 12:50 p. m.—Stock market quotations.  
 1:00 to 2:00 p. m.—Fairmont Hotel concert orchestra.  
 3:30 to 5:30 p. m.—Palace Hotel concert orchestra.  
 5:30 to 6:00 p. m.—Children's hour.  
 6:00 to 6:30 p. m.—Ye Towne Cryer service.  
 6:30 to 7:00 p. m.—States Restaurant orchestra.  
 7:00 to 7:30 p. m.—Fairmont Hotel concert orchestra.  
 7:30 to 8:00 p. m.—DX.  
 8:00 to 9:00 p. m.—Program by National Broadcasting.  
 9:00 to 10:00 p. m.—Program for Shell Company of California, KPO-KF.  
 10:00 p. m. to 12 midnight—KPO's variety hour.  
**Tuesday, September 6**  
 6:45, 7:15 and 7:45 a. m.—Health exercises.  
 8:00 to 9:00 a. m.—Sperry Flour happy hour.  
 10:00 to 10:30 a. m.—Domestic economist.  
 10:30 to 10:45 a. m.—Ye Towne Cryer service.  
 11:30 to 12:50 p. m.—Kane's Hawaiians.  
 12 noon—Time signals, Scripture reading.  
 12:50 p. m.—Stock market quotations.  
 1:00 to 2:00 p. m.—Fairmont Hotel concert orchestra.  
 2:45 to 4:30 p. m.—Broadcast of baseball game.  
 4:30 to 5:30 p. m.—Palace Hotel concert orchestra.  
 5:30 to 6:00 p. m.—Children's hour.  
 6:00 to 6:30 p. m.—Ye Towne Cryer service.  
 6:30 to 7:00 p. m.—States Restaurant orchestra.  
 7:00 to 7:30 p. m.—Fairmont Hotel concert orchestra.  
 7:30 to 8:00 p. m.—DX.  
 8:00 to 9:00 p. m.—Dan Casey's fireside hour.  
 9:00 to 10:00 p. m.—National Broadcasting Company.  
 10:00 to 11:00 p. m.—Palace Hotel dance orchestra.

**Wednesday, September 7**

6:45, 7:15 and 7:45 a. m.—Health exercises.  
 8:00 to 9:00 a. m.—Sperry Flour happy hour.  
 10:30 to 10:45 a. m.—Ye Towne Cryer service.  
 11:30 to 12:50 p. m.—Kane's Hawaiians.  
 12 noon—Time signals, Scripture reading.  
 12:50 p. m.—Stock market quotations.  
 1:00 to 2:00 p. m.—Fairmont Hotel concert orchestra.  
 2:45 to 4:30 p. m.—Broadcast of baseball game.  
 4:30 to 5:30 p. m.—Palace Hotel concert orchestra.  
 5:30 to 6:00 p. m.—Children's hour.  
 6:00 to 6:30 p. m.—Ye Towne Cryer service.  
 6:30 to 7:00 p. m.—States Restaurant orchestra.  
 7:00 to 7:30 p. m.—Fairmont Hotel concert orchestra.  
 7:30 to 8:00 p. m.—DX.  
 8:00 to 9:00 p. m.—Atwater Kent Artists.  
 9:00 to 10:00 p. m.—National Broadcasting Company.  
 10:00 to 11:00 p. m.—States Restaurant orchestra.  
**Thursday, September 8**  
 6:45, 7:15 and 7:45 a. m.—Health exercises.  
 8:00 to 9:00 a. m.—Sperry Flour happy hour.  
 10:00 to 10:30 a. m.—Domestic economist.  
 10:30 to 10:45 a. m.—Ye Towne Cryer service.  
 11:30 to 12:50 p. m.—Kane's Hawaiians.  
 12 noon—Time signals, Scripture reading.  
 12:50 p. m.—Stock market quotations.  
 1:00 to 2:00 p. m.—Fairmont Hotel concert orchestra.  
 2:45 to 4:30 p. m.—Broadcast of baseball game.  
 4:30 to 5:30 p. m.—Palace Hotel concert orchestra.  
 5:30 to 6:00 p. m.—Children's hour.  
 6:00 to 6:30 p. m.—Ye Towne Cryer service.  
 6:30 to 7:00 p. m.—States Restaurant orchestra.  
 7:00 to 7:30 p. m.—Fairmont Hotel concert orchestra.  
 7:30 to 8:00 p. m.—DX.  
 8:00 to 9:00 p. m.—National Broadcasting Company's  
 10:00 to 11:00 p. m.—Palace Hotel dance orchestra.

**Friday, September 9**

6:45, 7:15 and 7:45 a. m.—Health exercises.  
 8:00 to 9:00 a. m.—Sperry Flour happy hour.  
 10:30 to 10:45 a. m.—Ye Towne Cryer service.  
 10:45 a. m.—Ninon, fashion critic.  
 11:30 to 12:50 p. m.—Kane's Hawaiians.  
 12 noon—Time signals, Scripture reading.  
 12:45 p. m.—Commonwealth luncheon at Palace Hotel.  
 1:30 to 2:00 p. m.—Fairmont Hotel concert orchestra.  
 2:45 to 4:30 p. m.—Broadcast of baseball game.  
 4:30 to 5:30 p. m.—Palace Hotel concert orchestra.  
 5:30 to 6:00 p. m.—Children's hour.  
 6:00 to 6:30 p. m.—Ye Towne Cryer service.  
 6:30 to 7:00 p. m.—States Restaurant orchestra.  
 7:00 to 7:20 p. m.—Book review.  
 7:20 to 7:30 p. m.—Sports-on-the-air.  
 7:30 to 8:00 p. m.—DX.  
 8:00 to 9:00 p. m.—Program, the Calpet orchestra.  
 9:00 to 10:00 p. m.—National Broadcasting Company.  
 10:00 to 11:00 p. m.—States Restaurant orchestra.  
**Saturday, September 10**  
 6:45, 7:15 and 7:45 a. m.—Health exercises.  
 8:00 to 9:00 a. m.—Sperry Flour happy hour.  
 10:00 to 10:30 a. m.—Domestic economist.  
 10:30 to 10:45 a. m.—Ye Towne Cryer service.  
 11:30 to 12:50 p. m.—Kane's Hawaiians.  
 12 noon—Time signals, Scripture reading.  
 12:50 p. m.—Stock market quotations.  
 1:00 to 2:00 p. m.—Fairmont Hotel concert orchestra.  
 2:45 to 4:30 p. m.—Broadcast of baseball games.  
 4:30 to 5:30 p. m.—Palace Hotel concert orchestra.  
 5:30 to 6:00 p. m.—Twilight hour.  
 6:00 to 6:30 p. m.—Ye Towne Cryer service.  
 6:30 to 7:00 p. m.—States Restaurant orchestra.  
 7:30 to 8:00 p. m.—DX.  
 8:00 to 9:00 p. m.—National Broadcasting Company.  
 9:00 to 12:00 midnight—Goodrich Silvertown Cord orchestra.  
 12:00 p. m. to 1:00 a. m.—Palace Hotel dance orchestra.

**KLX—OAKLAND TRIBUNE  
 OAKLAND—508**

**Monday, September 5**  
 10:30 a. m.—Martha Lee; George Kenepp.

6:30 to 6:30 p. m.—Brother Bob's club.  
 7:00 to 7:30 p. m.—Amusement information.  
 8:00 to 9:00 p. m.—Special program.  
 9:00 to 10:00 p. m.—Weekly meeting of Lake Merritt Ducks.  
**Tuesday, September 6**  
 2:45 p. m.—Baseball.  
 5:30 to 6:30 p. m.—Brother Bob.  
 7:00 to 7:30 p. m.—Amusement information.  
**Wednesday, September 7**  
 10:30 a. m.—Martha Lee.  
 2:45 p. m.—Baseball.  
 5:30 to 6:30 p. m.—Brother Bob.  
 6:30 to 7:00 p. m.—Athen Athletic club orchestra.  
 7:00 to 7:30 p. m.—Amusement information.  
 8:00 to 9:00 p. m.—Educational program.  
 9:00 to 10:00 p. m.—Special program.  
**Thursday, September 8**  
 2:45 p. m.—Baseball.  
 5:30 to 6:30 p. m.—Brother Bob.  
 6:30 to 7:00 p. m.—Ern Russell in "song and story."  
 7:00 to 7:30 p. m.—Amusement information.  
**Friday, September 9**  
 2:45 p. m.—Baseball.  
 5:00 p. m.—Martha Lee  
 5:30 to 6:30 p. m.—Brother Bob.  
 7:00 to 7:30 p. m.—Amusement information.  
 8:00 to 9:00 p. m.—Community night program.  
 9:30 to 10:30 p. m.—Athens Athletic club orchestra.  
**Saturday, September 10**  
 2:45 p. m.—Baseball.  
 7:00 to 7:30 p. m.—Amusement information.

**KGO—GENERAL ELECTRIC  
 OAKLAND—394**

**Sunday, September 4**  
 11:00 a. m.—Church service.  
 6:30 to 7:30 p. m.—Bem's Little Symphony.  
 7:30 p. m.—Weather and baseball.  
 7:35 to 9:00 p. m.—Church service.  
 9:00 to 10:00 p. m.—National Broadcasting Company.  
**Monday, September 5**  
 11:30 a. m. to 1:00 p. m.—Hotel Leamington concert.  
 12:30, weather; 1:00 weather; 1:03, S. F. stocks.  
 4:00 to 5:00 p. m.—Hotel St. Francis dance orchestra.  
 5:30 to 6:00 p. m.—KGO Kiddies' Klub.  
 6:00 to 6:45 p. m.—Stanislas Bem's Little Symphony.  
 6:45 p. m.—"What's Happening in the World."  
 7:03, weather; 7:06, baseball; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).  
 8:00 to 9:00 p. m.—National Broadcasting Company.  
 9:00 to 9:20 p. m.—"Chats About New Books."  
**Tuesday, September 6**  
 11:30 to 1:00 p. m.—Hotel Leamington concert.  
 12:30, weather; 1:00 weather; 1:03, S. F. stocks.  
 2:00 to 3:00 p. m.—Pacific Radio Trade Association concert.  
 4:00 to 5:00 p. m.—Hotel St. Francis orchestra.  
 6:00 to 6:55 p. m.—Stanislas Bem's Little Symphony.  
 6:55, news; 7:03, weather; 7:06, baseball; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).  
 8:00 to 9:00 p. m.—(Oakland studio)—The Pilgrims.  
 9:00 to 10:00 p. m.—National Broadcasting Company.  
 10:00 to 10:30 p. m.—"HM" and "JP" entertain.  
 10:30 to 11:00 p. m.—Surprise broadcast.

(Continued on Page 12)

We  
 Feature  
 Archery  
 Equipment



**California  
 Sport Shop**

474 POST STREET  
 near Mason  
 SAN FRANCISCO, CALIF.



Emerald Bay



Lake Tahoe



Near the Tavern - Lake Tahoe



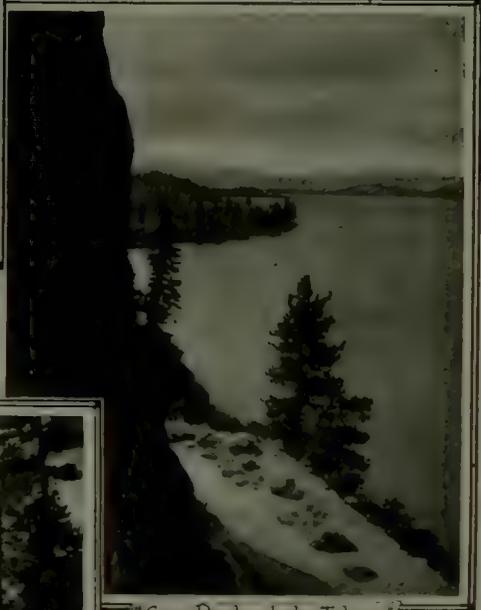
Donner Lake



Sunset - Glenbrook



Mt Tallac



Cave Rock - Lake Tahoe



Donner Lake

Wednesday, September 7

11:30 to 1:00 p. m.—Hotel Leamington concert.  
 12:30, weather; 1:00, weather; 1:03, S. F. stocks.  
 2:00 to 3:00 p. m.—Pacific Radio Trade Association concert.  
 4:00 to 5:00 p. m.—Hotel St. Francis orchestra.  
 6:00 to 6:55 p. m.—Bem's Little Symphony.  
 6:55, news; 7:03, weather; 7:06, baseball; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).  
 8:00 to 9:00 p. m.—Vacation program.  
 9:00 to 10:00 p. m.—National Broadcasting Company.  
 10:00 to 12:00 p. m.—John Wolohan's Californians.

Thursday, September 8

11:30 to 1:00 p. m.—Hotel Leamington concert.  
 12:30, weather; 1:00, weather; 1:03, S. F. stocks.  
 2:00 to 3:00 p. m.—Pacific Radio Trade Association concert.  
 4:00 to 5:00 p. m.—Hotel St. Francis Orchestra.  
 5:00 to 6:00 p. m.—"Friends to Boys."  
 6:00 to 6:55 p. m.—Bem's Little Symphony.  
 6:55, news; 7:03, weather; 7:06, baseball; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).  
 8:00 to 9:00 p. m.—KGO players.  
 9:00 to 10:00 p. m.—National Broadcasting Company.  
 10:00 to 12:00 p. m.—Hotel St. Francis dance orchestra.

Friday, September 9

11:30 a. m. to 1:00 p. m.—Hotel Leamington concert.  
 12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
 2:00 to 3:00 p. m.—Pacific Radio Trade Association concert.  
 4:00 to 5:00 p. m.—Hotel St. Francis Concert Orchestra.  
 5:30 p. m.—Wise man from the Land-O-Health.  
 6:00 to 6:45 p. m.—Bem's Little Symphony.  
 6:45 to 6:55 p. m.—"Weekly Financial Review."  
 6:55, news; 7:03, weather; 7:06, baseball; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).  
 8:00 to 9:00 p. m.—Western Artist Series.  
 9:00 to 10:00 p. m.—National Broadcasting Company.  
 10:00 to 11:00 p. m.—Hotel St. Francis dance orchestra.

Saturday, September 10

11:30 a. m. to 1:00 p. m.—Hotel Leamington concert.  
 12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
 2:00 to 3:00 p. m.—Pacific Radio Trade Association concert.  
 4:00 to 5:00 p. m.—Hotel St. Francis Concert Orchestra.  
 8:00 to 10:00 p. m.—National Broadcasting Company.  
 10:00 p. m. to 1:00 a. m.—Wilt Gunzendorfer's Band.

KFI—EARLE C. ANTHONY, INC

LOS ANGELES—468 METERS

Sunday, September 4

10:00 a. m.—Morning church services.  
 11:00 a. m.—Church services.  
 6:00 to 6:30 p. m.—Santa Anita Trio.  
 6:30 to 7:00 p. m.—Boris Myronoff, concert pianist.  
 6:58 p. m.—Father Ricard's forecast.  
 7:00 p. m.—Aeolian organ recital.  
 8:00 p. m.—Packard classic hour.  
 9:00 p. m.—National Broadcasting Company.  
 10:00 p. m.—Billy Cox and his Packard Eight Orchestra.

Monday, September 5

5:30 p. m.—Carl Hansen, musical saw.  
 6:15 p. m.—Radiatorial.  
 6:30 p. m.—Gamut male quartet.  
 7:00 p. m.—Gene Johnston's Music Box hour.  
 8:00 p. m.—National Broadcasting Company.  
 9:00 p. m.—Shell company of California.  
 10:00 p. m.—Program by Meikiejohn Bros.

Tuesday, September 6

5:30 p. m.—The Dragon Hawaiians.  
 6:15 p. m.—Music appreciation chat.  
 6:30 p. m.—J. Walter Leopold, pianist-composer.  
 6:45 p. m.—Florence Sanger, popular pianist.  
 7:00 p. m.—Bill Funk and his Packard Six Orchestra.  
 8:00 p. m.—Song recital by Virginia Flohri and Robert Hurd.  
 9:00 p. m.—National Broadcasting Company.  
 10:00 p. m.—Collegiate Aeolians Dance Orchestra.

Wednesday, September 7

5:30 p. m.—Sebastians Cotton Club Orchestra.  
 6:15 p. m.—Radiatorial period.  
 6:30 p. m.—Pal O'Mine trio.  
 7:30 p. m.—Nick Harris detective stories.  
 8:00 p. m.—Calpet String Quartet.  
 9:00 p. m.—National Broadcasting Company.  
 10:00 p. m.—Virginia McCoy, contra-contralto.

Thursday, September 8

5:30 p. m.—Elkin's and Hite's Dixieland Orchestra.  
 6:15 p. m.—Radiatorial period.  
 6:30 p. m.—Don Parker, popular pianist.  
 7:00 p. m.—Pastel trio.  
 8:00 p. m.—Popular program.  
 8:30 p. m.—Alice Andrews Reilly.  
 9:00 p. m.—National Broadcasting Company.  
 10:00 p. m.—Program of modern classical music.

Friday, September 9

5:30 p. m.—Eugene Biscauilz program.  
 6:15 p. m.—Radiatorial period.  
 6:30 p. m.—Lois Whiteman and Ralph Van Hoorbeke.  
 7:00 p. m.—Program by Paul Roberts.  
 8:00 p. m.—Program of popular music.  
 9:00 p. m.—National Broadcasting Company.  
 10:00 p. m.—Packard Ballad Four.

Saturday, September 10

5:30 p. m.—Strangers Social Club Orchestra.  
 6:15 p. m.—Radiatorial period.  
 6:30 p. m.—Vest Pocket program.  
 7:30 p. m.—Felipe Delgado and Edna Clark Muir.  
 8:00 p. m.—National Broadcasting Company.  
 9:00 p. m.—Program by Maurine Dyer.  
 10:00 p. m.—Packard Radio Club.  
 11:00 p. m.—KFI Midnight Frolic.

KGW—MORNING OREGONIAN  
 PORTLAND—491.5

Sunday, September 4

7:30 to 9:00 p. m.—Evening Church services.  
 9:00 to 10:00 p. m.—N. B. C. program.  
 10:00 to 11:00 p. m.—Little Symphony orchestra.

Monday, September 5

6:00 to 7:00 p. m.—Dinner concert.  
 7:30 to 7:45 p. m.—Utility service.  
 8:00 to 9:00 p. m.—N. B. C. program.  
 9:00 to 10:00 p. m.—Concert.

Tuesday, September 6

6:00 to 7:00 p. m.—Dinner concert.  
 7:00 to 7:30 p. m.—"Travelogue."  
 7:30 to 7:45 p. m.—Utility service.  
 7:45 to 9:00 p. m.—Educational program.  
 9:00 to 10:00 p. m.—N. B. C. program.  
 10:00 to 12:00 p. m.—Dance music.

Wednesday, September 7

6:00 to 7:00 p. m.—Concert orchestra.  
 7:30 to 7:45 p. m.—Utility service.  
 8:00 to 9:00 p. m.—Concert.  
 9:00 to 10:00 p. m.—National Broadcasting Company.

Thursday, September 8

6:00 to 7:00 p. m.—Dinner concert.  
 7:30 to 7:45 p. m.—Utility service.  
 7:45 to 8:00 p. m.—Lecture.  
 8:00 to 9:00 p. m.—Concert.  
 9:00 to 10:00 p. m.—N. B. C. program.

Friday, September 9

6:00 to 7:00 p. m.—Dinner concert.  
 7:30 to 8:00 p. m.—Program.  
 8:00 to 9:00 p. m.—Concert.  
 9:00 to 10:00 p. m.—National Broadcasting Company.

Saturday, September 10

6:00 to 7:00 p. m.—Dinner concert.  
 8:00 to 9:00 p. m.—National Broadcasting Company.  
 10:00 to 12:00 p. m.—Dance music.

KFWI—RADIO ENTERTAINMENTS, INC.  
 SAN FRANCISCO—267

Sunday, September 4

12:30 to 1:30 p. m.—Organ recital.  
 7:50 to 9:00 p. m.—Services from Sixth Church of Christ Scientist.  
 9:00 to 10:00 p. m.—Laura Ellen Windsor and pupils.  
 10:00 to 12:00 p. m.—Clyde Cooper's orchestra.

Monday, September 5

8:20 to 10:27 a. m.—Musical breakfast program.  
 10:27 to 10:30 a. m.—U. S. weather reports.  
 10:30 to 11:00 a. m.—Babette's fashion hints.  
 11:00 to 12:00 p. m.—Organ recital.  
 12:00 to 1:00 p. m.—Luncheon program.  
 4:00 to 5:00 p. m.—KFWI tea party.  
 5:00 to 5:30 p. m.—Construction reports.  
 5:30 to 6:00 p. m.—Theatrical announcements.  
 6:00 to 7:00 p. m.—Dinner hour concert.  
 7:00 to 7:15 p. m.—Sports by Geo. T. Davis.  
 7:15 to 7:30 p. m.—Advertising talk.  
 8:00 to 9:00 p. m.—Clyde Cooper's Roof Garden orchestra.

Tuesday, September 6

9:00 to 9:30 p. m.—Geo. Taylor and Clem Kennedy.  
 9:30 to 10:00 p. m.—Darnelle Sisters.  
 10:00 p. m.—Weather and police reports.  
 10:03 to 12:00 p. m.—Clyde Cooper's Roof Garden orchestra.

Wednesday, September 7

7:00, 7:30 and 8:00 a. m.—Health exercises.  
 8:20 to 10:27 a. m.—Musical breakfast program.  
 10:27 to 10:30 a. m.—U. S. weather reports.  
 10:30 to 11:00 a. m.—Beauty hints.  
 12:00 to 12:30 p. m.—Musical luncheon program.  
 12:30 to 1:00 p. m.—Organ recital.  
 1:00 to 1:30 p. m.—Country store.  
 1:30 to 2:00 p. m.—Cowell Dein, piano and banjo.  
 5:00 to 5:30 p. m.—Construction reports.  
 5:30 to 6:00 p. m.—Theatrical announcements.  
 6:00 to 7:00 p. m.—Dinner hour concert.  
 7:00 to 7:15 p. m.—Sports by Geo. T. Davis.  
 7:15 to 7:30 p. m.—KFWI Builders of Progress Club.  
 8:00 to 9:00 p. m.—Clyde Cooper's orchestra.  
 9:00 to 10:00 p. m.—Barnes Vaudeville Agency.  
 10:00 p. m.—Weather and police reports.  
 10:03 to 11:00 p. m.—Clyde Cooper's orchestra.  
 11:00 to 12:00 p. m.—Zezz Black's mysterious hour.

Wednesday, September 7

7:00, 7:30 and 8:00 a. m.—Health exercises.  
 8:20 to 10:27 a. m.—Musical breakfast program.  
 10:27 to 10:30 a. m.—U. S. weather reports.  
 10:30 to 11:00 a. m.—Cynthia Grey's column.  
 11:00 to 12:00 p. m.—Organ recital.  
 12:00 to 12:30 p. m.—Luncheon program.  
 12:30 to 1:00 p. m.—Organ recital.  
 1:00 to 1:30 p. m.—Country store.  
 1:30 to 2:00 p. m.—Cowell Dein, piano and banjo.  
 5:00 to 5:30 p. m.—Construction reports.  
 5:30 to 6:00 p. m.—Theatrical announcements.  
 6:00 to 7:00 p. m.—Louis Donato and Jack Kelsey.  
 7:00 to 7:15 p. m.—Sports by Geo. T. Davis.  
 7:15 to 7:30 p. m.—Studio program.  
 8:00 to 9:00 p. m.—Program by Jerry Warner, singing banjoist.  
 9:00 to 10:00 p. m.—Clifford Schneider, baritone.  
 10:00 p. m.—Weather and police reports.  
 10:03 to 12:00 p. m.—Clyde Cooper's orchestra.

Thursday, September 8

7:00, 7:30 and 8:00 a. m.—Health exercises.  
 8:20 to 10:27 a. m.—Musical breakfast program.  
 10:27 to 10:30 a. m.—U. S. weather reports.  
 10:30 to 11:00 a. m.—Fashion hints by Babette.  
 12:00 to 12:30 p. m.—Musical luncheon program.  
 12:30 to 1:00 p. m.—Organ recital.  
 1:00 to 1:30 p. m.—Country store.  
 4:00 to 5:00 p. m.—KFWI tea party.  
 5:00 to 5:30 p. m.—Construction reports.  
 5:30 to 6:00 p. m.—Theatrical announcements.  
 6:00 to 7:00 p. m.—Dinner hour concert.  
 7:00 to 7:15 p. m.—Sports by Geo. T. Davis.  
 7:15 to 7:30 p. m.—Kenneth A. Millican.  
 8:00 to 9:00 p. m.—Studio program by Wm. Johnson.  
 9:00 to 9:30 p. m.—Gloria Del Rae.  
 9:30 to 11:00 p. m.—Bill Bennett.  
 11:00 to 12:00 p. m.—Clyde Cooper's orchestra.

Friday, September 9

7:00, 7:30 and 8:00 a. m.—Exercise hour.  
 8:20 to 10:27 a. m.—Musical breakfast program.  
 10:27 to 10:30 a. m.—U. S. weather reports.  
 10:30 to 11:00 a. m.—Beauty hints.  
 11:00 to 12:00 p. m.—Organ recital.  
 12:00 to 12:30 p. m.—Musical luncheon program.  
 12:30 to 1:00 p. m.—Organ recital.  
 1:00 to 1:30 p. m.—Country store.  
 1:30 to 2:00 p. m.—Cowell Dein, piano and banjo.  
 4:00 to 5:00 p. m.—KFWI tea party.  
 5:00 to 5:30 p. m.—Construction reports.  
 5:30 to 6:00 p. m.—Theatrical announcements.  
 6:00 to 7:00 p. m.—Program arranged by Irene Smith.

Barrier sign used by track department of Market Street Railway Company

Samuel Kahn,  
 President

7:00 to 7:15 p. m.—Sports by Geo. T. Davis.  
 7:15 to 7:30 p. m.—Talk by E. S. Daniels.  
 8:00 to 9:00 p. m.—Clyde Cooper's orchestra.  
 9:00 to 10:00 p. m.—California Sunshine Boys.  
 10:00 p. m.—Weather and police reports.  
 10:03 to 12:00 p. m.—Clyde Cooper's orchestra.  
**Saturday, September 10**  
 7:00, 7:30 and 8:00 a. m.—Exercise hour.  
 8:20 to 10:27 a. m.—Musical breakfast program.  
 10:27 to 10:30 a. m.—U. S. weather reports.  
 10:30 to 11:00 a. m.—Cynthia Grey's column.  
 12:00 to 12:30 p. m.—Musical luncheon program.  
 12:30 to 1:00 p. m.—Organ recital.  
 1:00 to 1:30 p. m.—Country store.  
 5:00 to 5:30 p. m.—Construction reports.  
 5:30 to 6:00 p. m.—Theatrical announcements.  
 6:00 to 7:00 p. m.—Dinner hour concert.  
 7:00 to 7:15 p. m.—Sports by Geo. T. Davis.  
 7:15 to 7:30 p. m.—Geo. Taylor and Clem Kennedy.  
 8:00 to 9:00 p. m.—Athena Alexandroff, soprano.  
 9:00 to 12:00 p. m.—Clyde Cooper's orchestra.  
 12:00 to 2:30 a. m.—KFWI hour of mirth.  
**KJR—NORTHWEST RADIO CO.**

**SEATTLE—348**  
**Sunday, September 11**  
 6:00 to 7:45 p. m.—Dinner Hour Concert.  
 7:45 to 8:00 p. m.—Twilight Organ Hour.  
 8:00 to 9:15 p. m.—Evening services.  
 9:15 to 10:45 p. m.—Camlin Hotel concert orchestra.  
**Monday, September 12**  
 5:40 to 6:00 p. m.—Stock quotations.  
 6:00 to 6:30 p. m.—Time signals, sport news.  
 6:30 to 8:00 p. m.—Henri Damski's concert orchestra  
 8:00 to 10:00 p. m.—Studio program.  
 10:00 p. m.—Time signals.  
**Tuesday, September 13**  
 5:40 to 6:00 p. m.—Stock quotations.  
 6:00 to 6:30 p. m.—Time signals, sports news.  
 6:30 to 8:00 p. m.—Camlin Hotel concert orchestra.  
 8:00 to 10:00 p. m.—Studio program.  
 10:00 p. m.—Time signals.  
 10:00 to 11:00 p. m.—Vic Meyers' dance orchestra.  
**Wednesday, September 14**  
 5:40 to 6:00 p. m.—Stock quotations.  
 6:00 to 6:30 p. m.—Time signals, sport news.  
 6:30 to 8:00 p. m.—Camlin Hotel concert orchestra.  
 8:00 to 10:00 p. m.—Studio program.  
 10:00 p. m.—Time signals.  
**Thursday, September 15**  
 5:40 to 6:00 p. m.—Stock quotations.  
 6:00 to 6:30 p. m.—Time signals, sport news.  
 6:30 to 8:00 p. m.—Camlin Hotel concert orchestra.  
 8:00 to 9:00 p. m.—Studio program.  
 9:00 to 10:00 p. m.—Concert by Henri Damski's orchestra.

10:00 p. m.—Time signals.  
**Friday, September 9**  
 5:40 to 6:00 p. m.—Stock quotations.  
 6:00 to 6:30 p. m.—Time signals, sport news.  
 6:30 to 8:00 p. m.—Camlin Hotel concert orchestra.  
 8:00 to 10:00 p. m.—Studio program.  
 10:00 to 11:00 p. m.—Vic Meyers' dance orchestra.  
**Saturday, September 10**  
 5:40 to 6:00 p. m.—Stock quotations.  
 6:00 to 6:30 p. m.—Time signals.  
 6:30 to 8:00 p. m.—Camlin Hotel concert orchestra.  
 8:00 to 10:00 p. m.—Studio program.  
 10:00 p. m.—Time signals.

**Pleasure's Wand**  
 (Continued from Page 7)

A recent agreement between West Coast Theaters, Inc., and the chief producing companies of Hollywood has placed a large number of pictures for which there will be no field, according to authorities, were it not for just such first-run houses as that of the newly renovated motion picture theater.

Horton Kahn will manage the Imperial and Hermie King will lead the orchestra. After the Meighan picture Milton Sills will be the star in "Hard-boiled Haggerty" and Jean Hersholt will be seen in "Alias the Deacon."

**St. Francis**

"Beau Geste" is holding the movie fan favor still at the St. Francis theater where the story of bravery, suspense and romance still draws crowded houses. Ronald Colman, Neil Hamilton, Ralph Forbes, Noah Beery, Alice Joyce, Victor McLaglen, Mary Brian, William Powell, Norman Trevor are the cast.

This picture was shown at the St. Francis before at top prices. We can see it again at this theater at their popular prices.

**Cameo**

"My Neighbor's Wife," with Mildred Harris, Charles Conklin, Helen Ferguson, as stars, will be on the screen Saturday at the Cameo Theater for the final showings following its two days' screening. This popular motion picture theater, always in the vanguard with its screening of pleasing pictures, changes pictures frequently, scarcely any of the pictures running more than two or three days. There is always some of the latest news reels on the screen in addition to educational films and comedies.

The cosy Cameo Theater is on Market street, directly opposite Fifth street, and lobby displays announce each forthcoming photoplay.

**Pantages**

Mrs. Florence Reid will head the screen attractions this week at Pantages Theater with the film story, "The Satin Woman," an exciting theme on which a plot filled with thrilling lessons and stirring emotion is built. There will also be another big bill of vaudeville as this week's features in keeping with the surprises often coming in to interest



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**IN THE SUPERIOR COURT**

of the State of California, in and for the City and County of San Francisco

Margaret Vanderhoogt, Plaintiff, vs. John W. B. Vanderhoogt, Defendant.

No. 184626.  
 Action brought in the Superior Court of the State of California in and for the City and County of San Francisco, and the complaint filed in the office of the County Clerk of said City and County.

The people of the State of California send greeting to: John W. B. Vanderhoogt, Defendant.

You are hereby required to appear in an action brought against you by the above-named Plaintiff in the Superior Court of the State of California, in and for the City and County of San Francisco, and to answer the Complaint filed therein within ten days (exclusive of the day of service) after the service on you of this summons, if served within this City and County; or if served elsewhere within thirty days.

The said action is brought to obtain a judgment and decree of this Court dissolving the bonds of matrimony now existing between plaintiff and defendant, on the grounds of defendant's wilful desertion and wilful neglect, also for general relief, as will more fully appear in the Complaint on file, to which special reference is hereby made.

And you are hereby notified that unless you appear and answer as above required, the said Plaintiff will take judgment for any money or damages demanded in the complaint as arising upon contract or will apply to the Court for other relief demanded in the complaint.

Given under my hand and the Seal of the Superior Court of the State of California, in and for the City and County of San Francisco.

Dated this twenty-seventh day of July, 1927.

H. I. MULCREVY, Clerk.

By J. J. RAFFERTY, Deputy Clerk.

(Seal)  
 Austin Lewis, 473 Mills Bldg., San Francisco,  
 Attorney for Plaintiff.

**ASSESSMENT NOTICE:**

The MINERAL DEVELOPMENT COMPANY, location of principal place of business, San Francisco, Calif.

Notice is hereby given that at a meeting of the Directors held on the 2nd day of August, 1927, an assessment of one-half cent per share was levied upon the issued capital stock of the corporation payable immediately in legal money of the United States, to the Secretary, at the office of the company, Room 245, Monadnock Building, San Francisco, Calif.

Any stock on which this assessment shall remain unpaid on the 5th day of September, 1927 will be delinquent and advertised for sale at public auction, and unless payment is made before, will be sold on Tuesday the 27th day of September, 1927 to pay the delinquent assessment, together with costs of advertising and expense of sale.

M. J. SEELY, Secretary,  
 245 Monadnock Building,  
 San Francisco, Calif.

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\* \* \*

**Alhambra**

The neighborhood theater, the Alhambra, will this week present a number of films starring cinema celebrities. "Three Weeks in Paris" comes to the screen today and Saturday, and will be followed by "The Honeymoon Express," starring Irene Rich, for Sunday's offering.

"The Cheater," with Helen Ferguson and Pat O'Malley the stars, will be on the screen Monday, followed by "Ankles Preferred," with Madge Bellamy the star. Rudolph's Melody Masters provide some of the city's best music for each performance at the Alhambra.

**Society**

(Continued from Page 5)

luncheon and bridge at the Hotel Mark Hopkins recently.

Mrs. J. McChesney was hostess at a beautifully appointed luncheon in the Peacock Court of Hotel Mark Hopkins on Saturday, August 27, to a party of twelve.

Mrs. Tum Suden and Miss V. Fenner entertained some friends at luncheon last Saturday with prettily decorated tables seating their guests.

**Dahlia Show**

Green dahlias of the pompon variety, was a novel feature of the display at the annual show of the Dahlia Society of San Francisco held as usual at the Palace Hotel, on September 1, 2 and 3, afternoons and evenings. The strange blooms are the product of the garden of Mrs. Ellie Miller at 124 Ralston street, and seem to be a distinct step toward the mystic blue dahlia, the aim of all dahlia growers, and until now sought through the lavender tints. Green pompons, fully perfect and like other blooms of the same variety, except for their weird color, are very far from the usual reds and orange and pinks in appearance. They attracted a great deal of attention.

Dahlia growing around the bay region has reached a peak during the last year or so, and with the use of dahlias as cut flowers for every possible purpose from corsage bouquets to decorations for huge affairs, a new interest is being engendered in the color combinations and the keeping qualities of the prize blooms. Each season, by selection and care in growing, the dahlias are becoming useful for permanency and long blooming period during the time when show flowers are most in demand.

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MRS. W. W. PRICE  
Fallen Leaf P. O., Lake Tahoe, Calif.



Edited by Florence de Long

THE INN of the HAWK AND RAVEN, by George Barr McCutcheon. Dodd, Mead and Company. \$2.50. Another Graustark story, which says a great deal in three words. Mr. McCutcheon has made the mythical kingdom so famous that one is almost inclined to look for it on the map.

This story, however, is centered mainly on the outskirts of the little kingdom and concerns one Jonifer Davos, the grandson of the former Duke of Droon, one time pretender to the throne, and in later years an outlaw from his native state. This grandson becomes the hereditary chieftain of a band of villainous brigands and cut-throats who flock to his principality in the mountains. Their loyalty to their Chieftain and to each other is as notorious as their depredations upon the law abiding citizens who pass through the territory. Anyone traveling in the vicinity, known to possess money or jewels is considered their unlawful prey. The mysterious methods through which they learn the names of the travelers and the dates of their journeys is baffling to the chief of police of Graustark.

Of course, there is Gerane, the young and beautiful daughter of Jonifer. Whether you like the author's books or not, (and you most certainly must find them enjoyable), you will have to admit that Mr. McCutcheon knows how to choose his lovely heroine, who, as her attendant says "has gentle blood in her veins" \* \* along "with the heart and soul and the temper of a lady."

On Gerane's nineteenth birthday there is planned the largest raid yet, to provide her with suitable birthday presents for such a great event. She demands to be allowed to accompany them, but is, of course, refused. However, she follows the band through the narrow pass, and overtaking some of them who have been left behind as a scouting party, she demands to be taken to her father,—to his secret joy, although he has sternly demanded her obedience, well knowing that she has not the slightest idea of following out his commands.

She is allowed to see the attack and successful capture of the wealthy merchant and his body-guard. The

whole affair is so cleverly arranged there is no possibility of failure. Of course, the leader of the body-guard, the handsome and brave Captain Starcourt, makes a noble attempt to upset the plans of the brigands. Jonifer fires at him, and for the first time in his life—misses. (We would never have forgiven the author if he had not allowed Fate to jog the elbow of Jonifer at just this time. Nor would we have forgiven him for not giving us a good explanation for not letting the Captain fire at Jonifer in return.) For you would never guess—Gerane begins to fall in love with this handsome young leader of the body-guard who is young and so brave and everything such a man should be who wears a uniform and rides at the head of his little procession. (The author knows how to choose his heroes!)

Well, after that, Gerane cares nothing for jewels nor money nor anything her doting father and his tribe of villains can give her. For a while he is distraught, but flounders valiantly along, trying to make her happy and to bring back her smiles. But the sun is behind a cloud and refuses to come out. Then, by a happy accident, he finds out what the trouble is. Ha! It is just a year from the last foray, and it is now decided that there will have to be another and he will bring her a real live birthday present! And he does! And she astounds him by becoming furicus!! She feels that she has been insulted, and how she does insult the poor Captain Starcourt in his turn!

Of course, things are now in a terrible condition. He is the sworn enemy of her father and his followers, and has taken oath to capture Jonifer and his band and bring them in to the Chief of Police of Graustark to do unto them as they have done to others. By the way, Starcourt has been promoted to a Colonelcy which title becomes him exceedingly.

Of course he can't leave the hills alive. To think that he, of all people, is the only man to be brought into the stronghold through the secret passage, and he will have to be killed if he is to be taken out again! They even threaten to carry out this dread intention, when Gerane, who

(Continued on Page 16)

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"Dare Devil Warner"

### AN ENDURANCE TEST FOR MAN AND CAR

DARE DEVIL WARNER has returned among our midst after an extended trip through the East. Mr. Warner announced that he will attempt to drive an automobile around the city of San Francisco beginning tomorrow September the fourth, for a period of six days and six nights without sleep—handcuffed to the wheel—making it impossible for him to leave the front seat of the machine during that time.

Upon questioning Mr. Warner as to the make of car he will pilot for such a period, he revealed the name as being the ELCAR 8-82 model with the shockless Chassis.

Considerable competition has been evidenced among the auto dealers for Mr. Warner's services. Apparently he considered many things before making his selection. Easy riding qualities and handling were the most important features. Mr. Warner must have comfort to be under undue strain for six hectic days and nights or it would not be possible for him to complete such a strenuous ordeal. With the easy riding qualities of the ELCAR due to the shockless chassis he has undoubtedly made an excellent choice.

To give the readers an insight as to why the ELCAR was chosen by Mr. Warner, the ELCAR CALIFORNIA CO., located at 1801 Van Ness Avenue, was visited. At the show rooms a great deal of information was obtained about the ELCAR which has been unknown to many until now.

The ELCAR people are one of the oldest manufacturers of fine vehicles in the United States. Their present development has been accomplished after fifty years of steady improvement. Each model has been improved upon and today the ELCAR is unmatched in value or performance by any automobile on the market. The lines of the machine are incom-

parable. The appearance is that of a twelve thousand dollar car, yet the actual cost is far from such a figure. The easy riding qualities of the ELCAR are not to be equaled in any machine of twice its purchase price.

To drive six days and six nights without stopping the motor is a test which proves the mechanism of any machine. It, undoubtedly, will be accomplished for the reason that the ELCAR is equipped with a Lycoming motor. Every motorist has heard about the Lycoming motor and the coming endurance test with Mr. Warner at the wheel is looked forward to with much anticipation.

Watch for DARE DEVIL WARNER and his ELCAR on the streets.

\* \* \*

Motorists who do their own repairing will find practical help in a booklet recently published by the Russell Manufacturing Company of Middletown, Conn. Photographs and lucid directions giving instructions on the proper method of relining internal and external brake bands are included, as well as full directions for the care and adjustment of brakes. The motorist is told how to cut the brake lining to be sure of a perfect fit, what rivets to use, how to fit them to avoid scoring the brake drum, and the order in which they should be applied to prevent buckling or stretching of the lining.

The Russell Manufacturing Company say they will be glad to mail this booklet entitled "Rusco Brake Lining, Its Application and Care," to any autoist who wishes a copy.

\* \* \*

An automobile, reported to have been driven 40 miles an hour on electricity drained from the atmosphere, is causing much comment in Kansas City.

The new device is a 14-inch square plate which is said to attract electric current from the air by means of a multiple arrangement of connected copper coils. The current thus attracted is said to pass through a generator to a regular standard current motor which is connected to the transmission of the automobile.

### Aristocrats of Turf Bring Honor to Owners

Did you ever notice how the aristocrats of the turf seem to sense their importance?

Of course you have, if ever you've owned a thoroughbred. The horses are as proud of honors as their owners and undoubtedly take to heart their success as sincerely as any human folks.

Besides, I am one of those who believe that some horses are just as hu-

man as real folks—and, often, more so!

The haughty manner in which the thoroughbred asserts himself is a joy to behold. And never was that trite saying more truthful, "A thing of beauty is a joy forever," than when it means a thoroughbred horse.

They're just wonderful, that's all.

### Library Table

(Continued from Page 15)

doesn't really believe them, but decides not to put them to the test, decides to change her tactics. From then on the fun is fast and furious. Complications arise which the author knows how to handle in his own inimitable way. The ending is somewhat sad, but as the solution is the only one possible, we are satisfied with the story as Mr. McCutcheon tells it, and close the book with thanks to the author for another of his famous Graustark chronicles.

\* \* \*

### AT THE ELDER GALLERY

Louis L. deJean will give an address in the Paul Elder Gallery, Saturday afternoon, September 10th, at 2:30 o'clock, on "Men Who Fly—and Why," and an author's reading from "Winged Trails," his new volume of verse. Lieut. deJean served as a pilot with the British Royal Flying Corps and Air Force during the war and has put into poetry the danger, romance, and joy of flying. He is the founder and secretary of the Allied Flying Club and contributes to aviation and other magazines.

\* \* \*

A group exhibition of the work of four prominent etchers is now being shown in the Paul Elder Gallery, scheduled to continue until September 24th. The artists represented are: Jean Frelaut, a modern French etcher, Caroline Armington, who pictures France; W. H. W. Bicknell, an American etcher, and Sears Gallagher, trained both in America and in Paris. Visitors to this exhibition will be welcome.

### Barn Dance

Changing the dance auditorium in the million dollar Casino building to a barn is the plan of the department of events at Santa Cruz.

On the night of Wednesday, August 24th, a barn dance was held in the Casino in which the orchestra, John McDonald's Musical Marines, appeared in overalls and blue shirts. "Back to the farm for a night" is the idea carried out in every detail. Bales of hay were used in place of chairs, which made the barn dance the largest and most typical of its kind in California.

## From Brighter Pens Than Ours

**Bossy's Epitaph**—A farmer was trying hard to fill out a railway company claim sheet for a cow that had been killed on the track. He came down to the last item: "Disposition of the carcass." After puzzling over the question for some time, he wrote: "Kind and gentle."

—Tawney Kat.

\* \* \*

**Cheering 'Em Up**—There was a strawberry festival at the Union church Thursday evening for the benefit of the cemetery.—Marion (Mass.) paper.

\* \* \*

**Whispering Gallery**—Stranger—"Ah, Mrs. Mudge, one-half of the world is ignorant how the other half lives."  
"Not in this village, miss."—Answers.

\* \* \*

**The Land Nobody Knows**—Beyond the Alps lies Italy and, lest we forget, behind the billboards lies America.  
—Judge.

\* \* \*

**For Her Dear Old Mom**—The sweet young thing was saying her prayers: "Dear Lord," she cooed, "I don't ask for anything for myself, only give Mother a son-in-law."  
—Bison.

\* \* \*

**Stepping On It**—"How are you getting on at school, Alec?"

"Fine! We're learning words of four cylinders now."  
—American Boy.

\* \* \*

**'Cos Why**—Teacher—"I have went. That's wrong, isn't it?"

Johnny—"Yes, ma'am."

Teacher—"Why is it wrong?"

Johnny—"Because you ain't went yet."

—Youth's Companion.

\* \* \*

**Say It With Thrift**—"Pa, you remember you promised to give me \$5 if I passed in school this year?"

"Yes, Tommy."

"Well, Pa, you ain't gonna have that expense."

—Christian Leader.

\* \* \*

**Strange Coincidence**—Up among the clouds nestling in the heart of the Davis mountains, it is an ideal vacation spot winter or summer. The altitude is 6,000 feet either summer or winter.—Bryan (Tex.) paper.

\* \* \*

**Souperlative!**—"That music is pretty poor."

"Wait until you taste your soup."

—Louisville Courier-Journal.

\* \* \*

**Precious, Please Remit**—Tender missive received the other day by an El Dorado parent from a daughter in boarding school: "My dear father: I am enclosing my bill. Lovingly—"  
—Kansas City Star.

\* \* \*

The Supreme Court decision puts the bootlegger in a privileged class. He is the only citizen who can be arrested for paying his income tax.—New Yorker.

\* \* \*

**Old Reliable**—Editor—"Give you fifty cents for that joke."

Author—"No; I never get less than a dollar for that joke."—Blue Dragon.

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## Petrol Paragraphs



By E. V. WELLER

National Automobile Club

Fishing is becoming better each day in the Tinnemaha, Birch and Big Pine streams near Big Pine.

A fair automobile road is had for 11 miles up creek and from that point horses are taken to the lakes. The best bait at this time is worms and grasshoppers and the best flies are Queen of Waters, Gray Hackle, Blue Bottle, Professor, Captain and Mosquito.

That 1927 will be a record year for the National Parks is shown by recent reports from those areas which indicate a 30 per cent gain or more in the number of visiting tourists and automobiles this year.

In 1926 the total number of visitors in National Parks was 1,930,865, while 406,248 automobiles entered the parks for a gain of nine and one-half per cent over 1925.

An increase of more than 300 per cent in motor vehicle registration has been made in Australia during the last five years.

This year there is a total registration of approximately 361,600 motor vehicles in Australia as compared with 89,191 in 1922.

What's sauce for the automobilist may be only applesauce for the traffic officer. That much is deduced from a recent occurrence in an eastern city. Here's the story: A policeman arrested a motorist for lacking a windshield wiper on his car. When the driver of the car arrived at the

police station with the policeman, he telephoned for his lawyer. When that crafty individual came upon the scene, he made investigation and found that the car of the arresting officer had no windshield wiper. Further examination disclosed the fact that nearly all the police machines were lacking in this respect.

The motorist paid the customary fine for such offenses.

That the automobile trade is getting a goodly portion of the Nebraska wheat-farmers' money is evidenced by reports received from various cities in that state. Figures from Omaha, Lincoln and other cities show that automobile sales are triple what they have been at this season during any of the past five years.

A bumper wheat crop has been brought in from Nebraska fields this year.

The Federal type of railroad crossing signs have yellow backgrounds instead of white backgrounds as many of the state signs have. A single track is indicated by one black line, and a double track by two black lines. Signs conforming to the Federal system are being erected throughout the United States, Wisconsin being the latest state to adopt the yellow sign for railroad crossings.

What is to be done with the speed-limit? Raise it, leave it as it is or abolish it? That is the question that is causing a great deal of discussion in England at the present time. The present limit is 20 miles per hour, and many motorists think that it should be at least 30 or 35 miles, while others think that a set speed-limit should be abolished altogether and the law against driving "to the public danger" be restored. Proponents of this law point to the fact that five miles per hour is dangerous under some circumstances, while 50 miles is safe under other conditions.

Reports of automobile registration in Texas up to August 1 of this year show a total of 905,382 passenger cars.

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## AIR LINES

By Lieut. Blaine Stubblefield



Lieutenant Blaine Stubblefield

When everybody in the world has learned that an airplane in a tailspin descends nose down, aviation will be old fashioned. A comic strip artists suggests passenger carrying cannon balls as the next "move." He pictures a week-end crowd dashing for a row of "shells" to be thrown into the breach and shot into various points on the globe.

A "News Letter" reader wants to know how an air mail pilot, for example, can fly a straight course and still avoid crossing rough country where a

dead stick (stalled engine) landing could not be made. The answer is that the pilot climbs high enough over bad country so that he could glide to an emergency landing field. He keeps his eye on such a spot at all times.

The gliding angle of an airplane is about six to one, depending on the type of machine. That is, if a plane is one mile above the ground when the motor is stopped, it can glide six miles from the point over which the motor stopped before it touches the ground. In other words, a plane one mile high with a dead or throttled motor can choose any landing spot within a 12-mile circle without the use of its motor.

It is possible to stop an airplane's motor and start it again in midair. To do this the pilot cuts both the throttle and the switch, and then glides "flat" until the propeller stops. Unless his motor is new and stiff, he can then start it again by diving, the propeller acting as a windmill to crank the engine. Such antics are not often done by sane pilots.

Gliding down to land with a dead stick gives one a sensation the first time he does it. There is no sound except the wind moaning in the wires and struts, and the occupants of the machine can converse easily. Still stranger is an ice-bound machine. Certain atmospheric conditions cause snow to freeze on a ship's rigging, so streamlining it that even the moaning of the wires ceases almost entirely. A plane with a dead stick under such conditions would indeed be a ghost ship.

Colonel Lindbergh is coming to San Francisco on September 16. The purpose of his tour is the promotion of peace-time aviation, particularly air mail flying. Air mail flying builds up a national reserve air force and renders a valuable postal service to the people. Colonel Lindbergh wants to impress upon the people at least four facts about air mail: 1, that air mail letters go anywhere for ten cents; 2, that ordinary postage may be used; 3, that if you haven't an air mail envelope, mark it "air mail"; 4, that air mail letters may be dropped in any mail box.

\* \* \*

### San Francisco-New York Air Express Now Operating

Over the expanse of valley, plain, desert and mountain, once crossed in great hazard by famed riders of the Pony Express, there sailed on Thursday, September 1, an airplane inaugurating the first air express service in the United States, and, as express service is known in this country, the first in the world.

Coincided with the departure from San Francisco of air-conveyed express parcels, there departed from New York and from Chicago a similar service, operated, as was the Pony Express service, in relays and to the end

that commodities will be transported between the Atlantic and the Pacific in approximately thirty hours.

It required approximately three weeks for the Pony Express to cover the distance between the Missouri river and San Francisco, although the time was shortened by relays and on special occasions cut to eight days.

### Daily Service Provided

From San Francisco packages will depart at 7 o'clock each morning by the Boeing Air Transport planes, and will arrive in Chicago at 5:45 the morning of the next day. Returning the plane leaves Chicago at 7:50 in the evening, arriving here the next afternoon at 4:30.

Shipments valued at no more than \$5000 and weighing no more than 200 pounds will be accepted, but packages of extreme bulk are prohibited, as are explosives, acids, live freight or fragile articles likely to be damaged from shock.

Motion picture films, which are expected to constitute a considerable part of the business, are acceptable if packed and labeled in accordance with Interstate Commerce Commission regulations for transportation by rail express.

### Service to All Points

Air service express will be accepted for all points, transportation to and from air port cities being made by rail. Insurance up to a value of \$50 will be included in the service charge, and in excess of that value a charge of 15 cents will be made for each \$100 valuation or fraction thereof. The rate from San Francisco to New York is 65 cents for each quarter of a pound. From here to Sacramento it is 50 cents for each quarter of a pound, and there are intermediate rates with a minimum charge of \$2 for each package.

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the Assets of which have never been increased  
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Assets .....	\$113,925,831.54
Capital, Reserve and Contingent Funds.....	4,700,000.00
Employees' Pension Fund over \$575,000.00, standing on Books at	1.00

MISSION BRANCH.....	Mission and 21st Streets
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**FOUR AND ONE-QUARTER (4 1/4) per cent per annum,**  
**COMPUTED MONTHLY and COMPOUNDED QUARTERLY,**  
AND MAY BE WITHDRAWN QUARTERLY

## Finance

The Southern Pacific Development Department says: "Solid fruit trains of 60 to 75 carloads each are leaving the fruit growing districts just as rapidly as fruit can be loaded; cars loaded before 1 p. m. reaching the various canneries before 7 a. m. the following day."

\* \* \*

The farm products on the whole appear to be very satisfactory this year. New Mexico, Arizona and California are producing well; in fact the Salt River Valley in Arizona has just marketed its largest cantaloupe crop on record, while California is now well on the way of harvesting its enormously large fruit, melon, hay and other crops.

\* \* \*

If freight rates had advanced during the past few years in proportion to the increase in the cost of materials and supplies, and in ratio to increase in wages, they would be a great deal higher than they are at present. It has been calculated that in order to pay the wages of a track laborer for one day, a railroad must haul a ton of freight 256 miles.

\* \* \*

The San Francisco Stock and Bond Exchange is now receiving applications for registration for the fall term educational courses. These include brokerage practice, investments, business economics, analysis of business and financial conditions, brokerage accounting, analysis of financial statements, commercial law, business letter writing and public speaking. The faculty is largely made up of professors of the University of California.

\* \* \*

The California salmon law was held constitutional by Judge Butler of San Rafael. The law was attacked by the salmon fishermen of San Francisco Bay. The salmon season, according to the law, closed in this district on August 10th. The fishermen claimed the right to fish outside the three mile limit and bring in fresh salmon. Judge Butler decided against them.

\* \* \*

There are 894 airports and intermediate fields in the United States as follows: 157 commercial airports, 224 municipal airports, 409 intermediate fields, 5 state airports, 99 government airports. There are about 585 operators engaged in civil aviation in the United States. The average number of miles flown by each plane is estimated at 13,954 miles for the year 1926.

\* \* \*

California is second in the United States in number of landing fields, having 6 1/2 per cent of the total number of fields. The tendency to make municipal enterprises out of airports and landing fields must be very closely watched, as it is connected with the matter of taxation and the benefits to accrue should be carefully analyzed.

\* \* \*

The Tax Digest, which is the organ of the California Tax Payers Association, says: "The rapidly increasing tax burdens over the state are largely the result of little or no opportunity for the taxpayers to gain knowledge of the circumstances that were bringing them about. Every tax payer should know in advance what his tax rate is going to be."

\* \* \*

The only thing wrong with these flogging cases is that the citizens who need it most are generally on the other end of the lash.—El Paso Times.

## The Canadian Bank of Commerce

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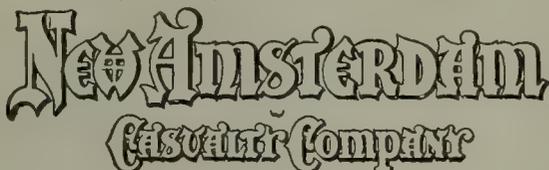
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# News Letter

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SAN FRANCISCO

Saturday, September 10, 1927

LOS ANGELES



*"The Rose Is Fairest  
When 'tis Budding  
New."  
Sir Walter Scott*

At Delightful  
**SANTA CRUZ**  
 CALIFORNIA



**Casa del Rey**  
 Hotel and Apartments

*[Metropolitan Service in an environment]  
 [affording every outdoor recreation]*



COMBINING the comfort and convenience of a metropolitan hotel with delightful ocean and mountain scenery, a healthful climate and every outdoor recreation — this splendid resort offers you *pleasure every day in the year.*

The garden dining room affords an ideal setting for enjoyment of the excellent cuisine.



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# SAN FRANCISCO NEWS LETTER



Devoted to the Leading Interests of California and the Pacific Coast

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SAN FRANCISCO, CALIF., SEPTEMBER 10, 1927

No. 37

## From One Thing to Another

By ELEANORE F. ROSS

### Women and Prohibition

There is an accepted opinion afloat that "if women hadn't been granted the franchise, we wouldn't have had prohibition."

In the first place, have we ever had prohibition? Is it enforced, and if so, where? Personally, I fail to find much evidence of it, as a law, except that good liquor is a scarce article, and bad liquor is being sold at exorbitant prices.

In the next place, those who are conversant with the history of so-called prohibition, are aware of the fact that a body of men and women, religious fanatics, in a small Middle West town, first became obsessed with the idea that liquor, and not the old Adam in us, was the root of all evil, and decided to go to any extreme to abolish it.

When the state of California voted it down five times in succession, it was put over the heads of the people by state legislators at Sacramento—all of them, I believe, being of the male gender.

That the Women's Temperance Union was one of the instruments which helped to put through this fool law, if law it can be called—no one can deny, but to lay the whole blame upon the shoulders of some misguided females, is not only unjust, it is illogical.

No condition is brought about, primarily, by one cause; many causes contribute to the accomplishment of different rules, customs, enactments of jurisprudence. Any man or woman "in the street" knows that certain moneyed interests invested in the manufacture of soft drinks, candy, and even pickles, were conducive in abolishing the manufacture and sale of non-poisonous liquor. That the manufacture, sale and consumption of poisonous liquor is still going on, only the liar can repudiate.

It is with a feeling of pleasure that one reads of the awakening of women affiliated with the Republican party, regarding the modification of the Volstead Act.

An overwhelming proportion of these women are in favor of modification. These statistics were gathered through the sending out of thousands of questionnaires to women members of the Grand Old Party, in all sections of the country.

It is a hopeful sign; for women have been blamed too much and too often for all sorts of adverse conditions, ever since Eve ate the apple. Perhaps, eventually, even the hide-bound and blinded "Temperance Union" will open its eyes to the hideous and criminal farce being enacted under the name of "Prohibition."

### Admission Day

Quite a few of the leading stores of this city decided to keep open on Friday, the anniversary of California's entry into the Union.

Of all days in the year, of all anniversaries of great events, the birthday of our Golden State should be celebrated within its confines in a fitting manner, and Native Sons and Daughters should make every effort to see that such a slight upon its fair fame should never again be perpetrated.

Americans in general are quite accustomed to being dubbed "commercial"; every bootlegging foreigner throws that appellation into our faces at the first opportunity; but on the other hand, Europeans have also said of us: "There are two kinds of Americans—Americans and Californians."

One who is a true Californian, who has lived all his or her life in this Western state, repudiates the idea that we are "commercial."

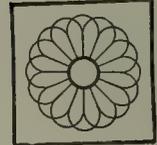
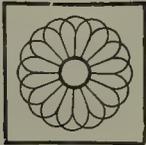
There is something in our very atmosphere that is alien to this idea; we dislike penuriousness almost as much as we dislike crime; the climate may have something to do with that; for living much out-doors, with no thought of a rigorous winter to contend with, makes for broadness, for a general sunniness and generosity of character. (Please note that I am speaking of the native Californian, not the adopted species!)

"You have too many holidays," I have heard disgruntled strangers say. "You take things too frivolously, you Californians!"

We may take things frivolously—on the surface. But deep down in our hearts we have just as much feeling, just as much seriousness, as the most earnest Easterner. The year 1906 demonstrated that! We proved our mettle then, by fire!

As for holidays—Holidays are wonderful affairs! They give you time to catch up with yourself; they are the means of bringing you out under the open sky, to "list to Nature's teachings"; they fill you anew with ambition and energy to go on with the job, to play the game straight!

So the thought that to gain a few sales for the shops, by treating this great day as any other day in the week, is repugnant to the real Californian. It hints of a tendency towards that miserliness, that greed, that sordidness which actuates some of the Middle Westerners whom we have met. It betokens a spirit which may become dominant within our gates, and which we should battle to the last ditch!



### Young Men for Rolph

One of the marked features of the Rolph campaign so far is the fact that young men are coming forward in large numbers and voluntarily organizing to support his candidacy. That is a very characteristic happening, for it bears testimony to the well recognized vitality and optimism of the Mayor. To have been Mayor for fifteen years, then to retain the boundless optimism without which it is impossible to inspire the young voter, is about as remarkable an achievement in actual living as we have ever heard of.

One speaker has voiced a truth which other parts of California and indeed many parts of the United States might do well to heed. Says this speaker, "Despite the fact that San Francisco is a tolerant city where blue laws have never been known, we have none of the crime which characterizes such cities as Chicago, where there are similar problems of government. This clean government has convinced the people that we have an able, wise, honest executive, a man high in the business world in the person of James Rolph Jr."

Through the war, through the period, still more dangerous, succeeding the war, through times of commercial crisis and through times of industrial prosperity, the Mayor of this city has kept a straight and undeviating course, marked by the utmost commonsense. He has made no concessions to disorder, on the other hand, he has kept liberal sanity, which has prevented his interfering with the liberty of the humblest citizen. The result is that even our agitators, as a rule, respect our city government. This can be said in few cities in this country. It is what gives young men confidence in the Mayor.

\* \* \*

### Cheerio

Sometimes there is a quite unavoidable feeling of despondency about things in general. One wonders and troubles. What is the world coming to and why is there so much suffering? Why should gallant people who take chances of life and death fall to their end in the ocean and miserable tall-faced cowards stay at home and get rich? Is it a certain thing that the Italian shoe-worker and the fish-peddler, who waited close to death for seven years were guilty, as charged and that they had a fair trial? All sorts of questions like these haunt us at times.

Then comes the first week in September with two holidays in one week. At once there is a cessation of the doubts and anxieties which have so bitterly grasped us. Even the trade winds give place to a gentler note in the atmosphere and the sun shines out through an atmosphere clear of the fogs which have saved us through two months of summer, but which can now be comfortably dispensed with.

We see the crowds of well dressed comfortable people, such people as were possible at no other stage of the world's history and in very few places, even now, possible, if they are, as a fact, to be actually found anywhere else. The roads are crowded with automobiles. This at first is provocative of disgust, but, after all, the machines are managed so well and the general behavior is so good, that criticism gives place to thankfulness. Even manners, which still leave much more to be desired, are obviously improving.

So the glooms pass away with the holidays. Not that our doubts actually vanish, but the beauty of the present drives them into their proper place in the background.

\* \* \*

### Panama As a Customer

The Governor of the Canal Zone has written a letter to newspapers in California asking that growers be informed that the Panama Zone through the Commissary Division of the Canal requires "almost every kind of fruit from the West Coast, particularly apples in reasonably large quantities, for holding purposes over a period of from six to eight months. In addition, the Department is in the market for all kinds of poultry and other refrigerated commodities."

The one reason why the Panama district has not been hitherto as good a market as might have been expected for California products, is explained as dependent upon the slight amount of refrigerated space which has been heretofore available. The increased number of ships in the Northern Pacific service has repaired that lack to some extent and now there will be a better chance for our people. The fact that, at the first chance, the Canal Zone management was careful to notify our people, is very satisfactory. That is the justification of the imperialism so called and the territorial expansion which has been regarded with so jaundiced an eye by so many old fashioned Americans. An imperialism which regards first the needs of the home people is a very justifiable imperialism.

But the point is that the supplying of the needs of the Panama Zone is the beginning of the great trade which will naturally arise with the Central and South American republics. This trade will in turn depend largely, as does the trade with the Canal Zone, upon the amount of refrigerated space at the disposal of the merchant marine. Ships of sufficient size are the first requirement of commerce.

\* \* \*

### Less Heat, More Light

The telephone question is now to the fore in this community. A revision of rates is demanded and the fact that the telephone people have urged a revision upwards is having a very disturbing effect upon the portion of the newspaper world which pretends to represent the interests of the "plain people." There is being brought about a condition of the public mind in which anger and suspicion are very likely to take the place of judgment and sense. That result is good for no one, except the demagogues and cheap humbugs who make a living out of the things which honest men despise—envy and greed.

The fact that this atmosphere is being carefully made appears from the fuss which was raised over the question as to whether the matter should be heard by one commissioner or by the board as a whole. The decision of the commission that the entire body should come to a conclusion on the question was hailed as a victory for the "plain people" and advertised as such in the headlines. These dishonest prints did not state that the vice president of the telephone company had also requested a hearing by the board as a whole.

There is no doubt that the question of raising telephone rates for the huge numbers of people who constitute the users is a matter of great importance and one that will require a great deal of patient explanation and convincing

roof of its necessity. On the other hand, it is equally obvious that the matter is not to be helped by whining and shouting and implying dishonest motives where none are possibly exist. "Less heat and more light," as the old New England philosopher said, is what we need in these conditions.

\* \* \*

### Ferry Boats on Fast Schedule

Three holidays last week taxed ferry boats and trains to their utmost, but the crowds were handled with speed and efficiency, as usual, beating the record made last fourth of July.

The Sausalito automobile line-up was over a mile long at an early hour Monday morning, but it never reached the length of previous rushes. Traffic was more evenly distributed than ever before, on account of the fact that vacationists had three days, and at least half of them got farther away than on the usual week-end trips. This relieved congestion, according to the port captain of the Golden Gate Ferry Company.

This company operated seven boats between Sausalito and San Francisco from 2:30 Monday afternoon until the rush began to wane after midnight. Three boats were operated by the Golden Gate Company between Berkeley and this city, also.

The Northwestern Pacific had seven boats in operation between Sausalito and San Francisco, landing from two thousand to twenty-five hundred people every ten minutes. They carried 80 to 95 machines to San Francisco every trip.

The Southern Pacific had eleven boats in operation between Oakland, Alameda, Richmond and San Francisco. Seven were on an eight-minute schedule between Oakland and San Francisco. Two were on the Alameda run and two on the Richmond run.

The total number of automobiles carried by the ferries during the holidays was 80,748.

All the various bay systems did nobly, in the way they handled a situation which was record breaking, as to crowds.

\* \* \*

### Air Lines

Handicapped by the Alps, which bar passage to all but experienced airmen, not even allowing these to cross on certain days, Italy has nevertheless instituted five air-lines, on all but one of which Italian-built ships powered with foreign air-cooled engines are being used.

The annual display of the Royal Air Force of England at Hendon airdrome this year likewise showed a marked tendency toward air-cooling. Nine of the fifteen ships in the display were powered with the Bristol air-cooled "Jupiters."

Interest in air-cooling was first stirred by Cobham's flights across India and Africa with an air-cooled motor in his ship. The flights of Lindbergh, Byrd, Chamberlin and the Hawaiian successes by the use of air-cooled motors has greatly stimulated this interest.

Newspapers throughout the United Kingdom are receiving numerous inquiries about air-cooling as applied to aviation and automobile motors. Press comment generally is strongly in favor of air-cooling. John Prioleau states in a London evening paper, "Modern cooling systems are frankly pre-historic. The maintenance of a motor engine's efficient temperature under widely different conditions is still a problem whose solution is anxiously awaited by most of us."

## Political Hop-Offs

Now, with John M. Hines, a contractor, who has announced he is in the mayoralty fight for the big prize, we'll have six who will line up on the runway seeking the hand-gripping job.

E. E. Schmitz, former mayor and supervisor, appears to be having some difficulty with his political spark plugs, promissory provisions or his broadcasting outfit. There was considerable static a few days ago in this flash from him: "I'll soon make the decision in this matter!"

The politicians have already taken off—they're up in the air, so to speak, on the effect that Schmitz' threatened fight will have on the rest of the field. They broadcast that Power and Finn would rather not see Eugene put up the entrance fee because he would bump Power more than Rolph.

From Rolph Field has been flashed the message that Uhl's entrance into the contest will probably interfere more with Power's chance of success than Rolph's.

Phil Sapiro, leader of the Municipal band, has been selected by the musicians' union as delegate to the Labor Endorsement of Candidates committee. He had a rival for appointment in Alex Dijeau, said to be backed by the Finn-Power faction.

A Dr. Joseph M. Toner for Coroner Club is being formed in the Mission to back the doctor should he decide to take off against Coroner Leland. Dr. John A. Kelleher is one of the chief backers of Dr. Toner and claims he can successfully make the dash.

Tuesday night was a big one for District Attorney Matthew Brady. The North Beach Progressive Club for Brady set out for Brady's home in the Sunset accompanied by three bands. The outfit made a perfect, though noisy, landing and their navigator, Joseph Morella, told what it all was about. The district attorney responded.

H. D. Seville is chairman and Dr. A. C. Bothe, secretary of a club backing the try for Norman C. Cook for district attorney.

Dr. James McGranaghan, booster for James McSheehy in the latter's mayoralty candidacy in 1922, is being accused by the poligossips of intent to make the dash for assessor against Mac and Wolden.

And Jim Rolph has still another club to blow him along in the race. The Sunset Business Men's Club was organized in the office of Frank Dunning, 919 Irving street. Joseph Curley is president of the new formation. In a statement Mr. Curley credits the Mayor with the Sunset-Duboce tunnel and other improvements vital to the west end of the city.

Our old friend and former supervisor, John D. Hynes, is out on the field looking over the political runway with a view to taking off again. John made a successful take off some years ago and arrived. Last election he did not "choose to run again."



By Antoinette Arnold

### Engagements Announced

Oh, what a lovely list of engagements!

The society editor's desk is fairly brimming over with the dainty announcement cards as each mail brings the "happy news." Of course, it is not really news—for Cupid is constantly whispering the pretty messages.

But at any rate—it is news in the land of romance where the lovers ever roam, whispering the story ever new and yet as old as sentiment itself.

We extend sincere congratulations to each and every couple and wish them a fulfillment of their highest hopes.

Let's see.

Some of the "engaged" whose announcements were made known this week will unite families prominent in Western financial and society circles.

\* \* \*

### Morbio-Pruett

Miss Alberta Morbio and Dr. Harry J. Pruett have announced their engagement to be followed by their nuptials on Saturday, October 1st at an evening ceremony in St. Luke's Church.

Mme. Marguerite de Mailly, sister of the bride-elect, returned from Europe to be here for the wedding, and will be the matron of honor. There will be several bridesmaids. Dr. Albert Pettit will be the best man.

Dr. Pruett has taken an apartment in town where he and his bride will live after their return from their honeymoon.

\* \* \*

### McLaughlin-Doolittle

A pretty wedding of unusual interest is announced for the latter part of this month, to take place at the home of the bride, when Miss Jean McLaughlin becomes the wife of Mr. Jefferson Doolittle.

Miss Henrietta Moffat and Mrs. Arthur Sharp, both aunts of Miss McLaughlin now in Paris, will hasten

home with Miss Adrienne Sharp in time for the wedding ceremony.

It is planned as a quiet affair but will have considerable interest to the many friends of the couple, all of their relatives being prominently connected in the social and financial spheres.

\* \* \*

### Such a Charming Betrothal Party

One of the loveliest betrothal parties took place this week when announcement was made of the engagement of Miss Helen Dyer to Mr. John Know Dunbar at a charming event in the handsome apartments of the pretty bride-elect in the Francescan Apartments.

Miss Dyer is one of the popular members of the younger society set. She is the daughter of Mr. J. H. Dyer of this city, and the sister of Mr. Joseph Dyer and Mrs. Kenneth Gunn, wife of Captain Gunn, U. S. A., who is stationed at Houston, Texas. The bride-elect was formerly a student at the Dominican Convent in San Rafael. She is a graduate of Miss Hamlin's School in this city.

Mr. Dunbar is the son of Mr. and Mrs. H. F. Dunbar, whose home is in Jordan avenue. His marriage to Miss Dyer will take place next April.

\* \* \*

### Corsage Announcement

At the tea the bride-elect was assisted in receiving by Mrs. John Newton Rosecrans, who was formerly Miss Alma Spreckels, and by Miss Gladys Musto and Miss Dorothy Girard.

Each guest at the affair was presented with a corsage bouquet, and attached to the flowers was a card bearing the names of Miss Dyer and Mr. Dunbar.

\* \* \*

### Lathrop-Funston

The engagement of Miss Helen Carolyn Lathrop of San Jose to Lieutenant Frederick Funston, U. S. A., was announced last Wednesday and the wedding will take place in the late fall.

Miss Lathrop is the daughter of Mr. and Mrs. Howard Beecher Lathrop of San Jose and is a very pretty and attractive girl. She has been attending the University of California, but has given up her course to be married.

Lieutenant Funston is the son of the late Major General Funston, who was a notable army officer of his time. He distinguished himself in the Spanish war and at the time of the San Francisco fire was in command of the troops in charge of the city.

\* \* \*

Miss Margaret Atkins of Piedmont assembled the members of her June graduation class from Miss Ransom and Miss Bridges' School, at a pretty luncheon given at the Fairmont Hotel on Wednesday, as a farewell in honor of Miss Martha Alexander, who is leaving for Mount Vernon, Washington, D. C. Miss Dorothy Kroll, who will attend Wellesley College, and Miss Mariedna Clay, who will finish her education at Miss Spence's School, New York. Those seated at the flower laden table besides the complimented guests included: Miss Alice Clay Stephenson, Miss Edna Sherman, Miss Helen Dolge, Miss Kathleen Fitzgerald, Miss Janet Williamson, Miss Dorothy Smith, Miss Elizabeth Broadwater, Miss Wilder Broadwater, Miss Miriam Widenham.

\* \* \*

Mrs. Edna L. Scott and her daughter, Miss Mildred Scott, who have been spending the summer at their home in Ross, and who, prior to that time, spent the winter at the Fairmont Hotel, left during the week for Los Angeles where they intend to remain for an indefinite period at the Ambassador. On their return to San Francisco they will make their home at the Fairmont.

\* \* \*

Mr. and Mrs. E. W. Armstrong have taken a suite at the Fairmont where they intend to reside permanently.

\* \* \*

Mrs. Squire V. Mooney of San Jose, has taken an apartment at the Fairmont Hotel where she intends to remain for the winter.

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Miss E. M. Warren and her sister, Miss F. J. Stewart, who are spending the summer at Atherton, are entertaining Mrs. Theodore Hyde of Manchester, N. Y., and spent a few days in the city during the week. Later they will return to their apartment at the Fairmont Hotel, where they make their home.

\* \* \*

Judge and Mrs. M. A. Soper of Baltimore, Md., are at the Fairmont Hotel where they will remain for ten days before visiting other interesting California points.

\* \* \*

### Hollywood Happenings

The recent arrival of Major Arthur Goebel and Lt. William V. Davis, U. S. N., winners of the San Francisco-Hawaii Dole aviation prize, was the inspiration of a brilliant reception Saturday evening, September 3, in the parlors of the Hollywood Plaza Hotel tendered by the Hollywood Aero Club, of which Rodger Adams is president. The fliers were introduced and then entertained by a program presented by Joseph Eliason and Burr McIntosh as masters of ceremony.

\* \* \*

Breaking all records for attendance and for its brilliancy, the monthly Artist Salon was held Wednesday evening, August 31, in the parlors of the Hollywood Plaza Hotel under the direction of Gabriel Ravenelle, founder and director of the salons. The artists were Yagodka, famous Polish pianist-composer, who presented his Oriental Suite, which is to be given next season in Hollywood Bowl with Yagodka as the soloist; Vladimir Bakaleinikoff, assistant conductor of Boston Symphony Orchestra; Z. Earl Meeker, concert baritone; Mrs. Guy Bush, pianologist; Erna Cavelle, dramatic soprano, and Marjorie Ratliff, accompanist.

Innocenzo Daraio, young Italian artist, who has made portraits of Cardinal Gibbons, Rudolph Valentino, Billie Dove, Sid Grauman and many others, unveiled his new portrait of Mr. Ravenelle. All these portraits are now on display in the art room of the hostelry.

A one-act play "Ambition," by Katherine Kavanaugh, was presented by the Ravenelle Players.

The program closed with informal dancing.

\* \* \*

### Notables Arrive

Hon. Jocelyn Robert and family arrived in San Francisco Friday (September 2) from Tahiti, and are guests at the Clift Hotel.



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They are enroute to Paris, where M. Robert has been called by the French government on colony business.

For a number of years M. Robert has served his government as Chief Treasurer of French Colonies in the Pacific. In this capacity he has handled annually since 1920, upward of thirty million francs. He has now been appointed to the post of Governor under France's colonization plan, and has been instructed to report to the Minister of French Colonization and receive his new assignment.

Accompanying M. and Mme. Robert is L. Warnick, pearl buyer for Paris and London firms.

\* \* \*

### Honolulu Visitors

Mrs. Samuel T. Hill and daughter Florence, of Honolulu, have just arrived in town, following an extended Eastern visit which included Washington, D. C., and are at the Clift Hotel.

They are expecting Mr. Hill to join them here, and the family will return to Honolulu in a month's time.

\* \* \*

### Gallery of Fine Arts, Women's Building

The East-West Gallery of Fine Arts announces its second exhibition, beginning September 17 and ending the evening of September 30. The work to be shown is that of a group of younger San Francisco sculptors, including Ward Montague, Parker L. Hall, Magnus Arnasson, Enid Foster, Ruth Cravath and Jacques Schmier. There will also be on exhibition a number of drawings by these same artists. Their work has received the highest commendation from such men as Edgar Walter, well-known sculptor, and Lee Randolph, of the California School of Fine Arts, and it has been chosen because of its distinct

artistic merit and the unusual talent of the individuals comprising this group. The work runs the range from the ultra-conservative to the so-called ultra-modern.

\* \* \*

### Beautiful Club Home Greets Happy Members

A lovely, cosy homelike club house greeted the members of the California Club last Tuesday when they gathered for the opening of the new fiscal club year, with Mrs. Marie Perrau Walsh presiding. The club house, 1750 Clay street, between Van Ness avenue and Polk street, has been thoroughly renovated, enlarged, beautified and given that "homey" atmosphere which makes the California Club house an outstanding property owned by women.

The luncheon party last Tuesday was staged on the first floor of the club house, with new floors, fixtures of attractive design and long French windows to enhance the charm of the club home. Mrs. Walsh and the various committee chairmen were radiant over the success of their work, many of the zealous members having denied themselves a vacation that they might "put the club house in order." The luncheon which initiated the new club year presages a year of unprecedented achievement, according to those in charge.

A delightful garden with lawns, flowers for each season's growths, a roof garden, improved dancing quarters for rental revenues and additions in the kitchens and culinary departments were only a few of the comforts and attractions added to the California Club house. The structure is almost completely covered with vines and autumn growths, while the gardens are abloom with the various blossoms that Nature has provided for more attractions.

The lower floor, making a new banquet and lunch room for members, was converted into a place of real get-together cheer and now the California Club women are about the happiest women in the community.

(Continued on Page 12)

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# PLEASURE'S WAND

OBEY NO WAND BUT PLEASURE'S  
— Tom Moore



By Josephine Young

## Opera Season

The opera season of 1927 is close at hand.

Within the coming week we San Franciscans will again be thrilled, charmed and inspired by the music of grand opera under the general direction of Gaetano Merola, September 15 to October 1, in the Exposition Auditorium.

"Manon Lescaut," in Italian, an opera of four acts, by Giacomo Puccini, will be given on Thursday evening, September 15, as the opening opera of this season by the San Francisco Opera Company.

Frances Peralta sings the role of Manon. Antonio Scotti sings "Lescaut," Giovanni Martinelli will be heard in the part of "Chevalier de Ravier." Angelo Bada, Evaristo Albertini, Lodovico Oliviero, Irene Fremont and Austin Sperry complete the cast of principals.

The four musicians will be represented by Valeria Post, Lulu Mac Chapman, Elsie Milbraith and Marion Copeland. Paul Guenter sings the minor role of the sergeant. Gaetano Merola will conduct.

"Tristan and Isolde" will be the opera for Friday evening, starting at 7:45 o'clock sharp. We remind opera patrons of this fact for this opera starts fifteen minutes earlier than the preceding opera. Alfred Hertz will be the conductor.

"La Tosca" will be sung Saturday evening, September 17, with Anne Roselle singing the role of "Floria Tosca," a part for which she is exquisitely fashioned and musically sufficient. Mario Chamlee, Antonio Scotti, Angelo Bada, Louis D'Angelo are principals and Hazel Huff will sing the role of the shepherdess. Merola will conduct.

\* \* \*

## Curran

Ruth Chatterton will head a notable cast in "The Devil's Plum Tree," a play by John Colton, author of "Rain." The Curran Theater opens September 12 and will offer to San Francisco audiences the opportunity of seeing this play which ran in Europe under the title "God Incarnate" and was founded on the Magyar drama.

Ruth Chatterton will be starred in

this play with Edward Leiter and Kenneth Thomson, the latter of whom, was on this coast not long ago in "The Rivals" in the fascinating part of Captain Absolute.

Homer Curran and L. C. Wiswell are producing this play, declaring that in doing so, San Francisco will, in the future, be the producing center for many other prominent plays, with famous stars appearing in leading roles.

\* \* \*

## Capitol

"Abie's Irish Rose," the record breaking play of rollicking humor and pathos, will remain on at the Capitol for another week, completing its local engagement.

This Anne Nichols play has been packing the theater here as it has throughout the theatrical world. People never seem to tire of the story, and find renewed enjoyment each time that they see it. Many San Franciscans are interested to know that the little train-bearer in the bridal scene, when Rosemary Murphy marries her Abie, is little Gale Schomaker, the four-year-old actress whose parents, Mr. and Mrs. Ivan F. Schomaker, live on Seventeenth avenue.

Dorothy Coghlan, the "Irish Rose" of the play, has many ardent admirers.

\* \* \*

## Alcazar

"The Alarm Clock," Avery Hopwood's merry farce is still the Alcazar attraction, now running into its sixth week, with Marion Lord heading the list of principals.

As the prim small town widow, she is amusing and clever, branching later into a pleasure-loving fan seeking the night life and its magnetic lures. The play is clean, wholesome and sparkles with merriment.

In the cast are Helen Ferguson, Thomas Chatterton, Alice Buchanan, William Macauley, Robert Adams, Richard Ellers, Zeda Reed, C. Haviland Chappell, John Stokes and John Mackenzie.

\* \* \*

## President

"Two Girls Wanted" is holding 'em at the President, the Henry Duffy theater on McAllister street, where

## Amusements

NEXT WEEK

### ON THE STAGE

#### Alcazar, O'Farrell nr. Powell

"The Alarm Clock," Henry Duffy comedy, starring Marion Lord.

#### Capitol, Ellis nr. Market

"Abie's Irish Rose," Anne Nichols play in a fine local performance. Last week.

#### Columbia, Eddy nr. Powell

Will Morrissey's musical revue, "Exposures," opening Sunday night.

#### Curran, Geary nr. Mason

Ruth Chatterton in "The Devil's Plum Tree," Kenneth Thomson in cast.

#### President, McAllister nr. Market

"Two Girls Wanted," a Henry Duffy presentation of John Golden's latest comedy.

#### Players Guild, Community Playhouse, Sutter at Mason

"Hay Fever," Saturday night.

\* \* \*

### VAUDEVILLE

#### Golden Gate, G. E. Ave. and Taylor

Long Tack Sam, Chinese wonder worker and company.

"Painting the Town," Patsy Ruth Miller.

#### Orpheum, O'Farrell nr. Powell

Ned Wayburn's Buds of 1927; Edwin Burke, monologist; Hal Hart; Solly Ward and Co.; Ceyo and Moro; The Luster Bros.; Edith Meiser, character songs.

#### Pantages, Market at Hyde

Peaches Browning in person. Vaudeville acts.

#### Union Square, O'Farrell nr. Powell

Vaudeville—Pictures.

#### Wigwam, Mission nr. 22nd

Musical comedy—vaudeville—pictures.

\* \* \*

### ON THE SCREEN

DOWN TOWN

#### California, Market at 4th

"Camille," starring Norma Talmadge. Gino Severi's music.

#### Cameo, Market opp. Fifth street

"The White Rose," D. W. Griffith.

Change of pictures.

#### Casino, Ellis at Mason

Change of pictures with many double bills on program.

#### Granada, Market at Jones

On the screen, "Drop Kick," starring Richard Barthelmess.

Fanchon and Marco revue.

#### St. Francis, Market bet. 5th-6th.

"Beau Geste" in fourth week. Ronald Colman is starred in a story of the French Foreign Legion.

#### Warfield, Market at Taylor

"Romance," with Ramon Novarro.

Fanchon and Marco stage act.

### RESIDENCE DISTRICT

#### Alhambra, Polk St., nr. Green

"The Princess from Hoboken," and "Wings of the Storm," "Sat. "See You in Jail," comedy. Sun. Colleen Moore in "Naughty But Nice," Mon., Tues., Wed. Raymond Griffith in "Wedding Bills," Thurs., Fri. Hanson Kiddies. Friday evening.

### GRAND OPERA

#### Exposition Auditorium

"Manon Lescaut," September 15, Thursday eve., 8 o'clock sharp.

"Tristan and Isolde," September 16, Friday eve., 7:45 o'clock sharp.

"La Tosca," September 17, Saturday eve., 8:15 o'clock sharp.

Gaetano Merola, general director.

San Francisco Opera Company.

the Gladys Unger play provides genuine amusement.

Leneta Lane plays the role of the more adventuresome of the two sisters, providing no end of fun with her sharp back-talk and snappy slants on life in general.

Joan Warnwe, Symona Boniface, Harvey Stephens, Peggy Thomason, have received a welcome in their initial work here, while Earl Lee of the well known and popular Henry Duffy group of players, is a general favorite.

Henry Caubisens, Lloyd Monroe, Dorothy La Mar, John O'Hara, Lillian Dean and Thomas Brower are popular players whose work is so well known here to theater patrons that they are claimed in the list of stars.

No one should miss seeing this excellent Henry Duffy production.

\* \* \*

**Orpheum**

An entire new program will be offered at the Orpheum Theater for the week beginning with the matinee Saturday, headed by "Ned Wayburn's Buds of 1927," from the Ned Wayburn Studios, New York. This company of singers, dancers and comedians will be chaperoned by Sammy Lewis, assisted by Floyd Carder, Herbe De Belle, Patricia Patti and Marcella Donovan with the following debutantes, now making their first appearance on any stage, Althea Henley, Frances Short, Florence Kaelker, Gertrude London, Carrie Maude Beville, Clara Michelson and Dorothea Frank. The lyrics of this presentation are by Morris Rysking, the music is by Walter G. Smith.

Edith Meiser, who starred in "Garrick Gaieties" and "Peggy Ann," will have a program of character songs. Solly Ward, popular comedian, is coming with a skit called "Off to Maine." Other features will include "The Monologist?" by Edwin Burke; Hal Hart, billed as an "Extra Added Detraction"; The Luster Brothers, athletes; and the comedy musical team, Cervo and Moro.

\* \* \*

**Golden Gate**

Two vaudeville headliners, Long Tack Sam and The Original Cansinos, will head the new bill starting at the Golden Gate Theater Saturday.

Assisting Long Tack Sam, China's master wonder worker, will be the Misses Mi-Na and Nee Sa Long. China's two beautiful girls. The trio will present a medley of Oriental feats, including dancing, singing, magic and contortions. The Original Cansinos, Elisa and Eduardo, will have an elaborate and novel dance program.

"Painting the Town," the film feature, is a happy comedy, starring

Patsy Ruth Miller and Glen Tryon which has been acclaimed by leading New York critics. The story deals with a small town lad who sets the "big city" afire.

Diero, piano accordionist; Claudia Coleman in "Feminine Types"; O'Neil and Vermont in "Two Dark Knights," and other vaudeville features will appear on the new bill.

Claude Sweeten and the Golden Gate Orchestra in a special concert number, Pathe News, a scenic and a short comedy go to round out an impressive entertainment bill.

\* \* \*

**Warfield**

John Maxwell will appear at the Warfield this week as the Fanchon and Marco headliner. With his double voice he can sing tenor and bass, as well as having at his command a number of illusionary tricks of the voice. Walt Roesner and the super-soloists will play a short concert of classical and jazz numbers.

Conard's "Romance," starring Ramon Novarro, will be the film attraction with Marceline Day, Roy D'Arcy, Marc MacDermott, Otto Matueson, Ceasare Gravina, Bobby Mack in the cast.

"Romance" tells the story of great fortunes amassed by seemingly respected citizens and officials in league with corsairs of the sea. Spanish settings and romantic scenes add to the lure of the picture.

\* \* \*

**Granada**

"The Drop Kick" will be screened at the Granada this week, with Richard Barthelmess the star, in this his latest picture. An all-college cast supports Barthelmess, many of the players including college men, chosen throughout the country for their appearance, personality and screen potentialities. One man was selected from each of ten universities, trained for screen acting and then placed in the cast. The picture is filled with life and college spirit.

"Dolls" will be the Fanchon and Marco stage presentation, rated as a big production.

\* \* \*

**Imperial**

Jean Hersholt and June Marlowe will be the screen attractions at the Imperial beginning with Saturday in "Alias the Deacon." Card sharp "Deacon," a freight train hopper, philosopher, and the paternal protector of a run-away girl, is seen to advantage in this cinema story. Ralph Graves is in the cast as a principal.

\* \* \*

**St. Francis**

"Beau Geste" will, in all probability, remain on for another week at

(Continued on Page 13)

**Every bit of gas is "scrubbed" before you get it**

—That is why it is so clean

THE gas you use in your home for cooking, water heating and house heating is "scrubbed"—every bit of it—before it goes through pipes into your home.

In the scrubbing process the gas passes through a series of large tanks. It is washed with water and purified. Only pure, washed gas passes into the network of mains.

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# RADIO

By C. J. Pennington



C. J. Pennington

## On the Air

On Thursday evening, September 15, from 9 to 10 p. m., the National Broadcasting Company will offer to radio listeners over the network of stations, "Los Caballeros," the Spanish orchestra which was heard on the opening program of the Pacific Coast network and which registered so solidly at that time that it has been added to the staff of National Broadcasting Company orchestras and will offer a series of programs featuring Spanish music.

\* \* \*

## "Memory Lane Hour" For Friday

Band practice in the old town, days in the schoolhouse on the hill, and courting twenty years ago are the themes of "An Hour in Memory Lane" to be broadcast by the Pacific Coast network of the National Broadcasting Company, Friday, September 16, from 9 to 10 p. m.

\* \* \*

## Cause for Wonder

At least once a year, we must pause and wonder where all the radio artists come from. Given 650 broadcasting stations employing each a minimum of fifty artists a week, we achieve an awesome total of 32,500 artists of at least fair qualifications. As no station uses all its artists in any one week, it is safe to say nearly 100,000 artists are available to the broadcasting stations of the country, say KFI officials.

Another question is as intriguing as where they all come from—what did these musicians do before broad-

casting stations were built? All the theatres in the country would not furnish them employment. And when it is considered that the theatres are running full blast and still leave 100,000 entertainers roaming around free, the conundrum grows still more puzzling.

\* \* \*

## Week of Sunday, Sept. 18, 1927

"Radio Vaudeville" is the feature selected by Howard I. Milholland, studio manager of KGO, to herald the fall season of broadcasting at the General Electric station. This program is to last an hour and is to consist of a headline attraction and six supporting acts. Each unit of entertainment is to be complete and will last from six to fifteen minutes. The broadcast is scheduled for Wednesday night, at 8 o'clock.

\* \* \*

Another playlet has been written for the KGO Players, "Cupid on Wheels," and is to be given over KGO Thursday night, September 22, at 8 o'clock. Although the authoress of this playlet, Frances Cavanaugh, has written plays for little theaters and is a writer of short stories, this is her first contribution to radio. KGO will offer "An Hour of Chamber Music" after the drama hour. This concert will be taken from the KFI studio in Los Angeles and is to be distributed over member stations of the Pacific network. Dance music is programmed from 10 o'clock until midnight.

\* \* \*

Now that summer months are gone, new programs are being added to the KGO broadcast schedule. The latest addition will necessitate several changes in the Friday night programs from the General Electric station, whereby two regular features will be moved to a later hour. Under the new set up, the Friday night broadcast will run as follows: 8-9 o'clock, Western Artist concert; 9-10 o'clock, "Phileo" program; 10-11 o'clock, "Memory Lane"; 11-12 o'clock, Frank Ellis and his Hotel St. Francis Dance Orchestra.

American cars comprise about one-third of the total automobile sales in Belgium at the present time.

## Programs for Next Week

KFRC—DON LEE  
SAN FRANCISCO—454

**Sunday, September 11**  
12 noon to 1:00 p. m.—Church service.  
5:00 to 6:00 p. m.—Organ recital.  
6:00 to 6:30 p. m.—Talk.  
6:25 to 6:30 p. m.—Stage and screen reports.  
6:30 to 7:30 p. m.—Twilight recital.  
8:30 to 10:30 p. m.—Walter Krausgrill's Orchestra.

**Monday, September 12**  
7:00 to 8:00 a. m.—Early Bird program.  
8:00 to 9:00 a. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Household hints.  
11:30 to 12:00 noon—Amateur tryouts.  
12:00 to 1:00 p. m.—Sherman, Clay program.  
1:30 to 5:30 p. m.—Organ recital.  
4:30 to 5:30 p. m.—Mac and his gang.  
5:30 to 6:00 p. m.—Mac and his gang.  
6:00 to 6:20 p. m.—Joe Mendel and his pep band.  
6:20 to 6:30 p. m.—Stage and screen, police reports.  
6:30 to 6:50 p. m.—The Cecilians.  
6:50 to 7:00 p. m.—Talk.  
7:00 to 7:30 p. m.—Mark Hopkins Dance Orchestra.  
8:00 to 8:30 p. m.—KFRC Movie Club.  
8:30 to 9:30 p. m.—Walter Krausgrill's Orchestra.  
9:30 to 12:00 p. m.—Mark Hopkins Dance Orchestra.

**Tuesday, September 13**  
7:00 to 8:00 a. m.—Early Bird program.  
8:00 to 9:00 a. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Doings of Dorothy.  
11:30 a. m. to 12:00 noon—Amateur tryout program.  
12:00 to 1:00 p. m.—Sherman, Clay concert.  
1:30 to 5:30 p. m.—Organ recital.  
4:30 to 5:30 p. m.—Mac and his gang.  
6:20 to 6:30 p. m.—Stage and screen.  
6:30 to 6:50 p. m.—The Cecilians.  
6:50 to 7:00 p. m.—Talk.  
7:00 to 7:30 p. m.—Mark Hopkins Dance Orchestra.  
8:00 to 8:30 p. m.—KFRC Radio Movie Club.  
8:30 to 9:30 p. m.—Walter Krausgrill's orchestra.  
9:30 to 12:00 p. m.—Mark Hopkins Dance Orchestra.

**Wednesday, September 14**  
7:00 to 8:00 a. m.—Early Bird program.  
8:00 to 9:00 a. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Household hints.  
11:30 to 12:00 noon—Amateur tryout period.  
12:00 to 1:00 p. m.—Sherman, Clay concert.  
1:30 to 5:30 p. m.—Organ recital.  
4:30 to 6:20 p. m.—Mac and his gang.  
6:20 to 6:30 p. m.—Stage and screen.  
6:30 to 7:00 p. m.—The Cecilians.  
7:00 to 7:30 p. m.—Mark Hopkins dance orchestra.  
8:00 to 9:00 p. m.—Maxwell House Coffee program.  
9:00 to 10:00 p. m.—Sherman, Clay concert.  
10:00 to 12:00 p. m.—Walter Krausgrill's orchestra.

**Thursday, September 15**  
7:00 to 8:00 a. m.—Early Bird program.  
8:00 to 9:00 a. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Doings of Dorothy.  
11:30 to 12:00 noon—Amateur tryouts.  
12:00 to 1:00 p. m.—Sherman, Clay concert.  
1:30 to 5:30 p. m.—Organ recital.  
4:30 to 6:20 p. m.—Mac and his Gang.  
6:20 to 6:30 p. m.—Madame Marie's beauty talk.  
6:30 to 7:00 p. m.—The Cecilians.  
7:00 to 7:10 p. m.—Stage and screen.  
7:10 to 7:30 p. m.—Mark Hopkins dance orchestra.  
8:00 to 9:00 p. m.—Mona Motor Oil Co.  
9:00 to 10:00 p. m.—No. 3 Elks' Glee Club.  
10:00 to 12:00 p. m.—Mark Hopkins dance orchestra.

**Friday, September 16**  
7:00 to 8:00 a. m.—Early Bird program.  
8:00 to 9:00 p. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Hints to home-makers.  
11:30 to 12:00 noon—Amateur tryouts.  
1:30 to 5:30 p. m.—Organ recital.  
4:30 to 6:20 p. m.—Mac and his gang.  
6:20 to 6:30 p. m.—Stage and screen.  
6:30 to 7:00 p. m.—Art floral program.  
7:00 to 7:30 p. m.—Mark Hopkins dance orchestra.  
8:00 to 9:00 p. m.—Admission Day program.  
9:00 to 9:15 p. m.—"The World Today."  
9:15 to 10:00 p. m.—Walter Krausgrill's Orchestra.  
10:00 to 12:00 p. m.—Mark Hopkins dance orchestra.

**Saturday, September 17**  
7:00 to 8:00 a. m.—Early Bird program.  
8:00 to 9:00 p. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:45 a. m.—Amateur tryouts.  
11:45 to 12:00 noon—Announcements of Sunday church sermons.  
12:00 to 1:00 p. m.—Sherman, Clay concert.  
1:30 to 6:20 p. m.—Mac and his gang.  
6:20 to 6:30 p. m.—Stage and screen.  
6:30 to 7:00 p. m.—The Cecilians.  
7:00 to 7:30 p. m.—Mark Hopkins dance orchestra.  
8:00 p. m. to 1:00 a. m.—Mark Hopkins dance orchestra.

**KYA—PACIFIC BROADCAST CORP.  
SAN FRANCISCO—309.1**

**Sunday, September 11**  
11:00 a. m.—Church services.  
7:45 p. m.—Church services.  
**Monday, September 12**  
7:00 to 8:00 a. m.—Golden Gate Crier.  
8:00 a. m.—Correct time.  
12:30 to 2:00 p. m.—Clift Concert Trio.  
5:30 to 6:30 p. m.—Golden Gate Crier.  
6:30 to 7:00 p. m.—Prize package period.  
7:00 to 7:30 p. m.—Clift Concert Trio.  
8:00 to 10:00 p. m.—Studio program.  
10:00 to 11:00 p. m.—The Golden Gate Amphions.  
11:00 p. m.—Correct time.  
**Tuesday, September 13**  
7:00 to 8:00 a. m.—Golden Gate Crier.  
8:00 a. m.—Correct time.  
10:30 to 10:45 a. m.—Diet and health talk.  
12:30 to 2:00 p. m.—Clift Hotel Concert Trio.  
4:00 to 5:00 p. m.—Studio program.  
5:30 to 7:00 p. m.—Golden Gate Crier.  
7:00 to 7:15 p. m.—"Magazine on the Air."  
7:15 to 7:30 p. m.—Clift Hotel Concert Trio.  
8:00 to 10:00 p. m.—Studio program.  
10:00 p. m.—Correct time.  
**Wednesday, September 14**  
7:00 to 8:00 a. m.—Golden Gate Crier.  
8:00 a. m.—Correct time.  
12:30 to 2:00 p. m.—Clift Hotel Concert Trio.  
5:30 to 7:00 p. m.—Golden Gate Crier.  
7:00 to 7:30 p. m.—Clift Hotel Concert Trio.  
8:00 to 10:00 p. m.—Studio program.  
**Thursday, September 15**  
7:00 to 8:00 a. m.—Golden Gate Crier.  
8:00 a. m.—Correct time.  
12:30 to 2:00 p. m.—Clift Hotel Concert Trio.  
5:30 to 7:00 p. m.—Golden Gate Crier.  
7:00 to 7:30 p. m.—Clift Hotel Concert Trio.  
8:00 to 9:00 p. m.—Regular weekly meeting "26th Squad."  
9:00 to 10:00 p. m.—The Clarion Trio.  
**Friday, September 16**  
7:00 to 8:00 a. m.—Golden Gate Crier.  
8:00 a. m.—Correct time.  
10:30 to 10:45 a. m.—Diet and health talk.  
12:30 to 2:00 p. m.—Clift Hotel Concert Trio.  
5:30 to 7:00 p. m.—Golden Gate Crier.  
7:00 to 7:30 p. m.—Clift Hotel Concert Trio.  
8:00 to 9:00 p. m.—Studio program.  
9:00 to 10:00 p. m.—KYA artists.  
10:00 p. m.—Correct time.  
**Saturday, September 17**  
7:00 to 8:00 a. m.—Golden Gate Crier.  
8:00 a. m.—Correct time.  
12:30 to 2:00 p. m.—Clift Hotel Concert Trio.  
5:30 to 7:00 p. m.—Golden Gate Crier.  
7:00 to 7:30 p. m.—Clift Hotel Concert Trio.  
8:00 to 10:00 p. m.—Studio program.  
10:00 p. m.—Correct time.

**KPO—HALE BROTHERS AND THE CHRONICLE  
SAN FRANCISCO—422**

**Sunday, September 11**  
2:45 to 4:30 p. m.—Broadcast of baseball game.  
6:00 to 6:30 p. m.—States Restaurant orchestra.  
6:30 p. m.—Baseball games.  
6:35 to 8:35 p. m.—Fairmont Hotel concert orchestra.  
8:35 to 10:00 p. m.—Fairmont Hotel concert orchestra.  
**Monday, September 12**  
6:45, 7:15 and 7:45 a. m.—Health exercises.  
8:00 to 9:00 a. m.—Sperry Flour happy hour.  
10:30 to 10:45 a. m.—Ye Towne Cryer service.  
11:30 to 12:50 p. m.—Kane's Hawaiians.  
12 noon—Time signals, Scripture reading.  
12:50 p. m.—Stock market quotations.  
1:00 to 2:00 p. m.—Fairmont Hotel concert orchestra.  
3:30 to 5:30 p. m.—Palace Hotel concert orchestra.  
5:30 to 6:00 p. m.—Children's hour.  
6:00 to 6:30 p. m.—Ye Towne Cryer service.  
6:30 to 7:00 p. m.—States Restaurant orchestra.  
7:00 to 7:30 p. m.—Fairmont Hotel concert orchestra.  
7:30 to 8:00 p. m.—DX.  
8:00 to 9:00 p. m.—Program by National Broadcasting.  
9:00 to 10:00 p. m.—Program for Shell Company of California, KPO-KFI.  
10:00 p. m. to 12 midnight—KPO's variety hour.  
**Tuesday, September 13**  
6:45, 7:15 and 7:45 a. m.—Health exercises.  
8:00 to 9:00 a. m.—Sperry Flour happy hour.  
10:30 to 10:45 a. m.—Ye Towne Cryer service.  
11:30 to 12:50 p. m.—Kane's Hawaiians.  
12 noon—Time signals, Scripture reading.  
12:50 p. m.—Stock market quotations.  
1:00 to 2:00 p. m.—Fairmont Hotel concert orchestra.  
**Wednesday, September 14**  
6:45, 7:15 and 7:45 a. m.—Health exercises.  
8:00 to 9:00 a. m.—Sperry Flour happy hour.  
10:30 to 10:45 a. m.—Ye Towne Cryer service.  
11:30 to 12:50 p. m.—Kane's Hawaiians.  
12 noon—Time signals, Scripture reading.  
12:50 p. m.—Stock market quotations.  
1:00 to 2:00 p. m.—Fairmont Hotel concert orchestra.

2:45 to 4:30 p. m.—Broadcast of baseball game.  
4:30 to 6:30 p. m.—Palace Hotel concert orchestra.  
5:30 to 6:00 p. m.—Children's hour.  
6:00 to 6:30 p. m.—Ye Towne Cryer service.  
6:30 to 7:00 p. m.—States Restaurant orchestra.  
7:00 to 7:30 p. m.—Fairmont Hotel concert orchestra.  
7:30 to 8:00 p. m.—DX.  
8:00 to 9:00 p. m.—Atwaine Kent Artists.  
9:00 to 10:00 p. m.—National Broadcasting Company.  
10:00 to 11:00 p. m.—States Restaurant orchestra.  
**Thursday, September 15**  
6:45, 7:15 and 7:45 a. m.—Health exercises.  
8:00 to 9:00 a. m.—Sperry Flour happy hour.  
10:30 to 10:45 a. m.—Ye Towne Cryer service.  
11:30 to 12:50 p. m.—Kane's Hawaiians.  
12 noon—Time signals, Scripture reading.  
12:50 p. m.—Stock market quotations.  
1:00 to 2:00 p. m.—Fairmont Hotel concert orchestra.  
2:45 to 4:30 p. m.—Broadcast of baseball game.  
4:30 to 5:30 p. m.—Palace Hotel concert orchestra.  
5:30 to 6:00 p. m.—Children's hour.  
6:00 to 6:30 p. m.—Ye Towne Cryer service.  
6:30 to 7:00 p. m.—States Restaurant orchestra.  
7:00 to 7:30 p. m.—Fairmont Hotel concert orchestra.  
7:30 to 8:00 p. m.—DX.  
8:00 to 10:00 p. m.—National Broadcasting Company's.  
10:00 to 11:00 p. m.—Palace Hotel dance orchestra.  
**Friday, September 16**  
6:45, 7:15 and 7:45 a. m.—Health exercises.  
8:00 to 9:00 a. m.—Sperry Flour happy hour.  
10:30 to 10:45 a. m.—Ye Towne Cryer service.  
10:45 a. m.—Ninon, fashion critic.  
11:30 to 12:50 p. m.—Kane's Hawaiians.  
12 noon—Time signals, Scripture reading.  
12:45 p. m.—Commonwealth luncheon at Palace Hotel.  
1:30 to 2:00 p. m.—Fairmont Hotel concert orchestra.  
2:45 to 4:30 p. m.—Broadcast of baseball game.  
4:30 to 5:30 p. m.—Palace Hotel concert orchestra.  
5:30 to 6:00 p. m.—Children's hour.  
6:00 to 6:30 p. m.—Ye Towne Cryer service.  
6:30 to 7:00 p. m.—States Restaurant orchestra.  
7:00 to 7:20 p. m.—Book review.  
7:20 to 7:30 p. m.—Sports-on-the-air.  
7:30 to 8:00 p. m.—DX.  
8:00 to 9:00 p. m.—Program, the Calpet orchestra.  
9:00 to 10:00 p. m.—National Broadcasting Company.  
10:00 to 11:00 p. m.—States Restaurant orchestra.  
**Saturday, September 17**  
6:45, 7:15 and 7:45 a. m.—Health exercises.  
8:00 to 9:00 a. m.—Sperry Flour happy hour.  
10:00 to 10:30 a. m.—Domestic economist.  
10:30 to 10:45 a. m.—Ye Towne Cryer service.  
11:30 to 12:50 p. m.—Kane's Hawaiians.  
12 noon—Time signals, Scripture reading.  
12:50 p. m.—Stock market quotations.  
1:00 to 2:00 p. m.—Fairmont Hotel concert orchestra.  
2:45 to 4:30 p. m.—Broadcast of baseball games.  
4:30 to 5:30 p. m.—Palace Hotel concert orchestra.  
5:30 to 6:00 p. m.—Twilight hour.  
6:00 to 6:30 p. m.—Ye Towne Cryer service.  
6:30 to 7:00 p. m.—States Restaurant orchestra.  
7:30 to 8:00 p. m.—DX.  
8:00 to 9:00 p. m.—National Broadcasting Company.  
9:00 to 11:00 p. m.—KPO Dance Orchestra.  
11:00 to 12:00 p. m.—Palace Hotel Dance Orchestra.

**KFWI—RADIO ENTERTAINMENTS, INC.  
SAN FRANCISCO—247**

**Sunday, September 11**  
12:30 to 1:30 p. m.—Organ recital.  
7:50 to 9:00 p. m.—Services from Sixth Church of Christ Scientist.  
9:00 to 10:00 p. m.—Laura Ellen Windsor and pupils.  
10:00 to 12:00 p. m.—Clyde Cooper's orchestra.  
**Monday, September 12**  
8:20 to 10:27 a. m.—Musical breakfast program.  
10:27 to 10:30 a. m.—U. S. weather reports.  
10:30 to 11:00 a. m.—Babette's fashion hints.  
11:00 to 12:00 p. m.—Organ recital.  
12:00 to 1:00 p. m.—Luncheon program.  
1:00 to 1:30 p. m.—Country store.  
1:30 to 2:00 p. m.—Cowell Dein, piano and banjo.  
2:00 to 5:00 p. m.—KFWI tea party.  
5:00 to 5:30 p. m.—Construction reports.  
5:30 to 6:00 p. m.—Theatrical announcements.  
6:00 to 7:00 p. m.—Dinner hour concert.  
7:00 to 7:15 p. m.—Sports by Geo. T. Davis.  
7:15 to 7:30 p. m.—Advertising talk.  
8:00 to 9:00 p. m.—Clyde Cooper's Roof Garden orchestra.  
9:00 to 9:30 p. m.—Geo. Taylor and Clem Kennedy.  
9:30 to 10:00 p. m.—Darnall Sisters.  
10:00 p. m.—Weather and police reports.  
10:03 to 12:00 p. m.—Clyde Cooper's Roof Garden orchestra.  
**Tuesday, September 13**  
7:00, 7:30 and 8:00 a. m.—Health exercises.  
8:20 to 10:27 a. m.—Musical breakfast program.  
10:27 to 10:30 a. m.—U. S. weather reports.  
10:30 to 11:00 a. m.—Beauty hints.  
12:00 to 12:30 p. m.—Musical luncheon program.  
12:30 to 1:00 p. m.—Organ recital.  
1:00 to 1:30 p. m.—Country store.  
1:30 to 2:00 p. m.—Cowell Dein, piano and banjo.  
2:00 to 5:00 p. m.—Construction reports.  
5:00 to 5:30 p. m.—Theatrical announcements.  
6:00 to 7:00 p. m.—Dinner hour concert.  
7:00 to 7:15 p. m.—Sports by Geo. T. Davis.  
7:15 to 7:30 p. m.—KFWI Builders of Progress Club.  
8:00 to 9:00 p. m.—Clyde Cooper's orchestra.  
9:00 to 10:00 p. m.—Barnes Vaudeville Agency.  
10:00 p. m.—Weather and police reports.  
10:03 to 11:00 p. m.—Clyde Cooper's orchestra.  
11:00 to 12:00 p. m.—Zezz Black's mysterious hour.  
**Wednesday, September 14**  
7:00, 7:30 and 8:00 a. m.—Health exercises.  
8:20 to 10:27 a. m.—Musical breakfast program.

10:27 to 10:30 a. m.—U. S. weather reports.  
10:30 to 11:00 a. m.—Cynthia Grey's column.  
11:00 to 12:00 p. m.—Organ recital.  
12:00 to 12:30 p. m.—Luncheon program.  
12:30 to 1:00 p. m.—Organ recital.  
1:00 to 1:30 p. m.—Country store.  
1:30 to 2:00 p. m.—Construction reports.  
2:00 to 5:00 p. m.—Theatrical announcements.  
5:30 to 7:00 p. m.—Louis Donato and Jack Kelsey.  
7:00 to 7:15 p. m.—Sports by Geo. T. Davis.  
7:15 to 7:30 p. m.—Studio program.  
8:00 to 9:00 p. m.—Clyde Cooper's Orchestra.  
9:00 to 10:00 p. m.—Clifford Schneider, baritone.  
10:00 p. m.—Weather and police reports.  
10:03 to 12:00 p. m.—Clyde Cooper's orchestra.  
**Thursday, September 15**  
7:00, 7:30 and 8:00 a. m.—Health exercises.  
8:20 to 10:27 a. m.—Musical breakfast program.  
10:27 to 10:30 a. m.—U. S. weather reports.  
10:30 to 11:00 a. m.—Fashion hints by Babette.  
12:00 to 12:30 p. m.—Musical luncheon program.  
12:30 to 1:00 p. m.—Organ recital.  
1:00 to 1:30 p. m.—Country store.  
1:30 to 2:00 p. m.—KFWI tea party.  
2:00 to 5:00 p. m.—Construction reports.  
5:30 to 6:00 p. m.—Theatrical announcements.  
6:00 to 7:00 p. m.—Dinner hour program.  
7:00 to 7:15 p. m.—Sports by Geo. T. Davis.  
7:15 to 7:30 p. m.—Kenneth A. Millican.  
8:00 to 9:00 p. m.—Studio program by Wm. Johnson.  
9:00 to 9:30 p. m.—Gloria Del Rae.  
9:30 to 11:00 p. m.—Bill Bennett.  
11:00 to 12:00 p. m.—Clyde Cooper's orchestra.  
**Friday, September 16**  
7:00, 7:30 and 8:00 a. m.—Exercise hour.  
8:20 to 10:27 a. m.—Musical breakfast program.  
10:27 to 10:30 a. m.—U. S. weather reports.  
10:30 to 11:00 a. m.—Beauty hints.  
11:00 to 12:00 p. m.—Organ recital.  
12:00 to 12:30 p. m.—Musical luncheon program.  
12:30 to 1:00 p. m.—Organ recital.  
1:00 to 1:30 p. m.—Country store.  
1:30 to 2:00 p. m.—Cowell Dein, banjo and piano.  
2:00 to 5:00 p. m.—KFWI tea party.  
5:00 to 5:30 p. m.—Construction reports.  
5:30 to 6:00 p. m.—Theatrical announcements.  
6:00 to 7:00 p. m.—Program arranged by Irene Smith.  
7:00 to 7:15 p. m.—Sports by Geo. T. Davis.  
7:15 to 7:30 p. m.—Talk by E. S. Daniels.  
8:00 to 9:00 p. m.—Clyde Cooper's orchestra.  
9:00 to 10:00 p. m.—California Sunshine Boys.  
10:00 p. m.—Weather and police reports.  
10:03 to 12:00 p. m.—Clyde Cooper's orchestra.  
**Saturday, September 17**  
7:00, 7:30 and 8:00 a. m.—Exercise hour.  
8:20 to 10:27 a. m.—Musical breakfast program.  
10:27 to 10:30 a. m.—U. S. weather reports.  
10:30 to 11:00 a. m.—Cynthia Grey's column.  
12:00 to 12:30 p. m.—Musical luncheon program.  
12:30 to 1:00 p. m.—Organ recital.  
1:00 to 1:30 p. m.—Country store.  
1:30 to 2:00 p. m.—Cowell Dein, piano and banjo.  
2:00 to 5:00 p. m.—KFWI tea party.  
5:00 to 5:30 p. m.—Construction reports.  
5:30 to 6:00 p. m.—Theatrical announcements.  
6:00 to 7:00 p. m.—Dinner hour concert.  
7:00 to 7:15 p. m.—Sports by Geo. T. Davis.  
7:15 to 7:30 p. m.—Geo. Taylor and Clem Kennedy.



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Private Instruction By Appointment  
**California  
Sport Shop**  
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near Mason  
SAN FRANCISCO, CALIF.

8:00 to 9:00 p. m.—Athena Alexandroff, soprano.  
9:00 to 12:00 p. m.—Clyde Cooper's orchestra.  
12:00 to 2:30 a. m.—KFWI hour of mirth.

**KLX—OAKLAND TRIBUNE  
OAKLAND—508**

**Monday, September 12**  
10:30 a. m.—Martha Lee; George Keneipp.  
5:30 to 6:30 p. m.—Brother Bob's club.  
7:00 to 7:30 p. m.—Amusement information.  
8:00 to 9:00 p. m.—Special program.  
9:00 to 10:00 p. m.—Weekly meeting of Lake Merritt Ducks.

**Tuesday, September 13**  
2:45 p. m.—Baseball.  
5:30 to 6:30 p. m.—Brother Bob.

**Wednesday, September 14**  
10:30 a. m.—Martha Lee.  
2:45 p. m.—Baseball.  
5:30 to 6:30 p. m.—Brother Bob.  
6:30 to 7:00 p. m.—Athen Athletic club orchestra.  
7:00 to 7:30 p. m.—Amusement information.  
8:00 to 9:00 p. m.—Educational program.  
9:00 to 10:00 p. m.—Special program.

**Thursday, September 15**  
2:45 p. m.—Baseball.  
5:30 to 6:30 p. m.—Brother Bob.  
6:30 to 7:00 p. m.—Ern Russell in "song and story."  
7:00 to 7:30 p. m.—Amusement information.

**Friday, September 16**  
2:45 p. m.—Baseball.  
5:00 p. m.—Martha Lee  
5:30 to 6:30 p. m.—Brother Bob.  
7:00 to 7:30 p. m.—Amusement information.  
8:00 to 9:00 p. m.—Community night program.  
9:30 to 10:30 p. m.—Athens Athletic club orchestra.

**Saturday, September 17**  
2:45 p. m.—Baseball.  
7:00 to 7:30 p. m.—Amusement information.

**KGO—GENERAL ELECTRIC  
OAKLAND—394**

**Sunday, September 11**  
11:00 a. m.—Church service.  
6:30 to 7:30 p. m.—Bem's Little Symphony.  
7:30 p. m.—Weather and baseball.  
7:35 to 9:00 p. m.—Church service.  
9:00 to 10:00 p. m.—National Broadcasting Company.

**Monday, September 12**  
11:30 a. m. to 1:00 p. m.—Hotel Leamington concert.  
12:30, weather; 1:00 weather; 1:03, S. F. stocks.  
4:00 to 5:00 p. m.—Hotel St. Francis dance orchestra.  
5:30 to 6:00 p. m.—KGO Kiddies' Klub.  
6:00 to 6:45 p. m.—Stanislas Bem's Little Symphony.  
6:45 p. m.—"What's Happening in the World."  
7:03, weather; 7:06, baseball; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).  
8:00 to 9:00 p. m.—National Broadcasting Company.  
9:00 to 9:20 p. m.—"Chats About New Books."

**Tuesday, September 13**  
11:30 to 1:00 p. m.—Hotel Leamington concert.  
12:30, weather; 1:00 weather; 1:03, S. F. stocks.  
2:00 to 3:00 p. m.—Pacific Radio Trade Association concert.  
4:00 to 5:00 p. m.—Hotel St. Francis orchestra.  
6:00 to 6:55 p. m.—Stanislas Bem's Little Symphony.  
6:55, news; 7:03, weather; 7:06, baseball; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).  
8:00 to 9:00 p. m.—(Oakland studio)—The Pilgrims.  
9:00 to 10:00 p. m.—National Broadcasting Company.  
10:00 to 10:30 p. m.—"HM" and "JP" entertain.  
10:30 to 11:00 p. m.—Surprise broadcast.

**Wednesday, September 14**  
11:30 to 1:00 p. m.—Hotel Leamington concert.  
12:30, weather; 1:00, weather; 1:03, S. F. stocks.  
2:00 to 3:00 p. m.—Pacific Radio Trade Association concert.  
4:00 to 5:00 p. m.—Hotel St. Francis orchestra.  
6:00 to 6:55 p. m.—Bem's Little Symphony.  
6:55, news; 7:03, weather; 7:06, baseball; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).  
8:00 to 9:00 p. m.—National Broadcasting Company.  
9:00 to 10:00 p. m.—John Wolohan's Californians.

**Thursday, September 15**  
11:30 to 1:00 p. m.—Hotel Leamington concert.  
12:30, weather; 1:00, weather; 1:03, S. F. stocks.  
2:00 to 3:00 p. m.—Pacific Radio Trade Association concert.  
4:00 to 5:00 p. m.—Hotel St. Francis Orchestra.  
5:00 to 6:00 p. m.—"Friends to Boys."  
6:00 to 6:55 p. m.—Bem's Little Symphony.  
6:55, news; 7:03, weather; 7:06, baseball; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).  
8:00 to 9:00 p. m.—KGO players.  
9:00 to 10:00 p. m.—National Broadcasting Company.  
10:00 to 12:00 p. m.—Hotel St. Francis dance orchestra.

**Friday, September 16**  
11:30 a. m. to 1:00 p. m.—Hotel Leamington concert.  
12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
2:00 to 3:00 p. m.—Pacific Radio Trade Association concert.  
4:00 to 5:00 p. m.—Hotel St. Francis Concert Orchestra.  
5:30 p. m.—Wise man from the Land-O-Health.  
6:00 to 6:45 p. m.—Bem's Little Symphony.  
6:45 to 6:55 p. m.—"Weekly Financial Review."  
6:55, news; 7:03, weather; 7:06, baseball; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).

8:00 to 9:00 p. m.—Western Artist Series.  
9:00 to 10:00 p. m.—National Broadcasting Company.  
10:00 to 11:00 p. m.—Hotel St. Francis dance orchestra.

**KFI—EARLE C. ANTHONY, INC  
LOS ANGELES—468 METERS**

**Saturday, September 17**  
11:30 a. m. to 1:00 p. m.—Hotel Leamington concert.  
12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
2:00 to 3:00 p. m.—Pacific Radio Trade Association concert.  
4:00 to 5:00 p. m.—Hotel St. Francis Concert Orchestra.  
8:00 to 10:00 p. m.—National Broadcasting Company.  
10:00 p. m. to 1:00 a. m.—Wilt Gunzendorfer's Band.

**Sunday, September 11**

10:00 a. m.—Morning church services.  
6:00 to 6:30 p. m.—Santa Anita Trio.  
6:30 to 7:00 p. m.—Boris Myronoff, concert pianist.  
6:58 p. m.—Father Ricard's forecast.  
7:00 p. m.—Aeolian organ recital.  
8:00 p. m.—Packard classic hour.  
9:00 p. m.—National Broadcasting Company.  
10:00 p. m.—Billy Cox and his Packard Eight Orchestra.

**Monday, September 12**  
5:30 p. m.—Carl Hansen, musical saw.  
6:15 p. m.—Radiatorial.  
6:30 p. m.—Gamut male quartet.  
7:00 p. m.—Gene Johnston's Music Box hour.  
8:00 p. m.—National Broadcasting Company.  
9:00 p. m.—Shell Company of California.

**Tuesday, September 13**  
5:30 p. m.—The Dragon Hawaiians.  
6:15 p. m.—Music appreciation chat.  
6:30 p. m.—J. Walter Leopold, pianist-composer.  
7:00 p. m.—Pal O' Mine Trio.  
8:00 p. m.—Song recital by Virginia Flohri  
9:00 p. m.—National Broadcasting Company.  
10:00 p. m.—Collegiate Aeolians Dance Orchestra.

**Wednesday, September 14**  
5:30 p. m.—Sebastians Cotton Club Orchestra.  
6:15 p. m.—Radiatorial period.  
6:30 p. m.—Bill Funk and his Packard Six Orchestra.  
7:30 p. m.—Nick Harris detective stories.  
8:00 p. m.—California Petroleum Corporation.  
9:00 p. m.—National Broadcasting Company.  
10:00 p. m.—Virginia McCoy, contra-contralto.

**Thursday, September 15**  
5:30 p. m.—Elkin's and Hite's Dixieland Orchestra.  
6:15 p. m.—Radiatorial period.  
6:30 p. m.—Don Parker, popular pianist.  
7:00 p. m.—Pastel Trio, Ira D. Morgan, soloist.  
8:00 p. m.—Program of song poems with Dorothy Woods.

**Friday, September 16**  
5:30 p. m.—Matinee program.  
6:15 p. m.—Radiatorial period.  
6:30 p. m.—Lois s' biteman  
7:00 p. m.—Program by Paul Roberts.  
8:00 p. m.—Program of popular music.  
9:00 p. m.—National Broadcasting Company.  
10:00 p. m.—Packard Ballad Hour.

**Saturday, September 17**  
5:30 p. m.—Strangers Social Club Orchestra.  
6:15 p. m.—Radiatorial period.  
6:30 p. m.—Vest Pocket program.  
7:00 p. m.—Henry Starr, pianist and vocalist.  
7:30 p. m.—Felipe Delgado  
8:00 p. m.—National Broadcasting Company.  
9:00 p. m.—Program by Maurice Dyer.  
10:00 p. m.—Packard Radio Club.  
11:00 p. m.—KFI Midnight Frolic.

**KJR—NORTHWEST RADIO CO.  
SEATTLE—348**

**Sunday, September 11**  
6:00 to 7:45 p. m.—Dinner Hour Concert.  
7:45 to 8:00 p. m.—Twilight Organ Hour.  
8:00 to 9:15 p. m.—Evening services.  
9:15 to 10:45 p. m.—Camlin Hotel concert orchestra.

**Monday, September 12**  
5:40 to 6:00 p. m.—Stock quotations.  
6:00 to 6:30 p. m.—Time signals, sport news.  
6:30 to 8:00 p. m.—Henri Damski's concert orchestra  
8:00 to 10:00 p. m.—Studio program.  
10:00 p. m.—Time signals.

**Tuesday, September 13**  
5:40 to 6:00 p. m.—Stock quotations.  
6:00 to 6:30 p. m.—Time signals, sports news.  
6:30 to 8:00 p. m.—Camlin Hotel concert orchestra.  
8:00 to 10:00 p. m.—Studio program.  
10:00 p. m.—Time signals.  
10:00 to 11:00 p. m.—Vic Meyers' dance orchestra.

**Wednesday, September 14**  
5:40 to 6:00 p. m.—Stock quotations.  
6:00 to 6:30 p. m.—Time signals, sport news.  
6:30 to 8:00 p. m.—Camlin Hotel concert orchestra.  
8:00 to 10:00 p. m.—Studio program.  
10:00 p. m.—Time signals.

**Thursday, September 15**  
5:40 to 6:00 p. m.—Stock quotations.  
6:00 to 6:30 p. m.—Time signals, sport news.  
6:30 to 8:00 p. m.—Camlin Hotel concert orchestra.  
8:00 to 9:00 p. m.—Studio program.  
9:00 to 10:00 p. m.—Concert by Henri Damski's orchestra.  
10:00 p. m.—Time signals.

**Friday, September 16**  
5:40 to 6:00 p. m.—Stock quotations.  
6:00 to 6:30 p. m.—Time signals, sport news.  
6:30 to 8:00 p. m.—Camlin Hotel concert orchestra.

8:00 to 10:00 p. m.—Studio program.  
10:00 to 11:00 p. m.—Vic Meyers' dance orchestra.  
**Saturday, September 17**  
5:40 to 6:00 p. m.—Stock quotations.  
6:00 to 6:30 p. m.—Time signals.  
6:30 to 8:00 p. m.—Camlin Hotel concert orchestra.  
8:00 to 10:00 p. m.—Studio program.  
10:00 p. m.—Time signals.

**KGW—MORNING OREGONIAN  
PORTLAND—491.5**

**Sunday, September 11**  
7:30 to 9:00 p. m.—Evening Church services.  
9:00 to 10:00 p. m.—N. B. C. program.  
10:00 to 11:00 p. m.—Little Symphony orchestra.

**Monday, September 12**  
6:00 to 7:00 p. m.—Dinner concert.  
7:30 to 7:45 p. m.—Utility service.  
8:00 to 9:00 p. m.—N. B. C. program.  
9:00 to 10:00 p. m.—Concert.

**Tuesday, September 13**  
6:00 to 7:00 p. m.—Dinner concert.  
7:00 to 7:30 p. m.—"Travelogue."  
7:30 to 7:45 p. m.—Utility service.  
7:45 to 9:00 p. m.—Educational program.  
9:00 to 10:00 p. m.—N. B. C. program.  
10:00 to 12:00 p. m.—Dance music.

**Wednesday, September 14**  
6:00 to 7:00 p. m.—Concert orchestra.  
7:30 to 7:45 p. m.—Utility service.  
8:00 to 9:00 p. m.—Concert.  
9:00 to 10:00 p. m.—National Broadcasting Company.

**Thursday, September 15**  
6:00 to 7:00 p. m.—Dinner concert.  
7:30 to 7:45 p. m.—Utility service.  
7:45 to 8:00 p. m.—Lecture.  
8:00 to 9:00 p. m.—Concert.  
9:00 to 10:00 p. m.—N. B. C. program.

**Friday, September 16**  
6:00 to 7:00 p. m.—Dinner concert.  
7:30 to 8:00 p. m.—Program.  
8:00 to 9:00 p. m.—Concert.  
9:00 to 10:00 p. m.—National Broadcasting Company.  
**Saturday, September 17**  
6:00 to 7:00 p. m.—Dinner concert.  
8:00 to 9:00 p. m.—National Broadcasting Company.  
10:00 to 12:00 p. m.—Dance music.

**Fall Classes by  
U. C. Extension**

U. C. Extension is announcing fall classes in the delightful study of short story writing for the fiction magazines, feature story writing and travel stories for the magazines and newspapers, and news stories and editorial writing for the newspapers.

The news and feature story classes will open Tuesday evening, September 13th at 7 and 8 o'clock in room 263 Pacific building, Fourth and Market streets, San Francisco. The fiction writing classes, one for beginners and another for those who have essayed short story writing, will open Wednesday evening, September 14, at 7 and 8 p. m. in room 342 Pacific building.

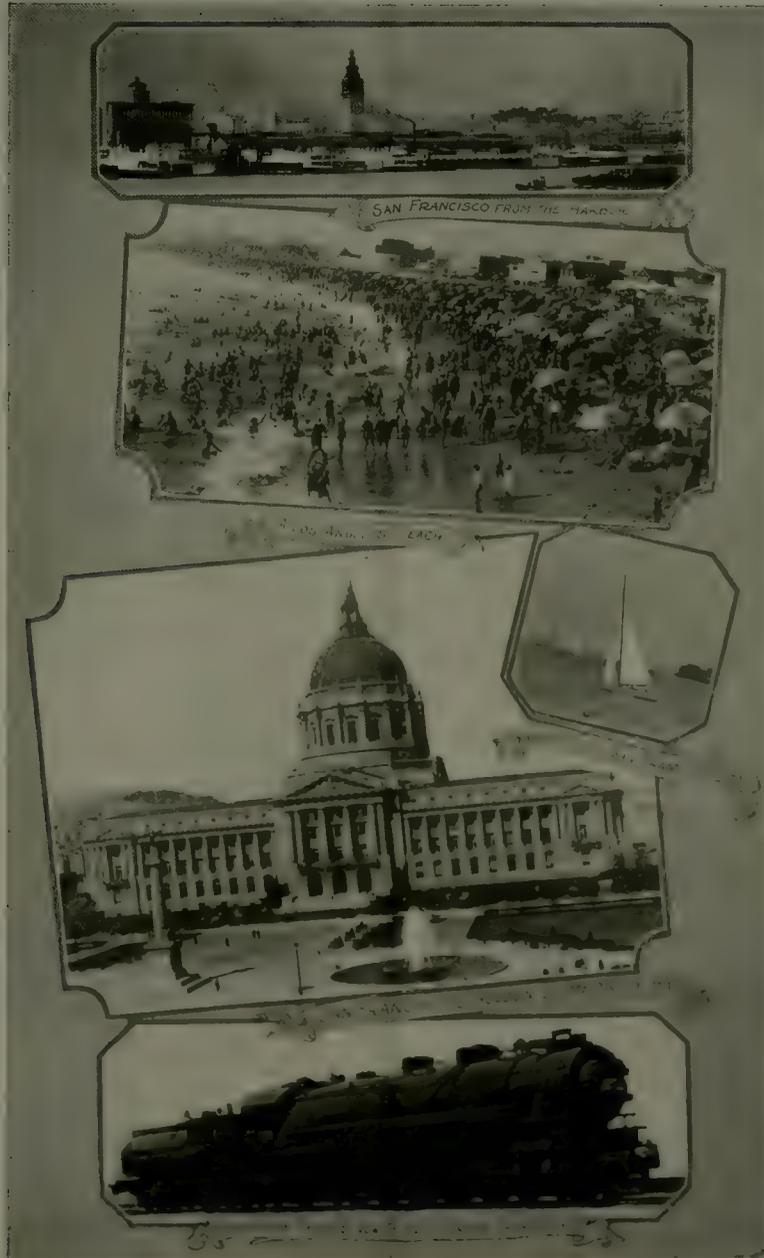
The classes are all open to the public. Information how to register for these classes may be had at U. C. Extension offices or at headquarters, 140 Kearny street, San Francisco, phone Kearny 100. The classes will be conducted by Gilbert G. Weigle, writer and journalist.

Willis—I hear you are going to be married.

Gillis—Yes, I'm on my way downtown now to buy the furniture. I've got to get some kitchenette equipment, a bedroom suite, a dining room set, some living room furniture and a piano.

Willis—How many rooms are you going to have?

Gillis—One.



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 4000**  
 585 Post. St.,  
 San Francisco

**Society**  
 (Continued from Page 5)

**Pretty Shower**

Miss Betty Bloch of 54 Prospect avenue is giving a shower in compliment to her cousin, Miss Elsa Bloch, at the Hotel Mark Hopkins next Saturday, at tea, in compliment to her forthcoming marriage to Mr. Edward Knudtsen, of this city.

\* \* \*

**Luncheon Party**

A charming luncheon was given Tuesday, at the Hotel Mark Hopkins by Mrs. Charles M. Gordon in honor of her mother, Mrs. G. D. Stevens of Woodland, who is visiting here for a short time. The table decorations were American Beauty roses attractively placed.

\* \* \*

**Bridge Party**

A luncheon and bridge is to be held at the Hotel Mark Hopkins on September 6th at which Mrs. M. H. Levy will be hostess celebrating the semi-annual affair of the Non Chalot's Club, of which Mrs. W. H. Levy is president.

\* \* \*

**Bridge-Luncheon**

Mrs. E. J. Wallis of Divisadero street entertained during the week at a bridge-luncheon given in honor of Mrs. LeRoy Linnard, nee June Horton, a recent bride whose wedding to Mr. LeRoy Linnard of the Fairmont Hotel was one of the fashionable society events of June, at the home of the bride at Clinton, Iowa. Since coming to San Francisco, a number of affairs have been given to welcome Mrs. Linnard here. Mrs. Wallis and her daughter, Miss Virginia Wallis have just returned from spending several months at the Wallis country home, "Cressbrook," at Hatboro, Pennsylvania. Miss Wallis is a student at the University of California and a graduate of Miss Burke's School.

\* \* \*

Several interesting dinners will precede the opening performance of "Hay Fever" at the Community Playhouse, on Thursday evening.

Mr. and Mrs. Mark L. Gerstle are having twenty guests for dinner, later going on to the theater.

Miss Crissey Dohrmann is having a party of young people for the opening. Other theater and dinner parties being arranged for Thursday evening are those of Mr. and Mrs. Charles Deering, Mr. and Mrs. J. C. Berendsen, Dr. and Mrs. T. H. Mehrtens, Mrs. Louis Hertz, Mrs. Augusta Bayer, Mrs. Irvin J. Wiel, Dr. and Mrs. Henry J. Phillips, Mrs. Hugh C.

Bishop, Mrs. R. S. Shainwald and Miss Florence N. Ewing.

\* \* \*

**Engagement Announced**

The announcement of the engagement of Miss Beatrice Rixon to Mr. Frank J. Stafford was told at a bridge tea given on Saturday at the home of the bride-elect, Alameda. The tea was planned in honor of Mrs. Jack Mortimer (Virginia Miner) and the betrothal news was a happy surprise event.

Miss Rixon is the daughter of Mr. and Mrs. Ernest F. Rixon who have made Alameda their home for the past seventeen years. Mr. Frank Stafford is the son of Mrs. Marie Stafford and the late Dr. Stafford of Alameda and brother of Dr. Douglas D. Stafford, also of Alameda. Miss Rixon was a student of the Alameda High School and left to take a trip with her parents to Europe and since their return the popular young bride-to-be has been assisting her father in his steamship business.

Mr. Stafford is also connected with the steamship business, having been associated with Thomas Cook and Son for a number of years.

**Beautiful Affair**

The Rixon home was beautifully decorated with the season's choicest flowers for the happy occasion. The betrothal news was revealed in a novel way. Master Ernest Granger Rixon and the small daughter of Mr. and Mrs. Walter Wiebalk entered the room dressed as bride and groom and distributed the engagement announcements.

The lovely affair was most charming in every appointment and showers of congratulations were the order of the day with the "surprise" of the afternoon's pleasure making a charming manner of telling friends the news.

\* \* \*

**Opera Committee**

A committee headed by Mrs. Alfred Hendrickson (Leonora Armsby) met last week in one of the opera suites at the Clift Hotel to discuss plans of general procedure during the San Francisco opera season.

Other details of administration and organization were discussed by the committee, whose membership includes: Mesdames Kenneth Mont-eagle, John I. Dakin, Wm. D. M. Shuman, John C. Burgard, Robert W. Miller, William Magee Jr., William Hillman, Herbert J. O'Brien, Bliss Rucker and Misses Barbara Sesnon, Adelia Leet, Mary B. Moore, Evelyn McLaughlin and Elizabeth Moore.

**Pleasure's Wand**

(Continued from Page 7)

the St. Francis Theater, where it is drawing crowds still, although long past its booking season. Not as long as people want this picture of the Foreign Legion will a change be made, although "The Cat and the Canary" is next on the program.

Laura La Plante takes the girl role in the mystery story built upon the well known stage play which had such a run at the Alcazar. Creighton Hale, and Arthur Edmond Carew are in the cast of "The Cat and the Canary."

\* \* \*

**California**

"Camille," starring Norma Talmadge, will claim the California another week, so we are informed in keeping with its policy. Gilbert Roland, Lilyan Tashman, Alec B. Francis, Maurice Costello, Rose Dione, Harvey Clark, Helen Jerome Eddy are in the cast.

Lupino Lane in "Monte of the Mounted," has been shown this past week as an educational comedy.

Gino Severi presents the California concerts with big success, many operatic selections having a special arrangement by Severi.

\* \* \*

**Little Theater**

The Little Theater of the University of California will begin its seventh season Friday night, September 16, presenting both Friday and Saturday nights, Philip Barry's comedy, "In a Garden," written for and played by Laurette Taylor.

Wheeler Hall, University of California campus, provides the setting for this play.

\* \* \*

**Community Playhouse**

"Hay Fever," a frothy farce played by local players of the Players' Guild, will continue tonight at the Community Playhouse, Sutter and Mason streets in the San Francisco Woman's Building with Emelie Melville in the starring role. Reginald Travers has the direction of this play, bespeaking superlatively fine direction and correctness of detail. Stanley W. MacLewee is manager of the Guild plays.

The little theater of this community playhouse is ideal for just such productions. The acoustics of

the handsome playhouse are practically perfection itself. The comfort and the charm of the theater are additional lures for those who go to see the excellent productions of the Players' Guild.

Curtis Arnall, of "The Barker" fame, Vernon Leftwich, Juanita Gale, John Breeden, Dorothea Wilson, Barrie O'Daniels, Doris Canny and Olive Folsom are in the cast.

\* \* \*

**Famous Star Attracts**

Ruth Chatterton, the famous dramatic star, comes to the Curran Theater, September 12 for a brief engagement in "The Devil's Plum Tree," by John Colton.

This great artist needs no introduction to the theatergoers here. Most of them have seen her at one time or another and always with admiration for her charming personality and great artistry. Miss Chatterton, who is now under the management of Homer Curran, was last seen here in "The Green Hat."

Mr. Colton, author of "The Shanghai Gesture" and "Rain" and other successes, has taken for this play the salient points of a drama written by Milian Begovic, a young Czecho-Slovakian author, and has woven them into new shape. He has preserved all the atmosphere of the original, while making the story more acceptable to American audiences.

Miss Chatterton has one of the strongest roles she has ever played; that of a wild young Croatian mountain girl of the fifteenth century. An excellent cast that includes Edward Leiter, Kenneth Thomson, Ivis Goulding and Montague Glass, support the star.

\* \* \*

**Three Swedish Film Notables Are United**

Metro-Goldwyn-Mayer will combine the three Swedish characters in motion pictures in a single production: "The Divine Woman," first starring vehicle of Greta Garbo. The trio is Miss Garbo, Lars Hanson and Victor Seastrom.

Hanson has been chosen for leading man in the new picture. Brought from Sweden, where he was the leading actor of the stage, at the same time Miss Garbo was, he scored in "Captain Salvation" and "Flesh and the Devil" while she reaped triumphs in "The Torrent," "The Temptress," "Flesh and the Devil" and others. Seastrom is famous for directing "He Who Gets Slapped," "The Scarlet Letter," "The Wind," and others. The new picture will mark the first time the three have worked together.

The new play is a filmization of Gladys Unger's "Starlight," in which Doris Keane played before the foot-



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**IN THE SUPERIOR COURT**

of the State of California, in and for the City and County of San Francisco

Margaret Vanderboegt, Plaintiff, vs. John W. B. Vanderboegt, Defendant.  
No. 184626

Action brought in the Superior Court of the State of California in and for the City and County of San Francisco, and the complaint filed in the office of the County Clerk of said City and County.

The people of the State of California send greeting to John W. B. Vanderboegt, Defendant.  
You are hereby required to appear in an action brought against you by the above-named Plaintiff in the Superior Court of the State of California, in and for the City and County of San Francisco, and to answer the Complaint filed therein within ten days (exclusive of the day of service) after the service on you of this summons, if served within this City and County, or if served elsewhere within thirty days.

The said action is brought to obtain a judgment and decree of this Court dissolving the bonds of matrimony now existing between plaintiff and defendant on the grounds of defendant's wilful desertion and wilful neglect, also for general relief, as will more fully appear in the Complaint on file, to which special reference is hereby made.  
And you are hereby notified that unless you appear and answer as above required, the said Plaintiff will take judgment for any money or damages demanded in the complaint as arising upon contract or will apply to the Court for other relief demanded in the complaint.

Given under my hand and the Seal of the Superior Court of the State of California, in and for the City and County of San Francisco.  
Dated this twenty-seventh day of July 1927.

H. I. MULRENY, Clerk.  
By J. J. RAFFERTY, Deputy Clerk.

(Seal)  
Austin Lewis, 473 Mills Bldg. San Francisco, Attorney for Plaintiff.

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Boston, Mass.	157.76
Buffalo, N. Y.	124.92
Birmingham, Ala.	102.86
CHICAGO	90.30
Cleveland, Ohio	112.86
Denver, Colo.	67.20
Detroit, Mich.	109.92
Fort Worth, Texas	75.60
Jacksonville, Fla.	124.68
Kansas City, Mo.	75.60
Knoxville, Tenn.	113.60
Minneapolis, Minn.	91.90
New Orleans, La.	89.40
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lights, and is the romance of a French stage actress.

### Night Clubs, Gangs In Store for Chaney

"The Big City," a vivid drama of life amongst gangsters and in the night clubs of New York, is to be the next vehicle for Lon Chaney, who recently completed "The Hypnotist." It is an original story by Tod Browning, who will also direct it. Chaney will play a New York gangster in a strange plot of intrigue and mystery in the night clubs and the New York underworld. Waldemar Young is now at work on the scenario.

The Browning-Chaney combination is responsible for "The Unholy Three," "The Road to Mandalay," "The Unknown," and other notable Chaney plays, and Waldemar Young has been the scenarist for most of them, making a distinctive "Chaney trio" of the three. A notable cast is being assembled for the new picture, work on which will start within a few days.

### World's Most Famed Woman Athlete Tries Fortune on Screen

Lillian Copeland, most famous woman athlete in the world, and holder of international championships in shot-put, discus and javelin events, has been added to the cast of Marion Davies' new Metro-Goldwyn-Mayer starring vehicle, "The Fair Co-ed," an adaptation of George Ade's and Gustav Luder's stage play. She is one of the many famous athletes in the picture, as Johnny Mack-Brown, Alabama's all-American football star, plays the leading male role and Earl Merritt, star halfback of Pomona College and Morley Drury, captain of the University of Southern California team, are in the cast.

The play is a lilting romance of college life, with fraternity and sorority activities, college athletics and other colorful details. The screen players include Jane Winton, George Cooper, Thelma Hill, Edward Connelly, Gene Stone and others. Sam Wood is the director.

### Lion of Trade Mark First Animal To Be Shipped by Airplane

"Leo," the famous original of the Metro-Goldwyn-Mayer film trade mark, and one of the largest and most majestic lions in films, is to have the strangest honor in the world. He will be the first animal shipped by airplane—when he flies in a non-stop flight from California to New York, piloted by Martin Jensen, second-place winner in the Dole California-to-Hawaii race.

In a special plane, in which a cage has been built for Leo, the trip will be made across the continent to establish Leo as the "Lindbergh of Lions." Jensen and the M-G-M plane will return to the coast as an entrant in the New York-to-Spokane race.

The plane has been specially built with ventilating and heating arrangements for the lion's cage, as well as an arrangement for feeding and watering him on the trip.

Jensen flew the "Aloha" in the flight to Hawaii, making it in twenty-eight hours and sixteen minutes, after being lost four hours in the fog, which gives some idea of the time he expects to make with "Leo" enroute to New York.

### At the Elder Gallery

Stephen Child, whose interesting book on Landscape Architecture has recently been published by the Stanford University Press, will speak in the Paul Elder Gallery Saturday afternoon, September 17, at 2:30 o'clock, on the general subject of "Landscape Architecture." His purpose will be to set forth the methods and principles of the art simply and clearly, that the purpose of the landscape architect may be better understood. Prof. John W. Gregg, of the Department of Landscape Design, U. C., will contribute to the program. Mr. Child has had many years experience in the field of city planning and is a member of the most important national societies. His book is arranged as a series of letters from a landscape architect to his client and deals thoughtfully with a collection of problems, advantageously juxtaposed and chosen from the practice of the modern landscape architect.

### Courtesy Makes for Safety on the Highway

Safety on the highway can be greatly increased if motorists practice the fundamental rules of courtesy. The courteous motorist will not monopolize the worn path over recently spread gravel, compelling all others to turn out into the loose gravel. Another example cited is that of cars meeting on a grade. The car going up the hill should have the right of way over the one descending it is pointed out. This is the rule in mountain districts.

Dealers in Tokio, Japan, will accept used cars as payments for new ones, but first must know that a market can be found for the old one. Low terms on new cars in Brazil and Argentina account for the fact that used cars are not in great demand in those countries.



Edited by Florence de Long

**THE HOLY LOVER**, by Marie Conway Oemler; Boni & Liveright, \$2.00.

Mrs. Oemler has apparently delved deep into the chronicles of the past and the records of the life of John Wesley as they were carefully kept by that austere churchman during his life in Georgia. To the laymind—the methodical, hardheaded business mind—he will seem foolish; to the conservative, social mind, he will seem selfish, a highly specialized dog-in-the-manger; to the churchly mind, he will be considered a martyr. But at whichever angle you approach the book, you will enjoy reading it to the end because you will realize that it is to a great extent an authentic account of the history of those primitive days in early Georgia and a pretty thorough account of the life and struggles of John Wesley himself.

If Wesley had not, in his early youth, had such a theoretical, reasoning sort of mind, he would not have made so much trouble for himself in his early manhood. He seemed to sense the Faith, but did not seem able to absorb it. He had to have a reason for everything. And when he could not evolve the intricacy for himself, he was wont to consult everybody with whom he came in contact. Everyone in the Colony, therefore, had reason to know the story of his love for Sophie Kopkey, but opinions were vastly different as to his treatment of her.

If Sophie had been a flapper of the modern type—the kind of girl who knows her way around before she enters high school—the story would have been different. If she had desired John Wesley, she would have had him, even as friend Delamotte was afraid she would. If she had not cared to attach him to herself, he would soon have been sent about his business, and the Methodist Church might have had to look to another ancestor. It was through his longing and suffering and final renunciation of the idea of marriage with Sophie that he became the austere rock upon which Methodism is founded. However, his trails to the heights, the by-paths into which he attempted to side-step, the stumbling blocks over

which he faltered, the exhausting struggles to attain his goal, are pathetic.

All this Mrs. Oemler has taken infinite pains to unfold to us in her entertaining manner. Her pen flows along so easily, her enjoyment in the presentation is so evident, and her apparent accuracy of description and of record so interesting that they carry the reader on to the end with real pleasure, no matter to which side the sympathy leans.

John Wesley's manner of leaving Georgia is cleverly told. He has announced his intention of going to England. Because of the charges made pro and con, the magistrates insist that he cannot leave Georgia before the matter has been cleared up. They demand a bond which is not forthcoming. Then they post a notice to all officers and sentinels to prevent Mr. Wesley from leaving the Colony.

"Wesley paid about as much attention to this notice as he had to Williamson's. Maybe he understood that nothing he could do would please the magistrates so much as his leaving the Province. He was their dear little white elephant, and they didn't know what to do with him. They couldn't shoot him, or sell him, or give him away, nor yet use an elephant goad. There he was, trumpeting defiance, doing exactly as he pleased, and God knows whose feet or fact he would smash flat before he finished! A sacred white elephant at large! If he elected now to return to his own stamping ground, should they say him nay? But—there was the Majesty of the Law. They had to make the gesture of upholding the Majesty of the Law! Hence the notice in the Great Square. It is quite possible that if any citizen of Savannah had taken that notice seriously enough to try to prevent Mr. Wesley's departure, the magistrates would have mobbed him and then kept him in jail for the term of his natural life."

Don't you love that!

The book is cleverly written and gives us a splendid idea of the first provinces of our country and the hardships undergone by some of its early settlers. It is well worth reading.

(Continued on Page 16)

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Miss Linscott

### Santa Cruz Girl Conquers Waters of Golden Gate

Phyllis Linscott, seventeen-year-old daughter of Mr. and Mrs. R. L. Linscott of Santa Cruz, conquered our Golden Gate in just thirty-five minutes, last Sunday, the 4th. Half a dozen young men swimmers entered the water two minutes ahead of Miss Linscott, but the seaside mermaid ran away from her company and finished a full 300 yards ahead of the field. The water was extremely cold and a heavy fog hung over the Golden Gate as Miss Linscott plunged in the sea, but she never hesitated a second, and struck out from Lime Point with a steady stroke that fairly ate up the distance to Fort Point. The male swimmers were just taking the jaunt as training for the Chronicle's Golden Gate swim on September 18th, and all of them, except one who was taken aboard one of the pilot boats when half way across, made it nicely, though at a slower pace than that of the mermaid.

Syd Foster of the Dolphin Club, acted as emergency and volunteer pilot for the swim, and Capt. King and his sturdy crew from the Fort Point Life Saving Station, stood by to lend all assistance possible.

### New Era of Development For Victory Highway

Every channel of business will benefit from an increase in motor tourist travel destined to come to Northern and Central California as the result of a new era of development for the Victory Highway which began this week.

This is the belief expressed here by local highway enthusiasts following the announcement recently that the California State Automobile Association and the Victory Highway Association had joined hands to further

improve and exploit this important transcontinental highway artery.

H. J. Brunner, chairman of the Highways Committee of the State Automobile Association, today outlined a plan of exploitation which will bring the merits and attractions of the Victory Highway before millions of motorists throughout the country. It includes the following steps:

1—Publication of strip maps covering the Victory Highway. These will be used by A. A. A. motor clubs throughout the country in routing motorists to California. James W. Johnson is now logging the route and gathering data for the maps.

2—A nation-wide publicity campaign featuring the scenic attractions and touring possibilities of the Victory Highway.

3—Active co-operation of 927 other A. A. A. motor clubs throughout the country in bringing the advantages of the Victory route to the attention of motorists planning trips to the West.

\* \* \*

### How to Remove Squeaks From Hood

The hood of your car, being made of sheet metal, frequently squeaks. This can be eliminated by applying a little grease to the lacing around the hood ledge.

\* \* \*

### Method of Greasing Spring Shackles

If you cannot get the grease or oil through the spring shackles of your car, they should be taken out and a wire run through the lubrication recesses. You can then remove all foreign substances and old grease before installing again.

\* \* \*

### Keep Your Tires Properly Inflated

Do not run the regular cord or high pressure tire under-inflated to get balloon tire results. The working of fabric will crack the side walls and separate the cord layers from the rubber that holds them together. Friction between the cords will cause blow-outs.

\* \* \*

### Millions Saved from Scrap Heap

The largest reclamation and restoration plant in the United States is operated by the Santa Fe Railway at Corwith, a suburb of Chicago. Covering fifteen acres of ground with modern buildings, shops, and two rolling mills are employed in the rejuvenation of thousands of tons of material and equipment that is put back in service at a saving of considerably more than \$1,500,000 to the company annually.

The Santa Fe was the pioneer railroad in the systematic reclamation of

used material. A reclamation plant was established at Corwith in 1907 with a 10x12 shanty for an office and a box car body for a blacksmithy. Now the plant covers fifteen acres and employs an average of 650 men.

Material is gathered from all points on the system of nearly 13,000 miles shipped to Corwith, the official states. Useful material classified as scrap is carried to the reclamation plant, principally in coal cars that otherwise would return empty. The cars containing scrap are unloaded by giant cranes, operating steel magnets. Scrap brass is assorted by a magnetic sorter.

After the classification, scrap material unfit for further use is sold as scrap, while parts found on close inspection suitable for use with repairs, is taken into the shops for overhauling. Iron and steel badly worn and not economical to repair is melted, re-rolled and made into new articles such as track fittings, bolts, car forgings, etc. Locomotive and car axles are reconditioned and returned to service if their size will permit.

In 1925 there was received at the Corwith plant 2756 cars of miscellaneous scrap and brass; 178 cars of rails and 16 cars of wheels, totaling 74,481 tons for all of which \$1,592,996 was received. A total of 11,133 tons of scrap was used in manufacturing new material at a saving of \$364,558.

The Santa Fe also operates a shop at San Bernardino where last year 12,658 tons of light steel rails and 3448 tons of scrap rails were handled and sold at a saving of \$79,201. There also was reconditioned at these shops 1993 tons of heavy steel rails.

### Library Table

(Continued from Page 15)

"THEY ALSO SERVE," by Peter B. Kyne, Cosmopolitan Book Corporation, New York, \$2.00.

Peter B. Kyne has struck a new note in his latest book—"They Also Serve," for he has made the horse, the humble, almost extinct horse, the hero of this new tale.

Annals of the Great War have been written and rewritten from many viewpoints—the officer's, the dough-boy's, the marine's, the aviator's; but Mr. Kyne writes of it as it might be told by one of those gallant conscripts—the artillery horses. Kyne knows the army, he knows men and he knows horses. The hero, "Professor," tells with the ease of a natural raconteur, this story of the carefree days when he is the pride of Cowboy Ern Given, and the star of the rodeo, and then of the terrible but wonderful days at the front.

# From Brighter Pens Than Ours

"Did you ever catch your husband flirting?"  
"Only once."  
"What did you do to him?"  
"Married him."—Tit Bits.

\* \* \*

Mrs. Blanks—You simply must stay with us; we're close to a beautiful old golf course.

Visitor—How old is it?  
"I'm not so sure, but my husband can remember someone going round it in 69."—Answers.

\* \* \*

Nurse (announcing the expected)—Professor, it's a little boy.

Professor (absent-mindedly)—Well, ask him what he wants.—Answers.

\* \* \*

Teacher (during history lesson)—What are the races that have dominated England since the invasion of the Romans?

Small Boy—The Derby and the Grand National, miss.—Kentish Observer.

\* \* \*

Archer—Do you believe a rabbit's foot brings good luck?

Arrow—Rather! My wife found one in my pocket once and thought it was a mouse.—Answers.

\* \* \*

Missing—"Where is the car?" demanded Mrs. Diggs. "Dear me!" ejaculated Professor Diggs. "Did I take the car out?"

"You certainly did. You drove it to town."  
"How odd! I remember now that after I got out I turned round to thank the gentleman who gave me the lift and wondered where he had gone."—Tit Bits.

\* \* \*

**Souvenir**—(To Last Year's Carnival Girl)

Pretty Jane, does this remind you,  
Once you spent a week-end here,  
And departing left behind you  
Undies on my chiffonier?

(Ed. Note—For benefit of clergy: The boys move out of the fraternity houses during Carnival.)

—Dartmouth Jack-o'-Lantern.

\* \* \*

Teacher—Where is Berlin?

Little Bosco—In New York, writing a new song hit.—Brown Jug.

\* \* \*

She—What did you do with that darling costume you wore to the ball?

Ida—I glued it in my scrap book.—Colgate Banter.

\* \* \*

Advice to Damsels—Never let a fool kiss you and never let a kiss fool you.

\* \* \*

**Show Me the Way**—Little girls today believe that they should be seen. . . .

\* \* \*

The hand is faster than the eye. That's why you see so many black eyes.

\* \* \*

"Who's the lady with the little wart?"  
"Sh-h-h! Keep still. That's her husband."

# Noteworthy News of the Week

Even with the advance guard of some 6000 women of the Parent-Teacher Association in the front line of trenches of the supervisorial chambers, the Finance Committee failed in an attempt to jam the \$3.66 tax rate through to final passage, last Tuesday. The additional 12c was to go to the Board of Education appropriation. Final action is postponed for one week on this question.

\* \* \* \* \*

A new building to house the Islam Temple will be built in the downtown district, costing \$5,000,000. It will be thirty-five stories in height, five stories higher than the Russ building.

\* \* \* \* \*

The cost to the United States Navy for its search and patrol for the lost Hawaiian flyers in the Dole race has been put at \$67,238, for the fuel alone. Other outlays swell the expense beyond the expert's first estimate of \$90,000.

\* \* \* \* \*

Additional entries in the National Air Derby, which is to take place this month, have been recently made, among them Pilot D. C. Warren and Walter Varney, both of San Francisco.

\* \* \* \* \*

An indication of the size of the California grape crop is the news that 26,000 refrigerator cars have been chartered in this state to transport the crop to market.

\* \* \* \* \*

The new State Highway Commission held its first meeting on Thursday with its five-member personnel instead of three as formerly.

\* \* \* \* \*

A petition asking for the construction of a new pipe line to carry 30,000,000 gallons of water from San Andreas lake to Laguna Honda reservoir, to take care of the water demand in San Francisco has been put into the Board of Supervisors by the Spring Valley company.

\* \* \* \* \*

A full survey of the expiring franchises of the Market Street Railway and a report of their unification with the Municipal Railway system has been authorized by the Board of Supervisors, and Delos F. Wilcox, a noted street railway expert, will start work at once on this survey.

\* \* \* \* \*

Memorial services for the six men and one woman who participated in the Dole race to Hawaii and were lost at sea, were held in the Little Theater of the Women's Building, Thursday last. This memorial ceremony was proposed some days ago by Mayor Rolph, and was enthusiastically sponsored by various city clubs, in particular the Business and Professional Women's Club, whose chief thought was to eulogize Mildred Doran as a woman who gave her life to advancement of aviation.

\* \* \* \* \*

More than 7000 delegates and visitors, representing 800 exchange clubs throughout the United States, are expected to attend the eleventh annual convention of Exchange Clubs, which opens in San Francisco next Sunday.

\* \* \* \* \*

Next week will be Dress Up Week for men. Inspired by the success of women's style shows, merchants throughout California will endeavor to make men "style conscious," as they express it. Special window displays and programs will be featured by the various shops which are participating.

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## Petrol Paragraphs



By **E. V. WELLER**

National Automobile Club

The state of Minnesota now boasts a 256-mile stretch of pavement in a single highway. The highway was recently dedicated with the completion of a 143-mile section from St. Paul and Minneapolis to Duluth, and the entire project represents an expenditure of more than five million dollars.

French West Africa has more than 1400 miles of stone-surfaced roads which are open to traffic the year around.

In addition to the stone-surfaced roads, there are, in that country, approximately 10,000 miles of unsurfaced roads which are open during the dry season to vehicles of three tons maximum weight, and about 9500 miles of regular automobile roads.

The recent adoption of a two-cent gasoline tax by the Illinois legislature leaves only two states, New York and Massachusetts, that have no gas tax.

The Illinois tax will be used to build additional permanent highway mileage.

Automobile imports into Great Britain during the first seven months of 1927 show a 190 per cent increase in value over a corresponding period of 1926. This gain is shown despite the McKenna duty of 33 1-3 per cent on imported cars, and the figures indicate a gain over even the 1925 months when many cars were brought

into England in anticipation of the duties.

Late foreign models, especially American cars, are very popular in England.

A specially designed set of electromagnets, mounted on a truck and carried about two inches from the road surface is being used in the state of Washington to remove nails and other magnetic materials from the highways.

Two large magnets are used, and are operated by current from a gasoline engine-driven generator mounted on the truck. Each magnet is strong enough to pick up a loose nail at a distance of six inches or more. Due to the fact that the magnets are only two inches from the ground, they are strong enough to pick up nails that are covered by dirt or gravel or even partially sunk in the road surface, it is said.

Blacksmith shops yielded to ga-rages about the same time horses became out of fashion with the advent of the automobile. But while horses are still found to be a necessary adjunct to some farms, the blacksmith shop of the pre-motoric age seems to have passed completely from the stage, so that the farmer who has horses must do his own blacksmithing.

With that fact in mind, the Department of Agriculture has recently published a bulletin which tells how to shoe horses, being issued for the benefit of farmers who have grown up in the automobile era of transportation.

Experiments with reflecting mirrors are being made at several underpasses on automobile highways near Harrisburg, Pennsylvania. The large mirrors, made of highly burnished brass, will enable motorists to see automobiles approaching from the opposite direction, and will therefore provide additional safety at the points where they are placed, it is said.

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**AIR LINES**

By Lieut. Blaine Stubblefield



Lieutenant Blaine Stubblefield

Not only the editors, comic strippers, columnists, romancers, ad copy writers, press agents, barbers and flappers are quoting themselves or somebody else about aviation—but our contemporary philosophers are giving us the air.

One of these thoughtful, aerological gentleman came into our place the other day, looked serious, gave the pencil sharpener three or four turns, and remarked that airplanes will make a man live longer. "They will live longer," he explained, "because

their time from one place to another will be shortened by half or two thirds—more, presently."

"That will work all right for a while," someone remarked through a green eye-shade, "but when everybody gets to flying it will be the same old story—speed—all in a hurry, and there won't be any more leisure than there is now."

Of course that's right, but until everyone flies, those who begin first will beat the other fellows to everything. There are always a few in the lead, who, as soon as the crowd finds a way to catch up with them, find some new way to get ahead again. When everybody flies, a few will be doing something a little swifter.

When enough people got to using automobiles for business, their competitors had to get automobiles or get left. That may happen some day in air travel. It will happen very shortly in the postal service. A certain class of business and personal correspondence will have to be done by air in order to meet competition. It will have to be air mailed to get attention at its destination.

A "News Letter" reader wants to know what is the purpose of air mail boxes, now that air mail may be dropped in any box. The answer is that air mail boxes afford a little later collections for outgoing mail. Unless you are right up to the last hour with your air mail, drop it in any box.

To send a package by air express in San Francisco or Oakland, simply mark it "Air Express" and phone the American Railway Express Company who will call for it. The air express pick-up area is approximately described by the city limits.

The vast sand floors of the Nevada and Utah deserts make excellent landing fields for airplanes. Just west of Salt Lake City is an uninterrupted, natural airdrome, smooth as pavement, nearly a hundred miles broad.

**Air Mail and Travel**

Air mail weights between Pacific Coast cities during August increased nearly five per cent, according to the carrier's traffic report made public today by A. K. Humphries, vice president of Pacific Air Transport, coastwise air mail, passenger and express line.

These figures are the highest reached by PAT in nearly a year of operation up and down the coast six days a week. A total of 6477 pounds of mail was carried last month as compared to 6177 pounds in July. Advertising

agencies and news photo services are listed among the heaviest users of coastwise air mail.

Express service between coast airports starts today at the low rate of one-fifth of a cent per pound per mile. This gives a rate of \$1.44 per pound between San Francisco and Seattle and 76 cents per pound between San Francisco and Los Angeles, with correspondingly lower rates between intermediate airports.

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COMPUTED MONTHLY and COMPOUNDED QUARTERLY,  
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## Finance

San Francisco's real progress began the day that Mayor Rolph was elected. The streets were largely paved with antiquated cobblestones, the fire department was horse-drawn, the school plant was a makeshift. Much of the confusion of the hurried recovery was apparent. The later progress and the present condition of the city are largely due to the able leadership of our present Mayor.

\* \* \*

Dr. Ray Lyman Wilbur said to the Commonwealth Club: "The trouble with some conferences is that each member arrives with a set of instructions from home and so stops thinking and only tries to gain what he thinks he has been instructed to gain. Thus allowing little room for compromise or agreement." This is a very admirable summing up of the last Disarmament Conference at Geneva.

\* \* \*

The planting of game pheasants in the Salinas district is laying the foundation for future sport. The liberation of hundreds of these birds and their flight towards timber was one of the most stirring sights and the films of the flight are extraordinarily interesting and beautiful.

\* \* \*

The National Association of Credit Men's executive manager, J. H. Tregoe, does not consider the contest of the independent merchant with the chain store hopeless. He concludes an interesting discussion with the statement: "If wholesalers and independent retailers keep their heads and play their proper parts, the chain store situation will be met satisfactorily and without placing too much distribution power in the hands of a few large organizations."

\* \* \*

Only seven states surpass California in value of manufactured products. In ten years the number of wage earners engaged in manufacture increased 84 per cent, pay rolls grew 118 per cent and the value of products 360 per cent. The P. G. and E. rightly claims credit for much of this increased product as it was always on hand to supply power.

\* \* \*

It has been pointed out that the span of life of the late Judge Gary covered an epoch of great and significant change. So it did, but the essential elements of life are what they have always been and the fundamentals of economic science are what they always were. Changes are dramatically striking but fundamentally essentially unimportant.

\* \* \*

Professor Cabot, a nationally recognized authority on public utility management, says: "from the consumer's standpoint the situation is ideal. He is protected by the power of the state against all forms of extortion and the whole energy of the electric power industry is set to-work inventing methods of reducing costs, reducing prices and increasing output."

\* \* \*

Roseville, as a community, has substituted gas for the wood stove in cooking. The coming of the gas was made a local festival. It cost \$225,000 to bring gas from Sacramento to Roseville. The gas is made in the capital city and pumped eighteen miles through six inch mains under high pressure.

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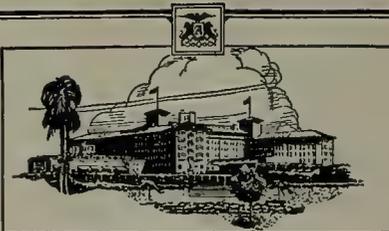
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SAN FRANCISCO

ESTABLISHED JULY 20, 1856

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SAN FRANCISCO

Saturday, September 17, 1927

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# SAN FRANCISCO NEWS LETTER



Devoted to the Leading Interests of California and the Pacific Coast

The San Francisco News Letter and California Advertiser was founded July 20, 1856, by Frederick Marriott. Published by Frederick Marriott, Jr., from 1884 to 1925. Is now printed and published weekly by Frederick Alfred Marriott, 268 Market Street, San Francisco, California. Telephone Kearny 8357. Entered at San Francisco, California, Postoffice as second-class matter. London Office: Street & Co., 30 Cornhill, E. C., London, England. Subscription Rates (including postage), one year, \$5.00. Foreign, one year, \$6.00. Canada, one year, \$6.00

Vol. CIX

SAN FRANCISCO, CALIF., SEPTEMBER 17, 1927

No. 38

## Travel Tid-Bits

By Ernest F. Rixon

### THE DUTCH EAST INDIES

The Dutch East Indies comprise the larger part of the Malay Archipelago. Situated between Australia and southeastern Asia, the Dutch possessions extend from 95 degrees to 141 degrees east longitude and from 6 degrees north to 11 degrees south latitude. The distance by sea from Sabang, north Sumatra, to Merauke in New Guinea (respectively the western and the eastern limits) is 3000 miles.

The largest islands are Java with Madura, Sumatra, Borneo (part British), Celebes, and New Guinea (part British). There are innumerable smaller islands with group names such as the Moluccas (the famous Spice Islands of mediaeval times), the Sunda Islands, etc.

The first European power to establish its influence in the Malay Archipelago was Portugal in 1497, which occupied Malacca, Ternate and Amboina (now Ambon).

The first successful Dutch expedition to this part of the world was sent out in 1598 from Amsterdam.

The English were, soon after this, established in Bantam, Jacatra (the present Batavia), Macassar and the Moluccas.

From 1811 to 1816 Java and other parts of the East Indies were under the governorship of Sir Stamford Raffles who was also governor of Benkulen (Sumatra) 1818-1823, an English colony since 1674.

The whole of the East Indies were restored to the Dutch shortly after Napoleon's downfall, on a reciprocal basis, Holland ceding to Great Britain all her establishments in continental India, the island of Ceylon and the town and fort of Malacca, and these conditions have obtained since that time.

**CLIMATE.** The climate differs in the parts of the Malayan Archipelago which lie to the north and the south of the equator. They are affected by the Australian (southeast) monsoon (April to October or November) reaches to the equator or a little north of it. Similarly from a line near the equator northward the land is under the influence of the Asiatic monsoon (December to March).

During December, January and February a good deal of rain falls but in the mountains, the mornings are usually fine with bright sunshine. The driest months are July to September inclusive.

The rain is not by any means an insuperable obstacle to travel, in fact, more touring, both by road and by rail, is done during the wet months than at any other time of the year.

**INHABITANTS.** The native population of the Archipelago is of Malay-Polynesian and Papuan origin.

The Javanese, Sundanese and Madurese in Java; the Balinese in Bali; the Gajus, Achinese, Batiks, Menang Kabaus and Palembangs in Sumatra, are agriculturists and fisherfolk. The Dayaks in Borneo, the Toradjas in central Celebes and the people of the Moluccas lead a nomadic existence.

The most primitive tribes, who live on such animal and vegetable food as nature provides, are the Papuans of New Guinea and certain tribes in Sumatra and Borneo.

Of the foreigners the Chinese outnumber all others. They are principally merchants, shopkeepers and gardeners. In 1920 the number of inhabitants in the D. E. I. was fifty million of which thirty-five million were living in Java and Madura.

**FAUNA.** The Malay Archipelago possesses a fauna the types of which are allied both to Asia and Australia.

To the oriental region belong Sumatra, Java and Borneo (also British Malaya). The fauna of Papua (New Guinea) and the Aru islands are purely Australian in character.

Celebes, the Moluccas and the Timor Archipelago are transitional regions.

The orang-outang is common to Sumatra and Borneo. The long-nosed ape (*nasalis larvatus*) is peculiar to Borneo. Fox-nosed monkeys (*Tarsius*) are found in Sumatra, Borneo and Celebes but not in Asia. The elephant is found in Borneo and Sumatra, as in Asia and Africa. The tapir is known in Borneo and Sumatra but, elsewhere, only in South America.

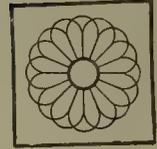
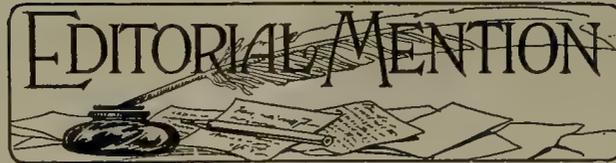
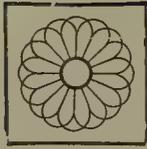
In Java neither the elephant nor the tapir are known but the single-horned rhinoceros is found, whereas Borneo and Sumatra have a rhinoceros with two horns.

Bird life is similar to that of Asia and Australia; a peculiarity is the argus pheasant. Peacocks are present and the original of the domestic fowl—the bankiva chicken.

**FLORA.** The vegetation is exuberant, especially in the western parts of the archipelago and in New Guinea, dense primeval forests being found wherever cultivation does not exist, from the seashore, far up the mountains. In East Java and certain other places the mountain slopes are covered with bamboo forests. Palms of all descriptions grow near the coasts. The nutmeg and the clove thrive in the Moluccas.

Epiphytical orchids are plentiful and they grow most easily on the mango, kambodja and coffee plants, also on certain palm tree trunks.

Of flowers there is not a great variety. The gigantic and remarkable *Rafflesias* which appear on the lower stems of wild vines are parasites.



### The Spirit of San Francisco

We are fond of talking of the Spirit of San Francisco and contrasting it with the spirit of other places to the detriment of the latter. Do we ever stop to think that this spirit is largely the reflex of the acts and energy of James Rolph Jr., our mayor for the last fifteen years, who has inspired the place with a faith and optimism all his own?

Coming into office at a time when the private enterprise of the citizens in rehabilitation had been the marvel of the world but when municipal enterprise was very low and the office of the mayoralty had been lowered by the tenure of feeble and unpleasant occupants, he marvelously regenerated the entire organism.

San Francisco needed a water supply, the Mayor set on foot the plans to supply us with that essential; the fire department was a horse-drawn anachronism, Mayor Rolph changed it; the streets were masses of unsightly cobble, under the wizard touch of the Mayor's administrative ability asphalt streets came into being; the schools were shocking to behold and utterly inadequate; even today they leave very much to be desired, but such improvement as has come, is through the Mayor who frequently fought backward and unwilling supervisors on the school question. Then we had no Civic Center; today the Civic Center stands, supreme among the public places of the nation and an imperishable tribute to the energy and devotion of the Mayor.

These are but hints of some of the things which have been accomplished through his means. But, more than all, is the optimism and the generous humanity which has made him, perhaps internationally, the most popular public official in the world. We are lucky in our Mayor and have the sense to know it.

\* \* \*

### The General Outlook

When we get to September the prospects for the coming winter, in industry and finance, begin to be interesting. This year they are more than usually so for there is an element of uncertainty which appears to perplex even those who are supposed to be thoroughly competent to judge. The publication of the National City Bank of New York, for example, which is about as authoritative a publication as we can get, is evidently unable to give as complete a certificate to the optimists as it would wish.

Its summary is that while the iron and steel and automobile industries are by no means very healthy and trade, generally speaking, is uneven, business in the aggregate keeps up a huge volume and the consumption of electric power in industry is proof positive that the wheels are running at a good pace and there is no actual lagging.

The diminished activity of the automobile industry which the aforementioned authority ascribes to the shut down of the Ford plant is a prime cause of irregularity. This is testimony to the strength of the automobile industry and its importance in the general manufacturing activity of the nation, by reason of the number of men employed and the enormous consumption of materials in the manufacture of cars.

Taking all together, the situation does not call for any pessimistic prognostication. When it is said to be "unsettled" that about disposes of the matter, for there are a number of local and temporary conditions which tend to dislocate things, at least partially.

### Government Again

Are we children that we should run always to the government as a child to the apron of its mother? The question proceeds from the discussion and indeed, the almost panic, which has arisen as the result of the losses, due to the attempted crossing of the ocean in the planes which now represent the acme of the plane builder's art.

A cry has arisen that these flights should be stopped by governmental interference. We do not see it that way. The head of the British air service said that the government has no more right to interfere with a man taking a risk, by flying, than it has to interfere with his attempt to climb the Matterhorn or to swim the Channel or to do any one of the things, which are essentially dangerous, but the doing of which brings glory to the doer and pride to the human race.

We agree with that. It is true that the governmental officers should be called upon to examine the planes prior to departure so that no obvious mechanical defect may mar the success of the experiment. The occurrences at the Oakland air port show very plainly the need of some such supervision. But that the government should have the power to forbid an honest trial of skill and endurance against the power of distance and the elements is to deny to man the inherent right to pit his bravery and skill against Nature and this lies at the basis of all human progress.

These deaths have a spiritual significance which is apt to be overlooked. They stir waves of admiration for courage and daring in the heart of youth. This is more important to the world than all the material gains and must be paid for with a price, as it always has been, from the day of Thermopylae down to date.

\* \* \*

### A Bungled Job

There is no doubt that Europe is frightened at the prospects which the failure of Great Britain and America to agree upon navy limitations has opened up. Much of the alarm is stupid; but it is easily comprehended that a people which saw ten millions of its best perish as a result of war preparedness should have tremors at the thought of further war preparedness.

There was a dreadful idiocy about the whole performance and it came more from the military expert than from anybody else. Yet, the military expert is not particularly to blame. Call a professional in on any subject and get his expert opinion and it will be just as far from the actual practical truth of the conditions, as were the expert opinions of the British and American admirals.

It is fine to see that some men have still courage to face the disagreeable and to place themselves at a disadvantage in the public interest. Lord Cecil's resignation is worthy of himself and the great house of which he is a son. The Cecils have always been a fine lot; there is no degeneration as yet among them. Perhaps, this self-immolation will call the attention of thick-headed politicians and half-baked statesmen to the fact, that to tamper with relations between Great Britain and the United States is to risk the safety of civilization and to put the world on the edge of ruin.

There must be no dispute between Britain and the United States.

## "WE"

"We," the famous Spirit of St. Louis monoplane, and Colonel Charles A. Lindbergh, have stirred the hearts of every Californian this week, as nothing else has ever done, in all the history of this glorious Golden State.

No living man, whether he be president, king, or illustrious in any of the chosen professions, has ever had the real down-right adoration of the whole world as that which is freely and universally given to Lindbergh.

Men and women, boys and girls, of every nation, rise to pay him homage and the best part of it all is—everyone wants to hold him as an individual ideal.

Colonel Lindbergh is the greatest hero of the universe.

He is altogether human, and none of the great things that he has done changes him in the least. Nothing turns his head. He is an out-shining example of good common-sense coupled with a balance of mind and indomitable energy which will ever exalt him to the pinnacle of lasting fame.

Some of the greatest statesmen have publicly declared that this young man is America's greatest diplomat. He has made the hearts of human-folks, all over the world, beat in common impulse and has taught the lesson of courage and intention with a feat of daring unequalled by any other living man.

Other heroes have passed in the interim of Time as it were—but Colonel Charles Lindbergh, steady and sensible, gains a firmer and firmer hold upon the affections of mankind every time he makes a move.

Eager anticipation awaited the coming of this great young hero here in San Francisco, when, without much ado, he started on his new history-making flight, from Portland, Oregon, to Mills Field, San Francisco's airport. The hour of this hop was set for 7 a. m., September 16, and, according to schedule, "Lindy's" arrival here was set for 2 o'clock.

Although he had never been over the terrain before, Lindbergh did not want any escort, recording anew his record of courage and determination.

Mayor James Rolph appointed Supervisor Jesse C. Colman, chairman of the committee of welcome with a staff of the city's most prominent citizens on the aiding committees. Some of their plans included an opportunity for Lindbergh to again meet Lieutenant George Noville, president of the San Francisco Chapter, National Aeronautic Association, and also a member of the crew of Commander Byrd's "America."

Never in all of San Francisco's glorious events—and many have places in the archives of national history—were hearts keyed to so high a pitch of enthusiasm.

"Lindy is loved around the world," and San Francisco adds its western glamour to the story which shall be repeated to generations yet to come.

The story of Colonel Charles A. Lindbergh and his latest flight through western skies.

\* \* \*

The coming to San Francisco of Colonel Charles Lindbergh in his "Spirit of St. Louis" accentuates the fact that commercial aviation has come to stay and to grow in these United States.

In computing the strides that have been made in this new mode of transportation we must ignore the stunt flights which recently proved so disastrous. A sharp contrast exists between these regrettable stunt flights and the daily air trips of commerce.

Seldom, indeed, is commercial aviation across the continent marred by accident to pilots or planes. Mishaps are now more frequent in the various spheres of land transportation than in the realm of commercial aviation.

## Political Hop-Offs

Both Rolph and Power are dipping, volplaning and straightening out for the prize of endorsement by the Lafayette Club—an organization of the French colony. Mayor Rolph received their support the last time up, so that is considered the straw indicating a favorable wind in the race this time.

Stanford University men and women of San Francisco have formed a Maurice F. Dooling for District Attorney Club and plan to back Dooling, a Stanford graduate.

The West Indian Friendly Protective Society, a colored people's society, has come out in support of Rolph. This is the second similar body to endorse the present city pilot.

The Civic League of Improvement Clubs has decided that the board of governors will handle the matter of okeing the candidates whom the select committee deems fit to take off. This committee is headed by Halsey E. Manwaring.

The Ladies' Sunset Rolph Club has been formed. A resolution passed by the club reads: "This organization believes it to the best interests of the women of San Francisco that Mayor James Rolph and his clean administration be retained."

Another anti-Finn take-off is on the field: The pilot, Charles W. Godsil, former state senator, it is rumored will soon declare himself in the dash for sheriff.

Supervisor Jack Badaracco is getting a flying start on the field. His posters are everywhere and of course every window in North Beach has one on display.

District Attorney Matthew Brady is all smiles these days. Asked about the entry of Maurice F. Dooling and Norman Cooke into the start, he said: "The more the better."

And again: the Mill Workers' Rolph Club is the latest. President W. E. Straight is quoted so: "Organized labor believes it has shared in the prosperity of San Francisco during the administration of Mayor Rolph. He has steadily advanced our municipally owned railway, Hetch Hetchy and other great civic properties, which attests his fairness."

The Munroe Ladies' Rolph Club took off some days ago in the interests of "Sunny Jim." Mrs. Esther Selig is navigator.

Of course we're not betting in this commonwealth—the state regulates our morals in that and beverages—but still you may take a chance and—a chance if you know where to lay the wager! A prominent anti-betting scow-flower sends in these quotations: Rolph 10 to 7 favorite over Power; Brady, Finn, Mulcreavy, Leland and Police Judges Golden and Jacks favorites at odds.

According to Sacramento poligossip, none other than our friend Richardson is tuning up the old machine apparently for a hop-off for United States Senator or what have you. They say the old boy is mitting the crowd like a regular fellow.



By Antoinette Arnold

### Opera Season Engrosses Attention of Society

Society, these days, is devoting its attention, almost exclusively, to the opera.

World-famous stars whose voices thrill and inspire music lovers are now giving us a memorable season of opera and society is contributing its appreciative part in packing the vast Exposition Auditorium with the entire community a composite audience.

That San Francisco is a music-living as well as a music-loving municipality, is no idle boast. The audiences speak volumes measuring up to the standards of any other city, anywhere on the face of the globe.

\* \* \*

### Boxes—Center of Feted Opera Guests

The boxes at the opera this season present a picture of fashionable loveliness, expressive of musical appreciation.

Dressing for the opera is really a part of its magnificence, and society attired in the latest modes, has its lure for those who would not miss a performance.

Many out-of-town guests are being entertained by the leaders of San Francisco's social realm. And, there is ever the fascination of dinner parties, luncheons and suppers when the opera is the one subject for happy unisons.

\* \* \*

### Opera Teas

The opera teas, which are being given at the Fairmont Hotel, preceding each opera, are becoming more and more popular. In fact, it has been almost impossible for the late-comers to find a table, as advance reservations invariably fill the handsome ballroom to capacity.

Mrs. Max C. Sloss, chairman of the committee of women in charge of the opera teas, presides with consummate skill and charm at these teas, introducing the opera stars who, on vari-

ous occasions, are present, thus increasing the interest of the notable events.

"Turandot" was the theme of the opera tea given last Monday under the auspices of the San Francisco Opera Association.

Gaetano Merola, director-general, gave an exposition of this posthumous Puccini opera with its oriental setting and, as usual, was intensely interesting.

\* \* \*

### Prominent Hostesses

Each table in the Fairmont ballroom was especially decorated by hostesses, who entertained individual groups of friends, making the ensemble effect one of beauty. It is quite the fad now to prepare for these opera teas, both in attire, and in exquisite table accessories.

Prominent among the hostesses at the opera tea on Monday were: Mesdames: Frank Devlin, Charles Stovel, John D. Daly, A. B. C. Dohrmann, Charles Holbrook, Frederick W. Bradley, John H. Rossiter, Armand Calteau, Alphonse Jeddiss, James Secor, Clarence Musto, E. B. Vraden, Louis Ghirardelli, E. Claus Hueter, Ernest L. Hueter, William Fitzhugh, Robert I. Bentley, Arthur Cahill, A. W. Hewlett, William Moller, Wallace Alexander, E. D. Lederman, L. B. Smith, Shirley L. Gray, Richard tum Suden, A. L. Lengfeld, James Stewart, Robert Bruce McClellan, H. Regensburger, Charles Bundschu, E. R. McPherson, J. B. Keenan, C. C. Kinney, Thomas Sheppard, Alfred Newman, John C. Sibley, J. E. Branden, John Fletcher, Charles Kendrick, Joseph Marks, Charles Christin, Leroy Linnard, R. G. Anderson, A. Zee-der, H. C. Crowley, E. S. Schwabacher; Misses Persis Coleman, Nellie Lowery and Katherine Burke.

\* \* \*

### Dramatic Reading For Opera Event

Laurel Conwell Bias, one of the leading dramatic readers of the state, and a great social favorite, gave a delightful and illuminating reading of the opera last Thursday night in Norman Hall, Fairmont Hotel, for the chorus singers and their friends.

Mrs. Bias, whose naturalness and nuances in voice production make her a muchly desired reader on notable occasions, received an ovation at the close of her reading, on the first

night, and there will be other readings of the opera in compliance with popular request.

She was lovely to look upon, with a charm of personality and intelligence, ranking her in the ranks of nationally known readers.

\* \* \*

### Betrothed

The autumn season invariably brings its quota of interesting engagements and it certainly looks as if Cupid had been working "overtime" this Spring and Summer in order to present his score of "hearts that beat as one."

\* \* \*

### Miss Cheyney Engaged

The engagement of Miss Elizabeth Cheyney to Mr. Herbert Stark of Palo Alto was announced on Saturday afternoon, September 3, at a bridge party given by the bride-elect at her home in Berkeley. The news of the engagement was made known when the first bridge hands were dealt, as the ace of hearts in each deck of cards was engraved with the names of Miss Cheyney and Mr. Stark.

### Guest of Honor

The bride-elect's cousin, Miss Mary Baldwin, who is engaged to Mr. Elliott McAllister Jr., was the guest of honor at the party.

Miss Cheyney is the daughter of Mrs. Samuel W. Cheyney and the late Mr. Cheyney of this city. She belongs to an old California family and is prominent in the young society set. The bride-elect is the sister of Miss Sidney Cheyney, who is at present in Europe, and of Mr. Samuel W. Cheyney Jr., and she is the niece of Mrs. John Glasscock. Miss Cheyney is a graduate of the University of California and a member of the Kappa Kappa Gamma sorority. She spent several months in Europe last year and returned to her home in Berkeley just before Christmas.

The wedding will take place in the late fall.

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HOWARD T. BLETHEN, Proprietor

**They're Engaged**

At a tea given by Miss Clarinda Strickler in the garden of Hotel St. Francis, Saturday, September 3, in compliment to Mrs. Robert Vere Scott, announcement was made of the engagement of the hostess to Paul Denis Flehr of Berkeley.

Guests at this engagement party included: Mesdames Leslie Friedmann, Ellis H. Thompson, Charles Jeffrey, Edward Crichson, Leslie Dana, Harry K. Strickler, Charles Thomas, Edward Butler and Misses Dorothy Muller, Kathryn Linforth, Livia Rossi, Elizabeth Radgesky, Mildred Forsman, Dorothy Prost, Alice Ann Watson, Betty Cook, Elizabeth Dempster, Gertrude Bee, Marion Hogan, Katherine Keryle, Carmen Olson, Jean Bailey, Clara Whiting, Merva Martin, Christal Maston, Lenore Fitzpatrick, Jeannette Richmond, Jane Taylor.

\* \* \*

**Quiet Wedding**

A quiet wedding of interest to many friends in San Francisco, the far north and in the south, was that of Miss Gertrude Elizabeth Nelson, daughter of Mr. and Mrs. Richard Parker Nelson of Juneau, Alaska, and Mr. George William Naylor, son of Mr. and Mrs. C. H. Naylor of Houston, Texas, the ceremony taking place in the Florentine room at the Fairmont Hotel Saturday, September the third, in the presence of immediate relatives and a few intimate friends.

The bride, a charming blonde, wore her going-away gown of autumn leaf red crepe, with close fitting hat to match and carried a bouquet of lilies of the valley and gardenias. Her only attendant was her sister, Miss Irene Nelson of Juneau who was gowned in a cocoa brown crepe trimmed in chiffon velvet, with hat of the same color and carried a bouquet of orchids.

Mr. George Edward Byers of Scranton, Pennsylvania, was the best man.

\* \* \*

Mr. and Mrs. Lewis E. Sanchett and family, who have been passing the summer months at Montecito, have returned to town and are again established in a suite at the Clift Hotel.

They will remain until spring, and will taken an active part in the city's fall and winter social life.

\* \* \*

Miss Agnes Riley, of 856 Baker street, entertained at a bridge luncheon on Saturday afternoon at the Hotel Whitcomb. After luncheon, Miss Riley took her guests to the roof garden where they played bridge.

\* \* \*

Mr. and Mrs. Ernest Drury and their young son have returned to the



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Day or a Year  
500 Rooms  
Tariff: From \$4 per day

city after a stay of several weeks on the Russian River.

\* \* \*

A Fall Fashion Show was held at the Hotel Mark Hopkins last Monday afternoon, when a pre-view of the latest modes of furs, gowns and sports apparel were shown at a special tea in Peacock court.

\* \* \*

**Wedding**

Miss Edith J. Sawicki was married to Edmund J. Rybicki Monday morning at the St. Boniface Church. After the ceremony a wedding breakfast was held in the Italian room of the Hotel Whitcomb, followed by a reception at the home of Mrs. Bronislas Rybicki.

\* \* \*

**Visitor**

Mrs. Jules Gless, who has made her home in Paris for the last few years, is visiting in San Francisco and is established at the Hotel Whitcomb, where she is renewing former friendships with her many acquaintances of this city.

\* \* \*

**Bridge-Luncheon**

One of the attractive affairs of the week was the bridge luncheon given by Mrs. C. H. Hansen on Thursday afternoon in Drury Lane, Hotel Whitcomb. The tables were very beautifully decorated with flowers and after luncheon Mrs. Hansen took her guests to the roof garden, where they played bridge for the remainder of the afternoon. Those who were invited to the affair included: Mesdames O. M. Katz, S. W. Molkenbahr, Ruth Harrison, Fred Hansen, Marjorie Overholtzer, Vivian Marsh, H. N. Lange, Barbara Quivey, William Ring, C. D. Mangels, E. L. Wagner, Stanley Ford, Jack Adams, Mae Perry, W. S. Paynter, George Schulz, Mae Buciks, Edward Lundsted, Frank Gast, William Glasson, F. P. Lansing; Misses Elizabeth Beck and Katherine Beck.

**Engagements Interest Society Set Around Bay**

The many friends of the engaged couple are greatly interested in a happy announcement made last Saturday, when the betrothal of Miss Beatrice Rixon and Mr. Frank J. Stafford was made at the lovely home of the bride-elect in Alameda.

Seldom has a more charming manner of telling the secret been introduced than that which gave to the friends of Miss Rixon the news of her engagement.

A tiny bride and groom, dressed as if for a real wedding, marched into the room to the bridal chorus and distributed to each guest, cards bearing the names of the engaged pair. Master Ernest Granger Rixon and the tiny daughter of Mr. and Mrs. Walter Wiebalk were the miniature bride-and-groom. They were an adorable little couple and comments of pleasure and praise hummed around them.

\* \* \*

**Lovely Rixon Home**

Autumn flowers in profusion, were used in decorating the Rixon home. Assisting Miss Rixon and her mother Mrs. Ernest Rixon, in receiving, was the honor guest, Mrs. Jack Mortimer, nee Virginia Miner, who was married last summer.

Guests at the engagement party of Miss Rixon and Mr. Frank J. Stafford, included: Misses Kitty Donaldson, Martha Garrett, Ethel Williams, Stella Williams, Nancy McVey, Martha Fleger, Evanel Cady, Grace Shields, Loma Petersen, Dorothy Schroeder, Rena Van Den Bergh, Lillian Mulholland, Bessie Reid, Helen Heidt, Mary Morgan, Isobel de Obarrio, Marion Mitchell, Helen Carter, Elaine McCoy, Alice Reid, Helen Drake, Yvonne Penez, Ina Bodinson, Jean Townsend, Sophie Kahn and Mesdames Marie Stafford, Herbert Mee, Paul Schacht, Walter Wiebalk, Arthur B. Swezey, A. G. Albertsen, Howard Fassett, J. C. Tremp, John Tiedemann, Douglas D. Stafford, C. A. Knudsen, William Fife Knowland, Carroll Wilcox, Delwyn Elfers, Kenneth Speer.

(Continued on Page 12)

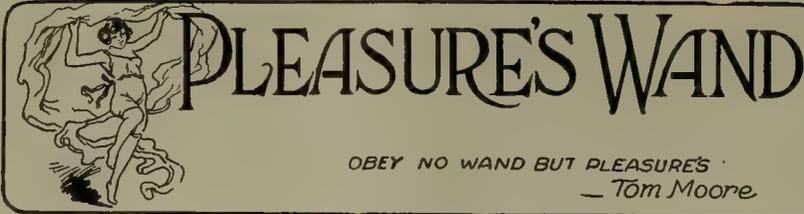
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By Josephine Young

### Opera Both Sides of Footlights—Triumph

The San Francisco Opera Company is again scoring high in the records of stage and operatic achievements and also in the register of the tell-tale box office.

Packed houses have greeted the opera stars, this week. With the forthcoming operas there is every reason to believe that we shall make enviable marks in the high line of triumphs.

We should, considering the operas that await us this week as well as those which have been accorded us Thursday and Friday evenings.

"Manon Lescaut" was given Thursday night with Gaetano Merola conducting; and "Tristan und Isolde" was the opera Friday night, September 16, Alfred Hertz conducting.

\* \* \*

### "La Tosca"

Anne Roselle will be heard tonight, Saturday, September 17 at the Exposition Auditorium in the role of Floria Tosca when "La Tosca" will be given commencing at 8:15 o'clock sharp. This Puccini opera sung in Italian will have in the cast Mario Chamlee, Antonio Scotti, Angelo Bada, Louis D'Angelo, Lodovico Oliviero, Evaristo Alibertini and Hazel Huff. Gaetano Merola will conduct.

"Turandot" in Italian, will be sung Monday evening, September 19, with Anne Roselle singing the role of Princess Turandot. Others in the cast include William Pilcher, Louis D'Angelo, Armand Tokatyan, Myrtle Claire Donnelly, Millo Picco, Angelo Bada, Lodovico Oliviero, Austin W. Sperry, Lina Susulich, Lula Mae Chapman, Feodor Kostin.

\* \* \*

### Week of the Opera

The week of the opera at the Exposition Auditorium has for attraction to music-loving San Franciscans and those coming here from various parts of the state for the privilege of hearing the world-famous stars the following operas:

"Romeo et Juliette" in French, Tuesday evening, September 20, with the following cast: Juliette, Florence Macbeth; Stephano, Winifred Estabrook; Gertrude, DuBlois Ferguson;

Romeo, Mario Chamlee; Mercutio, Millo Picco; Tybalt, Angelo Bada; Friar Laurent, Ezio Pinza; Capulet, Louis D'Angelo; Gregorio, Desiré De-frère; the Duke of Verona, Austin W. Sperry; Benvolio, Giuseppe Carcione. Incidental dance arranged by Theodore Kosloff. Conductor, Gaetano Merola.

\* \* \*

"Il Trovatore," Thursday evening, September 22, in Italian, an opera in four acts by Giuseppe Verdi. The cast will be: Leonora, Frances Peralta; Azucena, Kathryn Meisle; Inez, Edna Elizabeth Smith; Manrico, Giovanni Martinelli; Count di Luna, Millo Picco; Ferrando, Louis D'Angelo; Ruiz, Salvatore Messina; a Gypsy, J. Tuliagin. Conductor, Pietro Cimini.

\* \* \*

Different hours are named for starting. For instance: "La Tosca" starts at 8:15 sharp. "Turandot" will start at 8 o'clock; and "Romeo et Juliette" starts at 8 o'clock sharp, and so does "Il Trovatore." Opera patrons are advised that they should be seated before the opera starts. A word is sufficient!

\* \* \*

### Curran

"The Devil's Plum Tree" opened at the Curran Theater Wednesday night, instead of Monday as previously planned, but the delay was notably for the betterment of everything and everybody concerned so that there was no confusion other than a few changes of theater tickets for the later date.

Ruth Chatterton needs no introduction to the local theatergoers as many San Franciscans have seen her at one time or another and always with high esteem and admiration for her artistry as well as for her magnetic personality.

Miss Chatterton, now under the management of Homer Curran, was last seen here in "The Green Hat." She has an interesting cast in support in the present stage production. Kenneth Thomson, motion picture actor, plays the role of the young Greek priest. Edward Leiter has the part of a bandit chief.

This John Colton play, "The Devil's Plum Tree" has been heralded as his

## Amusements

NEXT WEEK

### ON THE STAGE

- Alcazar, O'Farrell nr. Powell**  
"The Alarm Clock," comedy, presented by Henry Duffy, starring Marion Lord.
- Columbia, Eddy nr. Powell**  
Will Morrissey's "Exposures," Fun Revue. "Milkman's matinee," Sat. night, late.
- Curran, Geary nr. Mason**  
Ruth Chatterton in "The Devil's Plum Tree."
- Lurie, Geary nr. Mason**  
"Twinkle, Twinkle," with Flo Lewis, musical comedy.
- President, McAllister nr. Market**  
"Two Girls Wanted," a Henry Duffy presentation of John Golden's latest comedy.
- Players Guild, Community Playhouse, Sutter at Mason**  
"Fata Morgana," Thurs. eve., Sept. 22. Emelie Melville, Curti Arnall.

### VAUDEVILLE

- Golden Gate, G. G. Ave. and Taylor**  
"Dance Magic," Pauline Starke, Ben Lyon, screen feature. Six acts of vaudeville.
- Orpheum, O'Farrell nr. Powell**  
Yvette Rugel, prima donna, headliner; "Mad-dock Tricks," company of singers; Eddie Conrad, popular comedian; Harry Kahne, mentalist.
- Pantages, Market at Hyde**  
"What Price Glory," Dolores Del Rio, Victor McLaglen. Stage act prologue of picture, orchestra sixteen pieces.
- Union Square, O'Farrell nr. Powell**  
Vaudeville—Pictures.
- Wigwam, Mission nr. 22nd**  
Music, comedy numbers, vaudeville—pictures.

\* \* \*

### ON THE SCREEN

DOWN TOWN

- California, Market at 4th**  
"Ben Hur," Ramon Novarro, Francis X. Bushman. Popular prices. Gino Severi's music.
- Cameo, Market opp. Fifth street**  
"The Romantic Rogue," Sat. "The King of the Pack," Sun., Mon. "Tailor-made Man," Tues., Wed. "When Seconds Count," Thurs.
- Casino, Ellis at Mason**  
Double-bill Saturday: "Husband Hunters," "Held by the Law." Double bill Sunday: "Paradise," Milton Sills; "The Dixie Flyer," Cullen Landis and Eva Novak.
- Granada, Market at Jones**  
"Out All Night," Reginald Denny.
- Imperial, Market St. op. Jones**  
"Cheating Cheaters," Betty Compson, Kenneth Harlan.
- St. Francis, Market bet. 5th-6th.**  
"Cat and the Canary," Laura La Plante.
- Warfield, Market at Taylor**  
"Breakfast," Constance Talmadge.

RESIDENCE DISTRICT

- Alhambra, Polk St., nr. Green**  
"White Gold," Sat. "Sensation Seekers," Sun. "Monte Cristo," John Gilbert; 3 days, Mon., Tues., Wed.

### GRAND OPERA

#### Exposition Auditorium

- "La Tosca," Saturday eve., 8:15 sharp.  
"Turandot," Monday eve., 8 o'clock sharp.  
"Romeo et Juliette," 8 o'clock sharp.  
"Il Trovatore," Thurs. eve., 8 o'clock sharp.

sensational achievement and it certainly lives up to the advance notices. Ivis Goulding, Montague Glass, Mary Forbes, Marjorie Bennett, Pamela Gordon, Bertha Mann, Charles Quarternaine are in the cast.

\* \* \*

**Lurie**

"Twinkle, Twinkle" musical comedy comes to the Lurie Theater on Monday, September 19, with a cast of considerable note including many well known musical comedy stars. Harry Archer, Harlan Thompson, are responsible for the book and the lyrics, Harry Archer writing the music. Frank Craven has staged the piece and Frank Bryan is responsible for the musical numbers. There is a chorus of beauties who can both sing and dance.

This musical comedy ran for one whole year in New York.

\* \* \*

**Alcazar**

"The Alarm Clock" has certainly been wound up for a long run at the Alcazar. The play goes into the seventh week of its engagement Sunday afternoon. Last week's holiday business was exceptional.

There is an abundance of fun in this comedy, typical of Avery Hopwood offerings. Two women and three men figure in the mirthmaking. Marion Lord, who heads the cast, and Helen Ferguson, as a pair of dowdy females, start the audience laughing at their first entrance. Later, when they have become thoroughly cified in New York's jazz palaces, they are equally amusing.

Thomas Chatterton, John Stokes and Robert Adams form a trio of comedians who do their share of the merry making. The complete cast includes: Alice Buchanan, William Macauley, Zeda Reed, Richard Ellers, John Mackenzie and C. Haviland Chappell.

\* \* \*

**President**

"Two Girls Wanted," Gladys Unger's interesting comedy, has the particular appeal. Its quaint humor, its romance and its interesting characters are appealing. The opening scene shows Marianna and Sarah Miller trying to do their housekeeping in a trunk so that the landlady will not suspect that they are having their meals in one small room.

Four women appear in this introductory episode, Leneta Lane, Joan Warner, Peggy Tomson and Lillian Dean. They start the play off cleverly. The second scene brings on the men, the subject of conversation on the part of the ladies. Some unusual situations occur.

Harvey Stephens, Earl Lee, Thomas Brower and John O'Hara have

the principal male roles. Symona Boniface is quite a vamp and society idler. Dorothy LaMar, Lloyd Monroe and Henry Caubisens complete the list of players.

\* \* \*

**Orpheum**

An all-new quadruple headline bill will be offered at the Orpheum Theater for the week beginning Saturday matinee, including such popular attractions as Yvette Rugel, the distinguished prima donna who will have a program of songs; "Maddocks Tricks," a company of singers and dancers featuring Wally Crisham, Josephine Fontaine and Rotunno Brothers with Beatrice Hoover, Willy Pears, Billye Lambert, Elizabeth Hausman, Betty Marchante, Hildreth Judkings, Marion Le Barre, Mona Leonardo, Lucy Hughes and Harry Shipley; Eddie Conrad, the popular dialect comedian, with Marion Eddy in a new comedy skit called "Whoo-Haa"; and George Wiest and Ray Stanton in "A Little Rhyme and Less Reason," with Gladys Gerrish, Allen Forrest, Idyle Shaw, Sandro Straal and Elsie Davis presenting "Eye and Ear Entertainment."

Other features will be Harry Kahne, mentalist, offering new mental achievements; Gus Bartram and Vertner Saxton, the Kentuckians, in "A Cycle of Songs"; and the Belmont Boys and Jerry, presenting a novelty turn.

\* \* \*

**Granada**

"Out All Night" will be on the screen at the Granada Theater this week with Reginald Denny the star. The picture is filled with laughter and thrills with Marion Nixon playing opposite Denny.

Some clever situations arise in the picture with a number of daring episodes in the plot. William Seiter, who directed most of Denny's pictures, was director of this photoplay.

"The Foursome" a quartet of singers and dancers, will be headlined as Fanchon and Marco features for the stage. Frank Jenks, leading the Synco-Symphonists, supplies the music and also does several comedy solo numbers.

\* \* \*

**Imperial**

"Cheating Cheaters" will be screened at the Imperial Theater starting Saturday with Betty Compson, Kenneth Harlan, Eddie Gribbon, Lucien Littlefield in the principal roles.

The story is about two bands of high class crooks. A romance runs its way through the plot and there is many a laugh as well as any number of thrills to add interest to the theme.

(Continued on page 11)

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# RADIO

By C. J. Pennington



C. J. Pennington

On the Air

## Monday, September 19—9 p. m.

The Shell Neapolitans are deservedly famous, as their program from KFI at 9 p. m. Monday night will prove to those who have not heard their melodious offering before. Originating in the KPO studios in San Francisco, the program is of statewide interest.

"Hits and Bits of College Days" will be the title of the program to be broadcast over the Pacific Coast Network on Tuesday, September 20th, from 9 to 10 p. m.

The colorful tunes of college days and those songs and melodies that are descriptive of the happy days of school life, comprise this unique program.

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At 5 o'clock on Wednesday, September 21, KPO will be linked into the greatest nation-wide radio chain yet to be attempted, and will broadcast with more than fifty other stations the Fourth Annual Radio Industries Banquet at New York City. This program will be the most pretentious radio event of the year, and will last four hours or more. More than 300 of the nation's most noteworthy musicians, artists and entertainers will participate. A number of national figures of both the political and industrial fields will present addresses during this great radio feature.

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Henry Hadley's legend of old Japan "The Fate of Princess Kiyo," one of his most delightful works, will be a KPO presentation on the evening of Thursday, September 22, from 8 to 9 o'clock. It will be rendered by the Caswell ensemble of musicians and artists who recently presented over

the same station the Aimee Woodford-Finden song cycle "The Pagoda of Flowers." The Hadley composition contains a wealth of colorful music, introducing the characteristic Japanese melodies throughout.

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"Courting on the old Mill Pond" will be a new feature on the Memory Lane program over the Pacific Coast Network of stations Friday, September 23, between 9 and 10 p. m.

The scene on the mill pond will be represented in songs and descriptive music reminiscent of the old days and will be heard during the middle part of the hour.

Some of the songs this evening are "Down in Jungle Town," "Everybody's Doing It," "He Walked Right in and Walked Right Out Again," and "Dearie." Descriptive pieces by the orchestra will include "At the County Fair," "The Local Train" and "The Horse Race."

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Arrangements to broadcast all the games from the University of California Memorial Stadium and Stanford Stadium were made earlier in the year with the athletic managements of both colleges. The contracts also include the broadcasting by KPO of any important post-season games which are planned at the conclusion of the Pacific Coast Conference Schedule.

Sept. 24—California vs. Santa Clara at Berkeley—KPO.

Oct. 1—Stanford vs. St. Mary's at Palo Alto—KPO.

Oct. 8—California vs. St. Mary's at Berkeley—KPO.

Oct. 15—Stanford vs. University of Southern California at Palo Alto — KPO-KFI.

Oct. 22—Stanford vs. Oregon Aggies at Portland—KPO.

Oct. 29—California vs. U. S. C. at Los Angeles—KPO-KFI.

Nov. 5—Stanford vs. Washington at Seattle—KPO.

Nov. 12—California vs. Washington at Berkeley—KPO.

Nov. 19—California vs. Stanford at Palo Alto—KPO-KFI.

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Anti-bang Revolver—Philip — "I hate those revolving doors."

Morris—"So do I. You can't slam them when you're mad."

—Princeton Tiger.

## Programs for Next Week

KFRC—DON LEE  
SAN FRANCISCO—454

### Sunday, September 18

12 noon to 1:00 p. m.—Church service.  
5:00 to 6:00 p. m.—Organ recital.  
6:00 to 6:30 p. m.—Talk.  
6:30 to 7:30 p. m.—Twilight recital.  
8:30 to 10:30 p. m.—Walter Krausgrill's Orchestra.

### Monday, September 19

7:00 to 8:00 a. m.—Seal Rock program.  
8:00 to 9:00 a. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Household hints.  
11:30 to 12:00 noon—Amateur tryouts.  
12:00 to 1:00 p. m.—Sherman, Clay program.  
4:30 to 5:15 p. m.—Organ recital.  
5:15 to 5:45 p. m.—Mac and his gang.  
5:45 to 6:20 p. m.—Joe Mendel and Pep Band.  
6:20 to 6:30 p. m.—Stage and screen, police reports.  
6:30 to 7:00 p. m.—The Cecilians.  
7:00 to 7:30 p. m.—Mark Hopkins Dance Orchestra.  
8:00 to 10:00 p. m.—Blue Monday Jamboree.  
10:00 to 12:00 p. m.—Mark Hopkins Orchestra.

### Tuesday, September 20

7:00 to 8:00 p. m.—Seal Rock program.  
8:00 to 9:00 a. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Doings of Dorothy.  
11:30 a. m. to 12:00 noon—Amateur tryout program.  
12:00 to 1:00 p. m.—Sherman, Clay concert.  
4:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:20 p. m.—Mac and his gang.  
6:20 to 6:30 p. m.—Stage and screen.  
6:30 to 7:00 p. m.—The Cecilians.  
7:00 to 7:30 p. m.—Investment Securities.  
8:00 to 8:30 p. m.—KFRC Radio Movie Club.  
8:30 to 9:30 p. m.—Walter Krausgrill's orchestra.  
9:30 to 12:00 p. m.—Mark Hopkins Dance Orchestra.

### Wednesday, September 21

7:00 to 8:00 p. m.—Seal Rock program.  
8:00 to 9:00 a. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Household hints.  
11:30 to 12:00 noon—Amateur tryout period.  
12:00 to 1:00 p. m.—Sherman, Clay concert.  
4:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:20 p. m.—Mac and his gang.  
6:20 to 6:30 p. m.—Stage and screen.  
6:30 to 7:00 p. m.—The Cecilians.  
7:00 to 7:30 p. m.—Mark Hopkins Orchestra.  
8:00 to 9:00 p. m.—Maxwell House Coffee program.  
9:00 to 10:00 p. m.—Program by Sherman, Clay & Company.

10:00 to 12:00 p. m.—Walter Krausgrill's orchestra.

### Thursday, September 22

7:00 to 8:00 a. m.—Seal Rock program.  
8:00 to 9:00 a. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Doings of Dorothy.  
11:30 to 12:00 noon—Amateur tryouts.  
12:00 to 1:00 p. m.—Sherman, Clay program.  
4:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:20 p. m.—Mac and his Gang.  
6:20 to 6:30 p. m.—Madame Marie's beauty talk.  
6:30 to 6:50 p. m.—The Cecilians.  
6:50 to 7:00 p. m.—Stage and screen.  
7:00 to 7:30 p. m.—Mark Hopkins dance orchestra.  
8:00 to 9:00 p. m.—Mona Motor Oil Co.  
9:00 to 10:00 p. m.—An hour with Rose Florence.  
10:00 to 12:00 p. m.—Mark Hopkins dance orchestra.

### Friday, September 23

7:00 to 8:00 p. m.—Seal Rock program.  
8:00 to 9:00 p. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Hints to home-makers.  
11:30 to 12:00 noon—Amateur tryouts.  
12:00 to 1:00 p. m.—Sherman, Clay program.  
3:30 to 4:30 p. m.—Student hour.  
4:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:20 p. m.—Mac and his gang.  
6:20 to 6:30 p. m.—Stage and screen.  
6:30 to 7:00 p. m.—Art floral program.  
7:00 to 7:30 p. m.—Mark Hopkins dance orchestra.  
8:00 to 9:00 p. m.—Musical Educational Series.  
9:00 to 10:00 p. m.—Walter Krausgrill's Orchestra.  
10:00 to 12:00 p. m.—Mark Hopkins dance orchestra.

### Saturday, September 24

7:00 to 8:00 a. m.—Seal Rock program.  
8:00 to 9:00 p. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:45 a. m.—Amateur tryouts.  
11:45 to 12:00 noon—Announcements of Sunday church sermons.  
12:00 to 1:00 p. m.—Sherman, Clay concert.  
4:00 to 5:30 p. m.—Hotel Mark Hopkins Orchestra.  
5:30 to 6:20 p. m.—Mac and his gang.  
6:20 to 6:30 p. m.—Stage and screen.  
6:30 to 7:00 p. m.—The Cecilians.  
7:00 to 7:30 p. m.—Mark Hopkins dance orchestra.  
8:00 p. m. to 1:00 a. m.—Mark Hopkins dance orchestra.

KYA—PACIFIC BROADCAST CORP. SAN FRANCISCO—309.1

Sunday, September 18
11:00 a. m.—Church services.
7:45 p. m.—Church services.
Monday, September 19
7:00 to 8:00 a. m.—Golden Gate Crier.
8:00 a. m.—Correct time.
12:30 to 2:00 p. m.—Cliff Concert Trio.
5:30 to 6:30 p. m.—Golden Gate Crier.
6:30 to 7:00 p. m.—Prize package period.
7:00 to 7:30 p. m.—Cliff Concert Trio.
8:00 to 10:00 p. m.—Studio program.
10:00 to 11:00 p. m.—The Golden Gate Amphions.
11:00 p. m.—Correct time.
Tuesday, September 20
7:00 to 8:00 a. m.—Golden Gate Crier.
8:00 a. m.—Correct time.
10:30 to 10:45 a. m.—Diet and health talk.
12:30 to 2:00 p. m.—Cliff Hotel Concert Trio.
4:00 to 5:30 p. m.—Studio program.
5:30 to 7:00 p. m.—Golden Gate Crier.
7:00 to 7:15 p. m.—"Magazine on the Air."
7:15 to 7:30 p. m.—Cliff Hotel Concert Trio.
8:00 to 10:00 p. m.—Studio program.
10:00 p. m.—Correct time.
Wednesday, September 21
7:00 to 8:00 a. m.—Golden Gate Crier.
8:00 a. m.—Correct time.
12:30 to 2:00 p. m.—Cliff Hotel Concert Trio.
5:30 to 7:00 p. m.—Golden Gate Crier.
7:00 to 7:30 p. m.—Cliff Hotel Concert Trio.
8:00 to 10:00 p. m.—Studio program.
Thursday, September 22
7:00 to 8:00 a. m.—Golden Gate Crier.
8:00 a. m.—Correct time.
12:30 to 2:00 p. m.—Cliff Hotel Concert Trio.
5:30 to 7:00 p. m.—Golden Gate Crier.
7:00 to 7:30 p. m.—Cliff Hotel Concert Trio.
8:00 to 9:00 p. m.—Regular weekly meeting "26th Squad."
9:00 to 10:00 p. m.—The Clarion Trio.
Friday, September 23
7:00 to 8:00 a. m.—Golden Gate Crier.
8:00 a. m.—Correct time.
10:30 to 10:45 a. m.—Diet and health talk.
12:30 to 2:00 p. m.—Cliff Hotel Concert Trio.
5:30 to 7:00 p. m.—Golden Gate Crier.
7:00 to 7:30 p. m.—Cliff Hotel Concert Trio.
8:00 to 9:00 p. m.—Studio program.
9:00 to 10:00 p. m.—KYA artists.
10:00 p. m.—Correct time.
Saturday, September 24
7:00 to 8:00 a. m.—Golden Gate Crier.
8:00 a. m.—Correct time.
12:30 to 2:00 p. m.—Cliff Hotel Concert Trio.
5:30 to 7:00 p. m.—Golden Gate Crier.
7:00 to 7:30 p. m.—Cliff Hotel Concert Trio.
8:00 to 10:00 p. m.—Studio program.
10:00 p. m.—Correct time.

KPO—HALE BROTHERS AND THE CHRONICLE SAN FRANCISCO—422

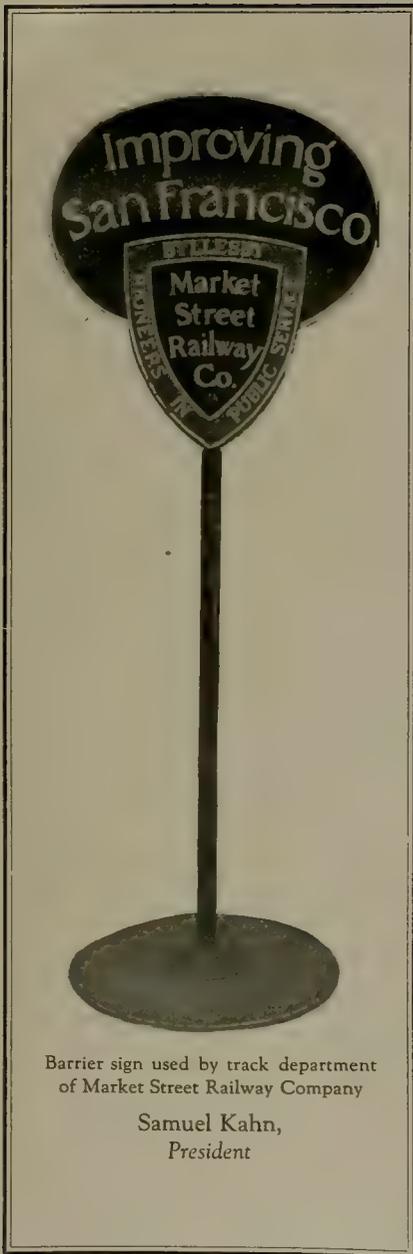
Sunday, September 18
2:45 to 4:30 p. m.—Broadcast of baseball game.
5:00 to 6:00 p. m.—Twilight hour.
6:00 to 6:30 p. m.—States Restaurant orchestra.
6:30 p. m.—Baseball scores.
6:35 to 8:35 p. m.—Palace Hotel concert orchestra.
8:35 to 10:00 p. m.—Fairmont Hotel concert orchestra.
Monday, September 19
6:45, 7:15 and 7:45 a. m.—Health exercises.
8:00 to 9:00 a. m.—Sperry Flour happy hour.
10:30 to 10:45 a. m.—Ye Towne Cryer service.
11:30 to 12:50 p. m.—Kane's Hawaiians.
12 noon—Time signals, Scripture reading.
12:50 p. m.—Stock market quotations.
1:00 to 2:00 p. m.—Fairmont Hotel concert orchestra.
3:30 to 5:30 p. m.—Palace Hotel concert orchestra.
5:30 to 6:00 p. m.—Children's hour.
6:00 to 6:30 p. m.—Ye Towne Cryer service.
6:30 to 7:00 p. m.—States Restaurant orchestra.
7:00 to 7:30 p. m.—Fairmont Hotel concert orchestra.
7:30 to 8:00 p. m.—DX.
8:00 to 9:00 p. m.—Program by National Broadcasting.
9:00 to 10:00 p. m.—Program for Shell Company of California, KPO-KFI.
10:00 p. m. to 12 midnight—KPO's variety hour.
Tuesday, September 20
6:45, 7:15 and 7:45 a. m.—Health exercises.
8:00 to 9:00 a. m.—Sperry Flour happy hour.
10:30 to 10:45 a. m.—Domestic economist.
10:30 to 10:45 a. m.—Ye Towne Cryer service.
11:30 to 12:50 p. m.—Kane's Hawaiians.
12 noon—Time signals, Scripture reading.
12:50 p. m.—Stock market quotations.
1:00 to 2:00 p. m.—Fairmont Hotel concert orchestra.
2:45 to 4:30 p. m.—Broadcast of baseball game.
4:30 to 5:30 p. m.—Palace Hotel concert orchestra.
5:30 to 6:00 p. m.—Children's hour.
6:00 to 6:30 p. m.—Ye Towne Cryer service.
6:30 to 7:00 p. m.—States Restaurant orchestra.
7:00 to 7:30 p. m.—Fairmont Hotel concert orchestra.
7:30 to 8:00 p. m.—DX.
8:00 to 8:30 p. m.—Dan Casey's Fireside Hour.
8:30 to 9:00 p. m.—Organ recital.
9:00 to 10:00 p. m.—National Broadcasting Company.
10:00 to 11:00 p. m.—Palace Hotel dance orchestra.
Wednesday, September 21
6:45, 7:15 and 7:45 a. m.—Health exercises.
8:00 to 9:00 a. m.—Sperry Flour happy hour.
10:30 to 10:45 a. m.—Ye Towne Cryer service.
11:30 to 12:50 p. m.—Kane's Hawaiians.
12 noon—Time signals, Scripture reading.
12:50 p. m.—Stock market quotations.
1:00 to 2:00 p. m.—Fairmont Hotel concert orchestra.

2:45 to 4:30 p. m.—Broadcast of baseball game.
4:30 to 5:30 p. m.—Palace Hotel concert orchestra.
5:30 to 6:00 p. m.—Children's hour.
6:00 to 6:30 p. m.—Ye Towne Cryer service.
6:30 to 7:00 p. m.—States Restaurant orchestra.
7:00 to 7:30 p. m.—Fairmont Hotel concert orchestra.
7:30 to 8:00 p. m.—DX.
8:00 to 9:00 p. m.—Atwater Kent Artists.
9:00 to 10:00 p. m.—National Broadcasting Company.
10:00 to 11:00 p. m.—States Restaurant orchestra.
Thursday, September 22
6:45, 7:15 and 7:45 a. m.—Health exercises.
8:00 to 9:00 a. m.—Sperry Flour happy hour.
10:30 to 10:45 a. m.—Domestic economist.
10:30 to 10:45 a. m.—Ye Towne Cryer service.
11:30 to 12:50 p. m.—Kane's Hawaiians.
12 noon—Time signals, Scripture reading.
12:50 p. m.—Stock market quotations.
1:00 to 2:00 p. m.—Fairmont Hotel concert orchestra.
2:45 to 4:30 p. m.—Broadcast of baseball game.
4:30 to 5:30 p. m.—Palace Hotel concert orchestra.
5:30 to 6:00 p. m.—Children's hour.
6:00 to 6:30 p. m.—Ye Towne Cryer service.
6:30 to 7:00 p. m.—States Restaurant orchestra.
7:00 to 7:30 p. m.—Fairmont Hotel concert orchestra.
7:30 to 8:00 p. m.—DX.
8:00 to 9:00 p. m.—Caswell hour.
9:00 to 10:00 p. m.—National Broadcasting Company.
10:00 to 11:00 p. m.—Palace Hotel dance orchestra.
Friday, September 23
6:45, 7:15 and 7:45 a. m.—Health exercises.
8:00 to 9:00 a. m.—Sperry Flour happy hour.
10:30 to 10:45 a. m.—Ye Towne Cryer service.
10:45 a. m.—Ninon, fashion critic.
11:30 a. m. to 12:45 p. m.—Kane's Hawaiians.
12 noon—Time signals, Scripture reading.
12:45 p. m.—Commonwealth luncheon at Palace Hotel.
1:30 to 2:00 p. m.—Fairmont Hotel concert orchestra.
2:45 to 4:30 p. m.—Broadcast of baseball game.
4:30 to 5:30 p. m.—Palace Hotel concert orchestra.
5:30 to 6:00 p. m.—Children's hour.
6:00 to 6:30 p. m.—Ye Towne Cryer service.
6:30 to 7:00 p. m.—States Restaurant orchestra.
7:00 to 7:20 p. m.—Book review.
7:20 to 7:30 p. m.—Sports-on-the-air.
7:30 to 8:00 p. m.—DX.
8:00 to 9:00 p. m.—Program, the Calpet orchestra.
9:00 to 10:00 p. m.—National Broadcasting Company.
10:00 to 11:00 p. m.—States Restaurant orchestra.
Saturday, September 24
6:45, 7:15 and 7:45 a. m.—Health exercises.
8:00 to 9:00 a. m.—Sperry Flour happy hour.
10:30 to 10:45 a. m.—Domestic economist.
10:30 to 10:45 a. m.—Ye Towne Cryer service.
11:30 to 12:50 p. m.—Kane's Hawaiians.
12 noon—Time signals, Scripture reading.
12:50 p. m.—Stock market quotations.
1:00 to 2:00 p. m.—Fairmont Hotel concert orchestra.
2:45 to 4:30 p. m.—Broadcast of baseball games.
4:30 to 5:30 p. m.—Palace Hotel concert orchestra.
5:30 to 6:00 p. m.—Children's hour.
6:00 to 6:30 p. m.—Ye Towne Cryer service.
6:30 to 7:00 p. m.—States Restaurant orchestra.
7:30 to 8:00 p. m.—DX.
8:00 to 9:00 p. m.—National Broadcasting Company.
9:00 to 11:00 p. m.—KPO Dance Orchestra.
11:00 to 12:00 p. m.—Palace Hotel Dance Orchestra.

KFWI—RADIO ENTERTAINMENTS, INC. SAN FRANCISCO—267
Sunday, September 18
12:30 to 1:30 p. m.—Organ recital.
7:50 to 9:00 p. m.—Church services.
9:00 to 10:00 p. m.—Laura Ellen Windsor and pupils.
10:00 to 12:00 p. m.—Clyde Cooper's orchestra.
Monday, September 19
8:20 to 10:27 a. m.—Breakfast program.
10:27 to 10:30 a. m.—U. S. weather reports.
10:30 to 11:00 a. m.—Fashion hints.
11:00 to 12:00 p. m.—Organ recital.
12:00 to 1:00 p. m.—Luncheon program.
4:00 to 5:00 p. m.—KFWI tea party.
5:00 to 5:30 p. m.—Construction reports.
5:30 to 6:00 p. m.—Theatrical announcements.
6:00 to 7:00 p. m.—Dinner hour concert.
7:00 to 7:15 p. m.—Sports by Geo. T. Davis.
7:15 to 7:30 p. m.—Advertising talk.
8:00 to 9:00 p. m.—Clyde Cooper's orchestra.
9:00 to 9:30 p. m.—Geo. Taylor and Clem Kennedy.
9:30 to 10:00 p. m.—Darnville Sisters.
10:00 p. m.—Weather and police reports.
10:03 to 12:00 p. m.—Clyde Cooper's Roof Garden orchestra.
Tuesday, September 20
7:00, 7:30 and 8:00 a. m.—Health exercises.
8:20 to 10:27 a. m.—Breakfast program.
10:27 to 10:30 a. m.—U. S. weather reports.
10:30 to 11:00 a. m.—Beauty hints.
12:00 to 12:30 p. m.—Musical luncheon program.
12:30 to 1:00 p. m.—Organ recital.
1:00 to 1:30 p. m.—Country store.
1:30 to 2:00 p. m.—Cowell Dein, piano and banjo.
5:00 to 5:30 p. m.—Construction reports.
5:30 to 6:00 p. m.—Theatrical announcements.
6:00 to 7:00 p. m.—Dinner hour concert.
7:00 to 7:15 p. m.—Sports by Geo. T. Davis.
7:15 to 7:30 p. m.—KFWI Builders of Progress Club.
8:00 to 9:00 p. m.—Clyde Cooper's orchestra.
9:00 to 10:00 p. m.—Barnes Vaudeville Agency.
10:00 p. m.—Weather and police reports.
10:03 to 11:00 p. m.—Clyde Cooper's orchestra.
11:00 to 12:00 p. m.—Lezz Black's mysterious hour.
Wednesday, September 21
7:00, 7:30 and 8:00 a. m.—Health exercises.

8:20 to 10:27 a. m.—Breakfast program.
10:27 to 10:30 a. m.—U. S. weather reports.
10:30 to 11:00 a. m.—Cynthia Grey's column.
11:00 to 12:00 p. m.—Organ recital.
12:00 to 12:30 p. m.—Luncheon program.
12:30 to 1:00 p. m.—Organ recital.
1:00 to 1:30 p. m.—Country store.
5:00 to 5:30 p. m.—Construction reports.
5:30 to 6:00 p. m.—Theatrical announcements.
6:00 to 7:00 p. m.—Louis Donato and Jack Kelsey.
7:00 to 7:15 p. m.—Sports by Geo. T. Davis.
7:15 to 7:30 p. m.—Studio program.
8:00 to 9:00 p. m.—Clyde Cooper's Orchestra.
9:00 to 10:00 p. m.—Clifford Schneider, baritone.
10:00 p. m.—Weather and police reports.
10:03 to 12:00 p. m.—Clyde Cooper's orchestra.
Thursday, September 22
7:00, 7:30 and 8:00 a. m.—Health exercises.
8:20 to 10:27 a. m.—Breakfast program.
10:27 to 10:30 a. m.—U. S. weather reports.
10:30 to 11:00 a. m.—Fashion hints by Babette.
10:30 to 12:30 p. m.—Luncheon program.
12:30 to 1:00 p. m.—Organ recital.
1:00 to 1:30 p. m.—Country store.
4:00 to 5:00 p. m.—KFWI tea party.
5:00 to 5:30 p. m.—Construction reports.
5:30 to 6:00 p. m.—Theatrical announcements.
6:00 to 7:00 p. m.—Dinner hour program.
7:00 to 7:15 p. m.—Sports by Geo. T. Davis.
7:15 to 7:30 p. m.—Kenneth A. Millican.
8:00 to 9:00 p. m.—Studio program.
9:00 to 9:30 p. m.—Gloria Del Rae.
9:30 to 11:00 p. m.—Bill Bennett.
11:00 to 12:00 p. m.—Clyde Cooper's orchestra.
11:30 a. m. to 1:00 p. m.—Luncheon concert.
Friday, September 23
7:00, 7:30 and 8:00 a. m.—Exercise hour.
8:20 to 10:27 a. m.—Breakfast program.
10:27 to 10:30 a. m.—U. S. weather reports.
10:30 to 11:00 a. m.—Beauty hints.
10:30 to 12:00 p. m.—Organ recital.
12:00 to 12:30 p. m.—Musical luncheon program.
12:30 to 1:00 p. m.—Organ recital.
1:00 to 1:30 p. m.—Country store.
1:30 to 2:00 p. m.—Cowell Dein, banjo and piano.
4:00 to 5:00 p. m.—KFWI tea party.
5:00 to 5:30 p. m.—Construction reports.
5:30 to 6:00 p. m.—Theatrical announcements.
6:00 to 7:00 p. m.—Program.
7:00 to 7:15 p. m.—Sports by Geo. T. Davis.
7:15 to 7:30 p. m.—Talk.
8:00 to 9:00 p. m.—Clyde Cooper's orchestra.
9:00 to 10:00 p. m.—California Sunshine Boys.
10:00 p. m.—Weather and police reports.
10:03 to 12:00 p. m.—Clyde Cooper's orchestra.
12:00 to 12:30 p. m.—Luncheon program.
Saturday, September 24
7:00, 7:30 and 8:00 a. m.—Exercise hour.
8:20 to 10:27 a. m.—Musical breakfast program.
10:27 to 10:30 a. m.—U. S. weather reports.
10:30 to 11:00 a. m.—Cynthia Grey's column.
12:00 to 12:30 p. m.—Luncheon program.
12:30 to 1:00 p. m.—Organ recital.
1:00 to 1:30 p. m.—Country store.
5:00 to 5:30 p. m.—Construction reports.
5:30 to 6:00 p. m.—Theatrical announcements.
6:00 to 7:00 p. m.—Dinner hour concert.
7:00 to 7:15 p. m.—Sports by Geo. T. Davis.
7:15 to 7:30 p. m.—Geo. Taylor and Clem Kennedy.
8:00 to 9:00 p. m.—Athena Alexandroff, soprano.
9:00 to 12:00 p. m.—Clyde Cooper's orchestra.
12:00 to 2:30 a. m.—KFWI hour of mirth.

Advertisement for California Sport Shop. Features an illustration of an archer and the text: 'We Feature Archery Equipment'. Address: 474 POST STREET near Mason SAN FRANCISCO, CALIF.



Barrier sign used by track department of Market Street Railway Company

Samuel Kahn,  
President

— NOW IN OUR 30TH YEAR —  
**WADE AND RUEGG**  
 Tailors  
**Fall Woolens**  
 Now on Display  
 Special Line of  
**"SPORTEX"**  
 Scotch Sport Material  
 Suite 201—12 Geary Street  
 Phone Kearny 2866  
 San Francisco

**KLX—OAKLAND TRIBUNE**  
**OAKLAND—508**

**Monday, September 19**  
 5:00 p. m.—Martha Lee.  
 5:30 to 6:30 p. m.—Brother Bob's club; Boy Scout program.  
 7:00 to 7:30 p. m.—Amusement information.  
 8:00 to 9:00 p. m.—Special program.  
 9:00 to 10:00 p. m.—Weekly meeting of Lake Merritt Ducks.  
**Tuesday, September 20**  
 2:45 p. m.—Baseball.  
 5:30 to 6:30 p. m.—Brother Bob.  
 7:00 to 7:30 p. m.—Amusement information.  
 8:00 to 9:00 p. m.—Program.  
**Wednesday, September 21**  
 2:45 p. m.—Baseball.  
 5:00 p. m.—Martha Lee.  
 6:30 to 7:00 p. m.—Athen Athletic club orchestra.  
 7:00 to 7:30 p. m.—Amusement information.  
 8:00 to 9:00 p. m.—Educational program.  
 9:00 to 10:00 p. m.—Special program.  
**Thursday, September 22**  
 2:45 p. m.—Baseball.  
 5:30 to 6:30 p. m.—Brother Bob.  
 7:00 to 7:30 p. m.—Amusement information.  
**Friday, September 23**  
 2:45 p. m.—Baseball.  
 5:00 p. m.—Martha Lee.  
 5:30 to 6:30 p. m.—Brother Bob.  
 7:00 to 7:30 p. m.—Amusement information.  
 8:00 to 9:30 p. m.—Special program.  
 9:30 to 10:30 p. m.—Athens Athletic club orchestra.  
**Saturday, September 24**  
 2:15 p. m.—University of California vs. Santa Clara football.  
 7:00 to 7:30 p. m.—Amusement information.

**KGO—GENERAL ELECTRIC**  
**OAKLAND—394**

**Sunday, September 18**  
 11:00 a. m.—Church service.  
 4:00 p. m.—Vesper service.  
 5:30 to 6:30 p. m.—National Broadcasting Company.  
 6:30 to 7:30 p. m.—Bem's Little Symphony.  
 7:30 p. m.—Weather and baseball.  
 7:35 to 9:00 p. m.—Church service.  
 9:00 to 10:00 p. m.—National Broadcasting Company.  
**Monday, September 19**  
 11:30 a. m. to 1:00 p. m.—Hotel Leamington concert.  
 12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
 4:00 to 5:00 p. m.—Hotel St. Francis dance orchestra.  
 5:30 to 6:00 p. m.—KGO Kiddies' Klub.  
 6:00 to 6:45 p. m.—Stanislas Bem's Little Symphony.  
 6:45 p. m.—"What's Happening in the World."  
 7:03, weather; 7:06, baseball; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).  
 8:00 to 9:00 p. m.—National Broadcasting Company.  
 9:00 to 9:20 p. m.—"Chats About New Books."  
**Tuesday, September 20**  
 11:30 to 1:00 p. m.—Hotel Leamington concert.  
 12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
 2:00 to 3:00 p. m.—Pacific Radio Trade Association concert.  
 4:00 to 5:00 p. m.—Hotel St. Francis orchestra.  
 6:00 to 6:55 p. m.—Stanislas Bem's Little Symphony.  
 6:55, news; 7:03, weather; 7:06, baseball; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).  
 8:00 to 9:00 p. m.—(Oakland studio)—The Pilgrims.  
 9:00 to 10:00 p. m.—National Broadcasting Company.  
 10:00 to 11:00 p. m.—National Broadcasting Company.  
**Wednesday, September 21**  
 11:30 to 1:00 p. m.—Hotel Leamington concert.  
 12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
 2:00 to 3:00 p. m.—Pacific Radio Trade Association concert.  
 4:00 to 5:00 p. m.—Hotel St. Francis orchestra.  
 6:00 to 6:30 p. m.—Bem's Little Symphony.  
 6:30, weather; 6:33, baseball.  
 6:35 to 7:30 p. m.—Farm program.  
 8:00 to 9:00 p. m.—Vaudeville.  
 9:00 to 10:00 p. m.—National Broadcasting Company.  
 10:00 to 12:00 p. m.—Lynn Pryor's Orchestra.  
**Thursday, September 22**  
 11:30 to 1:00 p. m.—Hotel Leamington concert.  
 12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
 2:00 to 3:00 p. m.—Pacific Radio Trade Association concert.  
 4:00 to 5:00 p. m.—Hotel St. Francis Orchestra.  
 5:00 to 6:00 p. m.—"Friend to Boys."  
 6:00 to 6:30 p. m.—Bem's Little Symphony.  
 6:30 to 7:00 p. m.—National Broadcasting Company.  
 7:00, news; 7:03, weather; 7:06, baseball; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).  
 8:00 to 9:00 p. m.—KGO players.  
 9:00 to 10:00 p. m.—National Broadcasting Company.  
 10:00 to 12:00 p. m.—Hotel St. Francis dance orchestra.  
**Friday, September 23**  
 11:10 a. m.—Homemaking talk.  
 11:30 a. m. to 1:00 p. m.—Hotel Leamington concert.  
 12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
 4:00 to 5:00 p. m.—Hotel St. Francis Concert Orchestra.

5:30 p. m.—Wise man from the Land-O-Health.  
 6:00 to 6:45 p. m.—Bem's Little Symphony.  
 6:45 to 6:55 p. m.—"Weekly Financial Review."  
 6:55, news; 7:03, weather; 7:06, baseball; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).  
 8:00 to 9:00 p. m.—Western Artist Series.  
 9:00 to 10:00 p. m.—National Broadcasting Company.  
 10:00 to 11:00 p. m.—National Broadcasting Company.  
 11:00 to 12:00 p. m.—St. Francis Dance Orchestra.  
**Saturday, September 24**  
 11:30 a. m. to 1:00 p. m.—Hotel Leamington concert.  
 12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
 4:00 to 5:00 p. m.—Hotel St. Francis Concert Orchestra.  
 6:00 to 7:00 p. m.—Majestic Ball Room Orchestra.  
 7:00 to 7:15 p. m.—Weather, news, market reports.  
 7:15 to 7:30 p. m.—Weekly sport review.  
 8:00 to 9:00 p. m.—National Broadcasting Company.  
 10:00 p. m. to 1:00 a. m.—Wilt Gunzendorfer's Band.

**KFI—EARLE C. ANTHONY, INC**  
**LOS ANGELES—468 METERS**

**Sunday, September 18**  
 10:00 a. m.—Morning services.  
 11:00 a. m.—Church services.  
 5:30 p. m.—National Broadcasting Company.  
 6:30 to 7:00 p. m.—Boris Myronoff, concert pianist.  
 6:58 p. m.—Father Ricard's forecast.  
 7:00 p. m.—Aeolian organ recital.  
 8:00 p. m.—Packard classic hour.  
 9:00 p. m.—National Broadcasting Company.  
 10:00 p. m.—Dolly McDonald, blues singer.  
**Monday, September 19**  
 5:30 p. m.—Carl Hansen, musical saw.  
 6:15 p. m.—Radiatorial.  
 6:30 p. m.—Gamut male quartet.  
 7:00 p. m.—Gene Johnston's Music Box hour.  
 8:00 p. m.—National Broadcasting Company.  
 9:00 p. m.—Shell Company of California.  
 10:00 p. m.—Program by Meiklejohn Bros.  
**Tuesday, September 20**  
 5:30 p. m.—The Dragon Hawaiians.  
 6:15 p. m.—Music appreciation chat.  
 6:30 p. m.—J. Walter Leopold, pianist-composer.  
 7:00 p. m.—Pal O' Mine Trio.  
 8:00 p. m.—Song recital by Virginia Flohri.  
 9:00 p. m.—National Broadcasting Company.  
 10:00 p. m.—Collegiate Aeolians Dance Orchestra.  
**Wednesday, September 21**  
 3:00 p. m.—National Broadcasting Company.  
 5:30 p. m.—Sebastians Cotton Club Orchestra.  
 6:15 p. m.—Radiatorial period.  
 7:30 p. m.—Nick Harris detective stories.  
 6:30 p. m.—Packard Six Orchestra.  
 8:00 p. m.—Popular program.  
 9:00 p. m.—National Broadcasting Company.  
 10:00 p. m.—Virginia McCoy, contra-contralto.  
**Thursday, September 22**  
 5:30 p. m.—Elkin's and Hite's Dixieland Orchestra.  
 6:15 p. m.—Radiatorial period.  
 6:30 p. m.—National Broadcasting Company.  
 7:00 p. m.—Pastel Trio, Ira D. Morgan, soloist.  
 8:00 p. m.—Program of semi-classical music.  
 9:00 p. m.—National Broadcasting Company.  
 10:00 p. m.—Program of modern classical music.  
**Friday, September 23**  
 5:30 p. m.—Program by Eugene Biscailuz.  
 6:15 p. m.—Radiatorial period.  
 6:30 p. m.—Clarice Russell, blues singer.  
 7:00 p. m.—Program by Paul Roberts.  
 8:00 p. m.—Dorothy Alcock, concert pianist.  
 9:00 p. m.—National Broadcasting Company.  
 10:00 p. m.—Packard Ballad Hour.  
**Saturday, September 24**  
 5:30 p. m.—Strangers Social Club Orchestra.  
 6:15 p. m.—Radiatorial period.  
 6:30 p. m.—Vest Pocket program.  
 7:00 p. m.—Henry Starr, pianist and vocalist.  
 7:30 p. m.—Felipe Delgado, Spanish Baritone.  
 8:00 p. m.—National Broadcasting Company.  
 9:00 p. m.—Program by Maurine Dyer.  
 10:00 p. m.—Packard Radio Club.  
 11:00 p. m.—KFI Midnight Frolic.  
**KJR—NORTHWEST RADIO CO.**  
**SEATTLE—348**  
**Sunday, September 18**  
 7:45 to 8:00 p. m.—Twilight Organ Hour.  
 8:00 to 9:30 p. m.—Evening services.  
 9:30 to 11:00 p. m.—Concert orchestra.  
**Monday, September 19**  
 6:00 to 6:30 p. m.—Time signals, sport news.  
 6:30 to 7:00 p. m.—KJR junior hour.  
 7:00 to 10:00 p. m.—Studio program.  
 10:00 p. m.—Time signals.  
**Tuesday, September 20**  
 6:00 to 6:30 p. m.—Time signals, sports news.  
 6:30 to 7:00 p. m.—KJR junior hour.  
 7:00 to 10:00 p. m.—Studio program.  
 10:00 p. m.—Time signals.  
**Wednesday, September 21**  
 6:00 to 6:30 p. m.—Time signals, sport news.  
 6:30 to 7:00 p. m.—KJR Junior Hour.  
 7:00 to 10:00 p. m.—Studio program.  
 10:00 p. m.—Time signals.  
**Thursday, September 22**  
 6:00 to 6:30 p. m.—Time signals, sport news.

6:30 to 7:00 p. m.—KJR junior hour.  
 7:00 to 8:00 p. m.—Studio program.  
 9:00 to 10:00 p. m.—Concert orchestra.  
 10:00 p. m.—Time signals.  
**Friday, September 23**  
 6:00 to 6:30 p. m.—Time signals, sport news.  
 6:30 to 7:00 p. m.—KJR junior hour.  
 7:00 to 8:00 p. m.—Studio program.  
 8:00 to 9:00 p. m.—John Harper trio.  
 9:00 to 10:00 p. m.—Studio program.  
 10:00 p. m.—Time signals.  
 10:00 to 11:00 p. m.—Vic Meyers' dance orchestra.

**KGW—MORNING OREGONIAN  
 PORTLAND—491.5**

**Sunday, September 18**  
 7:30 to 9:00 p. m.—Evening Church services.  
 9:00 to 10:00 p. m.—N. B. C. program.  
 10:00 to 11:00 p. m.—Little Symphony orchestra.  
**Monday, September 19**  
 6:00 to 7:00 p. m.—Dinner concert.  
 7:00 to 7:10 p. m.—Educational talk.  
 7:10 to 7:40 p. m.—Instrumental entertainment.  
 7:40 to 8:00 p. m.—Travel talk.  
 8:00 to 9:00 p. m.—N. B. C. program.  
 9:00 to 10:00 p. m.—Concert.  
 10:00 to 12:00 p. m.—Dance frolic.  
**Tuesday, September 20**  
 6:00 to 7:00 p. m.—Dinner concert.  
 7:30 to 7:45 p. m.—Utility service.  
 7:45 to 8:00 p. m.—Golf chat.  
 8:00 to 9:00 p. m.—Educational program.  
 9:00 to 10:00 p. m.—N. B. C. program.  
 10:00 to 12:00 p. m.—Dance music.  
**Wednesday, September 21**  
 6:00 to 6:30 p. m.—Children's program.  
 6:30 p. m.—Dempsey-Tunney fight through N. B. C.  
 7:30 to 7:45 p. m.—Utility service.  
 8:00 to 9:00 p. m.—Concert.  
 9:00 to 10:00 p. m.—N. B. C. program.  
**Thursday, September 22**  
 6:00 to 7:00 p. m.—Dinner concert.  
 7:00 to 7:30 p. m.—Good Humor orchestra.  
 7:30 to 8:00 p. m.—Concert.  
 8:00 to 9:00 p. m.—Concert.  
 9:00 to 10:00 p. m.—N. B. C. program.  
**Friday, September 23**  
 6:00 to 7:00 p. m.—Dinner concert.  
 7:30 to 8:00 p. m.—Program.  
 8:00 to 9:00 p. m.—Concert.  
 9:00 to 10:00 p. m.—N. B. C. Program.  
 10:00 to 10:30 p. m.—Concert.  
 10:30 to 12:00 p. m.—Keep Growing Wiser Order of Hoot Owls.  
**Saturday, September 24**  
 6:00 to 7:00 p. m.—Dinner concert.  
 8:00 to 9:00 p. m.—National Broadcasting Company.  
 10:00 to 12:00 p. m.—Dance music.

**California**

"Ben Hur" for which movie fans have been waiting so long, is the next picture at the California Theater with Ramon Novarro playing the part of the hero in General Lew Wallace's famous story and Francis X. Bushman taking the part of the wicked rival.

The chariot race in this picture is considered one of the greatest episodes in motion picture production and is one of the most exciting and thrilling scenes ever shown on the silver sheet. Thousands of extras were employed in this costly picture and there are enormous throngs in some of the scenes. Forty-eight horses, twelve teams, appear in the mad dash over seven laps of the race course.

(Continued on page 12)

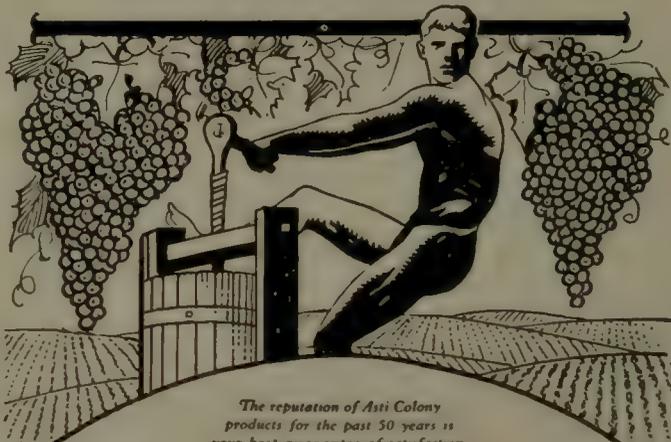


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**Pleasure's Wand**

(Continued from page 7)

**Warfield**

"Breakfast at Sunrise," featuring Constance Talmadge is the attraction on the Warfield Theater screen this week with the cinema star appearing as queen of the half world of Parisian society.

This production is based upon the French play "Un Dejeuner de Soleil" by Andre Birabeau. It has been adapted to the screen by Gladys Unger, whose stage plays are of national and international fame. Gay scenes in Paris are introduced in the picture with pretty girls and café life part of the story.

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**Pleasure's Wand**

(Continued from page 11)

May McAvoy, Carmel Myers, Nigel de Brulier, Claire McDowell, Kathleen Key and Betty Bronson are principals. \* \* \*

**Golden Gate**

Pauline Starke and Ben Lyon, in the screen romance, "Dance Magic," are featured at the Golden Gate Theatre Saturday.

With the exception of the two leads the cast of the picture was recruited almost entirely from Broadway stage productions. The setting is Broadway, its night clubs, theaters and restaurants.

On the stage six acts of vaudeville will round out the new Golden Gate program. \* \* \*

**St. Francis**

"The Cat and the Canary" will be the picture at the St. Francis following "Beau Geste" which has had a long run. Laura La Plante heads the cast in "The Cat and the Canary," based on the mystery play which had such a vogue at the Alcazar Theater not long ago. Tully Marshall, Arthur Edmund Carew, Creighton Hale, Gertrude Astor and Flora Finch, are in the cast. George Siegman, also, has an important role. \* \* \*

**Alhambra**

"White Gold" will be Saturday's screen story at the Alhambra with Kenneth Thompson and Jetta Goudal the stars. "Sensation Seekers" will be screened Sunday with Huntly Gordon and Billie Dove, stars. "Monte Cristo" comes to the Alhambra on Monday for a run of three days. John Gilbert, the star, with his great partner, Renee Adoree and Estelle Taylor, are in the cast of this Alexander Dumas dramatic story.

The Rudolph Music Masters provide musical entertainment at this popular theater on Polk street near Green, and for my part I think that they have some of the very best music in the motion picture theaters.

**Society**

(Continued from page 5)

**Luncheon**

Miss Marie Schmidt entertained a group of her classmates at a luncheon at the Fairmont Hotel, with a theatre party following.

Those who enjoyed the young hostess' hospitality were: Misses Leonore Sala, Barbara Sala, Ethel Goss, Gladys Dowden, Cecelia Morgan, Helen Risty, Irene Sling, Catherine Stanton and Grace Varellas.

Miss Schmidt's mother, Mrs. J. W. Schmidt, also entertained a few friends at luncheon, those present included Mrs. H. Dowden, Mrs. G. Soher, Mrs. J. M. Sala, Mrs. C. J. Hine.

**Bridge-Tea**

The Phi Sigma Sorority entertained at a bridge tea in the roof garden of the Hotel Whitcomb last Saturday afternoon. Those seated at the tables were: Misses Beriel Douglass, Dorothy Beverly, Noelle Beatty, Winifred Stringer, Caryll Fuller, Margaret Anglim, Lois Hirst, Elinor Cruse, Phyllis McCutcheon, Florence Martin, Thelma Myrick, Gertrude Kinne, Lucille Saunders, Amaryllis Dolenty, Maxine Quimby, Verona Harris, Hazel Thullen; Mrs. Willard Wood. \* \* \*

**Attractive Tea**

Miss Cless Lee Chedic of Oakland, presided as hostess at a beautifully appointed tea, given at the Fairmont Hotel recently, in honor of Miss Meta Petersen, who is leaving in a few days for a year of travel in Europe. The oval tea table was artistically decorated with over-turned baskets of flowers, pink and blue being the color scheme chosen and carried out in a charming manner. The favors were French dolls concealing betrothal cards of the hostess, Miss Chedic and Mr. James LeRoy Blackie, both former students of the University of California where the romance had its inception. The bride-elect is a member of the Kappa Delta sorority and of the Prytanean society.

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**IN THE SUPERIOR COURT**

of the State of California, in and for the  
City and County of San Francisco

Margaret Vanderhoogt, Plaintiff, vs. John W. B. Vanderhoogt, Defendant.  
No. 184626.

Action brought in the Superior Court of the State of California in and for the City and County of San Francisco, and the complaint filed in the office of the County Clerk of said City and County.

The people of the State of California send greeting to; John W. B. Vanderhoogt, Defendant.

You are hereby required to appear in an action brought against you by the above-named Plaintiff in the Superior Court of the State of California, in and for the City and County of San Francisco, and to answer the Complaint filed therein within ten days (exclusive of the day of service) after the service on you of this summons, if served within this City and County; or if served elsewhere within thirty days.

The said action is brought to obtain a judgment and decree of this Court dissolving the bonds of matrimony now existing between plaintiff and defendant, on the grounds of defendant's wilful desertion and wilful neglect, also for general relief, as will more fully appear in the Complaint on file, to which special reference is hereby made.

And you are hereby notified that unless you appear and answer as above required, the said Plaintiff will take judgment for any money or damages demanded in the complaint as arising upon contract or will apply to the Court for other relief demanded in the complaint.

Given under my hand and the Seal of the Superior Court of the State of California, in and for the City and County of San Francisco.

Dated this twenty-seventh day of July, 1927.

H. I. MULCREVY, Clerk.

By J. J. RAFFERTY, Deputy Clerk.

(Seal)

Austin Lewis, 473 Mills Bldg., San Francisco,  
Attorney for Plaintiff.

## There Were Airships in the 50's



THE FIRST CIGAR-SHAPED BLIMP. "AVITOR"

Invented and built in San Francisco by Frederick Marriott Sr. in the early 60's.  
Destroyed by fire in the Mechanics' Pavilion, where it was exhibited.

San Francisco in 1856 had a long edge on Captain Rickenbacker in stirring up residents with a flying machine that came to town. An advertisement in the News Letter of October 6, 1856 sets forth:

**FLYING MACHINE**—Richardson's Dove Battery, the only machine ever perfected for flying in the air, is on exhibition every evening at 131 Jackson street (opposite Burch's Hotel) at which time the inventor will be happy to explain the same to the ladies and gentlemen of San Francisco. Admission 50 cents.

F. Marriott, Sr., publisher of the San Francisco News Letter, had familiarized himself with the various flying machines then being exploited in England and on the Continent, and gave his judgment of the San Francisco flying machine as follows:

"We were struck with the similarity of the principle, which corresponds with the machine patented by Mr. William Henson in London, about eight years since, creating at that time a great sensation. The arrangement of the detail is different, but similar in object, although there does not appear any borrowing of ideas from one to the other. The action of the tail of the fish and the bird's wing, is that of a screw and adds to the propulsion of the body, by its vigor and rapidity. The dove battery of Mr. Richardson consists of two rigid planes (placed one over the other, about four feet apart), of glazed calico, with six sets of extended gull's wings place in front and behind the planes, and these wings are acted

simultaneously by cranks and levers, so as to produce the angle necessary for ascent or descent, striking the air at the same moment at the pleasure of the navigator, whose seat is in the center of the machine. The principle is the only one which can or will succeed, although we opine that cylinder containing gas, composed of silk or cotton, will materially tend to counteract gravitation. Should a small steam engine be found light and powerful enough, no further perfection of the machine is necessary. By running down an inclined plane, and holding a kite, you may be lifted off your feet; so in this machine, the pressure of the air, with the velocity obtained is the sustaining power. What is required to take the place of the rigid expanse of a bird's wing, is a couple of lightly framed Archimedian screws fixed at the back of the planes, or extended wings, and these screws, driven by a small engine of one man or half-horse power. Mr. Richardson intends in about three weeks having a private flight in the neighborhood of the North Beach, and we think he will be enabled to fly. As the principle of this invention is the true one, we shall be glad to find Mr. Richardson's visitors are so numerous as will enable him properly to elaborate at the machine so novel, an invention possessing really the only correct principle by which aerial navigation can be accomplished."

This prediction has proven true of late years and particularly, today, when the marvelous flight of Colonel Charles Lindbergh across land and sea has written new aviation history in the skies.



Official Photograph - Photo Section No. 15 Air Service U. S. Army  
THE "SHENANDOAH" OVER S. F. BAY—GOLDEN GATE IN BACKGROUND—1925

# Last call



back east  
Excursion tickets



September 30<sup>th</sup>  
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Lieutenant Blaine Stubblefield

by the propeller blades thrashing the air. Aeronautical motors turn over from 1600 to 2000 revolutions per minute, depending upon the type. Several well known and dependable automobile engines run faster than that at road speed, and give years of service.

Sitting in a plane on a long cross-country flight, one eventually becomes conscious of the various sounds. There is the rush of wind through the struts and cables; the propeller saws the air with a sound much like that of a waterfall; and the engine drones along in an undertone, its tune changing slightly as the ship cuts into varying densities and swells in the air.

Eddie Stinson will be in the New York-Spokane non-stop air derby. Stinson is one of the oldest and most skillful flyers in the world. It will be interesting to note his performance. In a battle with clouds and uncertain air currents his long experience will give him a great advantage. Lady Luck, however, will have much to say about his position at the finish. What can a crack flyer do with a stuck valve or a stalled oil pump?

"Sometimes, even the minutes count," says an American Railway Express bulletin on air express service. "Shippers will undoubtedly find air express service of particular value to them when their business requires the swiftest system of transportation available."

How would one go about it to send a parcel by air express? Simply call up the American Railway Express Company, ask for air express service, and your package will be called for, provided you are in the air express pickup zone. The air express zone is

described approximately by the city limits.

At present four air transport lines have contracts with the American Railway Express Company to carry air express. They are the Colonial Air Transport, New York-Boston; the National Air Transport, New York-Chicago and Chicago-Dallas; the Boeing Air Transport, Chicago-San Francisco; and the Western Air Express, Los Angeles-Salt Lake City. This does not mean that air express shipments will go only to points along these routes; air express goes anywhere, using air transport for all or as much of the trip as possible.

Shipments not taken by the contract air express lines include any parcel valued at more than \$5000, live shipments of any kind, explosives or highly inflammable matter, acids, shipments weighing over 200 pounds, fragile articles, articles not accepted for transportation in rail express service, shipments whose combined length and girth exceed 106 inches, shipments in excess of 60 inches in height and 19 inches in width (if over 40 inches in length, must not be over 4 inches in depth). Packages of unusual length or shape will be forwarded only under special arrangement.

What can be sent by air express? Shipments up to \$5000 in value; money and jewelry; perishables when properly packed; motion picture films, packed according to express regulations; wearing apparel; mercantile commodities, sporting goods, retailers' supplies, machine parts; the list is almost endless.

The rates on air express are quoted in cents per quarter pound (subject to certain limits) and vary from 25 cents to 75 cents, depending on the distance between shipping and receiving points.

Special delivery service is made at destination. Packing and marking should be done as for ordinary express shipments. C. O. D. shipments will be accepted subject to the same rules and return charges that prevail in ordinary express service.

*Lindy says:*

## USE AIR MAIL

- I. NOW 10c ANYWHERE.
- II. DROP IN ANY MAIL BOX.
- III. USE ANY STAMPS.
- IV. MARK "AIR MAIL."



Edited by Eleanore F. Ross

"Daphne's in Love" is one of those all too frequent stories wherein the author is striving to paint a witty, brilliant, slangy, modern girl, amidst a background of white lights and gay crowds and jazzy music, and somehow falls short of the mark.

Daphne should be brilliant, but she isn't, she is simply a gray little figure trying to be gay; the crowds and the music should be jazzy, but they seem thin and at times, rather hollow; and the "dark complexioned villain" who is married but doesn't allow such a little thing as a wife to disturb his love making with other women, Daphne included, is a sort of poor villain at that, just a weakling who wants to "pet" every pretty girl he sees.

Descriptions of the work-a-day world, the drab, sordid lodgings afforded by Daphne and her kind, are well described, and some of the characters ring true.

**DAPHNE'S IN LOVE**, by Negley Farson (The Century Co.); \$2.00.

"I've Got Your Number!" is the greatest "party book" that has appeared for years. It is a good entertainer for week-end parties, for it is a book which makes everyone desirous of not only finding his or her own number, but the numbers of all their friends and relatives — wives and husbands included.

It is surely a creator of fun, and you will notice that any assembly of people who is supplied with a copy of this fascinating little book, will turn it from the beverage shaker or the radio.

**I'VE GOT YOUR NUMBER**, by Webster Hopkins; The Century Company, Publishers; \$1.00.

A complete history of American foot-ball, through its various stages of development, from its English ancestor, Rugby, to the present time, this constitutes the story, "Touchdown!"

The author, Amos Alonzo Stagg, has for the past thirty-five years, actively coached at the University of Chicago. The book is packed with interesting personal experiences, stories of famous teams, bits of coaching psychology and descriptions of thrilling games.

**TOUCHDOWN!** by Amos Alonzo Stagg; Longmans, Green & Co.; \$2.50.

Love comes into the life of Gaspar Barboas, Anglo - Spanish - Hebrew pearler of Western Australia, in the person of Safra. Driven from England by domestic misfortunes, he turns up in Droone, a strange settlement on the Australian coast. Coveting land owned by a Catholic mission, and unable to secure it because of its well-heads, annually visited by some poor aborigines, the pearler in his wrath, draws off the water.

In retaliation, a devil post inscribed with the curse: "May Cuggal claim you for his own," is planted in his garden.

Mishaps follow. Safra, who has been adopted and highly educated by a rich American woman scientist, now appears, returning to lead her people, the nomadic tribes of the great Arunda race. The curse begins to work. Death lurks in quagmires, in the devil post itself, everywhere. In a scene of tense excitement, Cuggal, in the shape of an octopus would have claimed Barboas, had not Safra saved him. From this point onward, the story rises to an amazing climax. It is a work of power and beauty — strange, imaginative, haunting.

**THE SOWER OF THE WIND**, by Richard Dehan; Little, Brown & Company, publishers, Boston; \$2.50.

Four complete and handy little volumes of "Everyman's Library," translated by A. B. Hinds, from "Vasari's Lives of the Painters, Sculptors and Architects," are just out.

These little books go through a period of time from the year 1240, the year in which Cimabue, Florentine painter was born, up to the year 1592, when the sculptor, Lione Lioni, of Arezzo, came into the world; the last chapter dealing with "divers Italian artists."

Vasari has a pleasing style as a writer, a conscientious regard for historical authenticity, and a character devoid of the usual prejudice and jealousy which is such a detriment to some of the intelligentzia's viewpoint. These qualities are so evident in the handling of his different subjects that the reader cannot help remarking it, and incidentally, doubly enjoying his books, on this account. **VASARI'S LIVES OF THE PAINTERS, SCULPTORS AND ARCHITECTS**; E. P. Dutton & Co. (Four volumes.)

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# Progress in Commercial Aviation

That commercial aviation is achieving phenomenal growth and promises to quickly attain the proportions of a giant in the transportation business, is attested to overwhelmingly in an official report of business at San Francisco's municipal airport at Mills Field, just filed with the city government here.

The report shows that during August, 374 planes of all types, with 601 passengers, landed at and took off from Mills Field without mishap. They came from and left for all parts of the United States—on business. The August business showed a gain of more than 600 per cent over July. The municipal airport opened May 14 and its log has recorded a constantly increasing business since.

The United States Weather Bureau, which has a station at Mills Field, has issued a report showing excellent flying weather prevailed during August, with no fog and fine visibility.

Mills Field at present covers 150 acres, with three runways, the longest 5700 feet, and the most modern equipment for handling all phases of commercial aviation business expeditiously. Its business has grown with such strides that the city authorities have arranged for utilizing 450 additional acres of land adjacent to Mills Field.

The municipal airport here is manned by a staff of experts headed by Superintendent Frank A. Flynn, secretary of the local chapter of the National Aeronautic Association.

\* \* \*

## Happy Camp District of Klamath Forest Closed to Public Use by Forest Service

Due to recent and repeated outbreaks of incendiary fires in Happy Camp district of the Klamath National Forest, S. B. Show, chief of the California district, United States Forest Service, announces that this ranger district has been closed to public use and travel, except under special permit from the forest service. This order, made in conformity with authority from the Secretary of Agriculture, became effective August 30 and will continue until further notice. Violation of this closure regulation is punishable by a fine of \$500 or twelve months imprisonment, or both.

The Happy Camp district which has been closed to the public includes the drainage basins of China, lower Elk, Ukanom, Dillon, Clear, Indian and Thompson creeks as well as the main Klamath river region from Dillon mountain and T-bar creek north to a point one mile above the mouth of Thompson creek.

"It is with keen regret," said District Forester Show, "that we have found it necessary to take these drastic measures, but seven incendiary fires in one day, such as occurred on August 28, and repeated previous fires of this character this season, point to a defiance of the law which calls for stern measures. Numerous incendiary fires have also occurred in other districts of the Klamath Forest, notably the Yreka district, and if these continue we are prepared to close the entire district to the public and concentrate our efforts on the capture of the culprits."

\* \* \*

## Paul Elder's Gallery

Mrs. Hugh Brown will give a series of seven Thursday afternoon readings of recent plays and poetry in the Paul Elder Gallery, beginning September 22nd, at 2:30 o'clock. Her first program will be "Cradle Song" by G. Martinez Sierra—the play that Eva LeGallienne played to packed houses three times a week last season in New York.

# From Brighter Pens Than Ours

**Advertisement**—Dog for sale. Docile, easy to manage. Easily satisfied. Will eat anything. Very fond of children.—Judge.

\* \* \*

About the time one gets familiar with a Chinese general's name, he quits.—Atlanta Constitution.

\* \* \*

**Many Like Her**—Nice Old Lady (at the race track for the first time)—I'd like to place a bet on the winner of the next race.—Judge.

\* \* \*

A 100 per cent optimist is a man who believes the thinning out of his hair is only a temporary matter.—Louisville Times.

\* \* \*

**Not Extinct Yet**—Jimmie—Mother, what's this big animal in the pen next the giraffe?

Mother—The card says it's a horse.—Judge.

\* \* \*

You can tour the world now on the easy-payment plan. Imagine falling down on the instalments in Afganistan.—Detroit News.

\* \* \*

According to a Chicago astronomer, the sun is likely to explode at any minute. We've felt for a month or so that something was the matter with it.

—Macon Telegraph.

\* \* \*

In the opinion of a well-known judge some husbands are too suspicious of their wives. Still, there is good cause for suspicion when a man finds a long hair on his wife's shoulder.—Punch.

\* \* \*

Eighty-year-old woman in Tennessee claims she has never seen an automobile. The Sanford Herald opines that this may account for her living to reach eighty years of age.—Florida Times-Union.

\* \* \*

The good old girls of our set labor passionately to keep that schoolgirl complexion, but what we long for with an unutterable longing is that schoolboy stomach.

—Ohio State Journal.

\* \* \*

Senator Glass says that prohibition is intended to make liquor hard to get. We suppose, then, that a law's reach should also exceed its grasp.—Asheville Times.

\* \* \*

Yale professor has found a hundred-foot worm. The early bird who gets this will help instead of congratulations.—Honolulu Star-Bulletin.

\* \* \*

Senator Willis wants a higher protective tariff for the onion. There's a vegetable we had counted on to protect itself without the aid of Congress in any situation.

—New York Evening Post.

\* \* \*

Mechanics Prof.—Name a great time-saver.

Sophomore—Love at first sight.

—Gettysburg Cannon Bawl.

\* \* \*

"I doctor myself by the aid of medical books."

"Yes, and some day you'll die of a misprint!"

—Nebraska Awgwan.

\* \* \*

"Can a wife forgive her husband's past?" asks a contemporary. Usually, if hubby gives a present.

—Passing Show.

## News of the Week at A Glance

With air mail officially proclaimed throughout the Pacific States, the first anniversary of air mail service between all coast cities is being celebrated this week at principal Pacific points in connection with the tour of Colonel Charles A. Lindbergh.

Colonel Lindbergh isn't barnstorming during this air tour. His purpose in making the present flight to San Francisco is to so arouse public interest that more and more people will send their letters by air mail. He urges the people to use the air express for shipment of packages and also to use airplanes when they wish to take a journey.

Acting Postmaster Todd and the two air transport companies that fly mail out of and into San Francisco, have been co-operating in making Air Mail Week, climaxed by Colonel Lindbergh's visit, achieve its purpose.

We now have one daily service in each direction between here and Chicago. When business justifies it we will have two, then three, according to William G. Heron, vice-president of the Boeing Air Transport.

A new era in shipping is now seen between the United States, England and France with the launching in the spring of 1930 of an all-American combination of steamship-airplane service.

The North Atlantic will provide daily express service between Montauk Point, Long Island; Plymouth, England, and Havre, France, with fast ocean liners that are to make the crossing in four days.

A gold plaque, highest honor in the gift of the Royal Aero Club of Sweden, was presented to Colonel Charles A. Lindbergh upon his arrival in San Francisco.

The seven Dole flyers who lost their lives in the flight from San Francisco to Honolulu were paid memorial homage by thousands of loyal San Franciscans, last Wednesday, September 14, when sacred and impressive services were held on pier number 30 one hour before the steamer Maui departed for Honolulu.

Mayor William Hale Thompson of Chicago made two forceful addresses urging San Francisco's support on flood control and won the Board of Supervisors in his appeal, the supervisors adopting a resolution approving the flood control plan as presented by him. Mayor Thompson and his party were guests of the Hon. James Rolph, Mayor of San Francisco.

California members of Congress have been advised by national headquarters of the American Legion that an appropriation of \$350,000 will be asked of the next session to purchase radium for the treatment of World War veterans.

Faced by a mandate of the highest court in the state to provide adequate funds for the schools of San Francisco, the Board of Supervisors has fixed the total of the 1927-28 tax rate at \$3.80 on the \$100 valuation by adding a 14-cent special tax levy.

The protest received against the Northwestern Pacific ferry slip at the foot of Webster street from the Marina District Improvement Association was referred to the Public Utilities Committee.

Thousands of San Franciscans knelt at the edge of the vast grave—as wide as the ocean, and as deep as the Pacific—chanting the words of the Psalmist: "I will bring forth my people again from the depths of the sea."

Services at the dock of the steamer Maui, when she departed for Honolulu, Wednesday noon, September 14, were held at pier 30, with the clergy from practically every denomination conducting the requiem.

More than 5000 floral pieces sent to the steamer, were taken on board to be strewn on the waters seven miles toward Hawaii.

The father of "Lone Star Bill" Erwin, pilot of the "Dallas Spirit" which was lost on a flight to rescue the other two planes, pastor of the Presbyterian Church, Pawhuska, Okla., and many others sent floral pieces to be strewn on the spot where it is reckoned Erwin gave his life for others.

J. Landor Scott, father of Gordon Scott, navigator who vanished with the Golden Eagle, requested Walter W. Gibbins, chairman of the memorial committee, to cast a great sheaf of red roses on the ocean in his behalf.

\* \* \*

The charter amendment transferring land to the United States Government for the Federal building in the Civic Center has been unanimously adopted.

Lands have been purchased for the John McLaren Park.

The State Supreme Court last Monday decided that the San Francisco election commissioners cannot compel the Board of Supervisors to furnish them as much money as the commissioners think necessary to conduct elections.

The election board, which says it is \$128,000 short of what it needs for the November municipal election and the May presidential primaries, is in a quandary because of the State Supreme Court decision.

Application of R. W. Thompson of New York for a franchise to bridge San Francisco bay between Candlestick Point, San Mateo County, and Bay Farm Island, was denied last Monday by the San Mateo County Supervisors at a crowded meeting in Redwood City.

Request of Frank W. Aiken of San Francisco, counsel for R. W. Thompson of New York, for ninety days' postponement of the decision for the franchise to bridge the San Francisco Bay was denied by the San Mateo County Supervisors.

Aiken asked the delay on the ground that present popular sentiment strongly favors the Little Coyote Point bridge, franchise for which already has been granted and plans approved by the War Department.

Frank Eldridge Webb, widely known bridge promoter, served notice on the supervisors that he will apply for a similar franchise for the Candlestick Point bridge on Monday, October 3.

Challenging the right of police to force entrance into an apartment without a search warrant or the manager's sanction, Assemblyman William B. Hornblower, acting as defense counsel for three women charged with resisting an officer, announced last Monday that he would file charges against Policeman James Cloney of the Bush street station.

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The amount will be expended one third for construction of new state highways; one-third for maintenance of existing highways, and one third for the general road fund of the 58 counties, the latter amounts to be proportional to the motor vehicle registration of the county.

The Coast highway is under construction about three miles north of Ventura. Traffic at this point is under one-way control and is handled in relays, necessitating some delay when the traffic is heavy. The entire balance of the highway to Santa Barbara is open, with the exception of a short parallel detour through Summerland over the old road.

The province of Ontario, Canada, is soon to enact legislation which will provide for an increased gasoline tax, and at the same time for a decrease in the cost of automobile licenses.

Such legislation is in accord with the new policy in that province of "making the people who use the roads pay the most for the upkeep." At present there is a 3-cent gasoline tax in Ontario.

\* \* \*

**Lindy says:**

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 IV. MARK "AIR MAIL."

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Work Called for and Delivered

The oiling of one and one-half miles of road near Crystal Lake on the Auburn-Truckee road has just been completed and the road is now in excellent condition. From the Donner Lake Summit to Donner Lake is being oiled at the present time, and will be completed in the near future.

The California Highway Commission is using the "mixing method" on the Donner road. The oil and gravel are mixed so that travel is not held up as in the case where oil is used alone. Careful driving will insure against oil splashing the car.

Of interest to motorists driving to the Pinnacles, Hollister County, is the information that it is now possible to obtain sleeping accommodations and meals at the entrance to the monument.

Thirty-nine per cent of the automobiles examined in the recent Save-a-life campaign conducted in New York state were found defective in some respect.

The campaign lasted three weeks and during that time more than a million cars were examined. Defective headlights, lack of horns, faulty brakes and defective steering gears were the leading counts on which cars were judged imperfect.

It is estimated that the three-cent gasoline tax in California will bring in approximately \$30,000,000 per year during the twelve year period for which the law is to be effective.

**Football**  
By Lyman Martin

The dawn of the 1928 football season is about to break. On September 15th the coaches of the various colleges in the Pacific Coast Conference called out the varsity assistants for the initial practice of the year. There have been spring practices, but the Pacific Coast Conference rules strictly forbid any practice in the fall until September 15.

That means that practices are being rushed along and we will be watching early season games and doping out possible contenders for the championship within a week.

The race for collegiate football honors this year promises to be closer as the teams are more evenly matched. Stanford and the University of Southern California, winners and runners up in the conference last year, have lost heavily through graduation. It is true that they have ample material to fill the holes in both the line and the backfield, yet these men have not been tried in actual conference games.

From first glance it appears that California has gained the most in the way of material from last year's Freshman class. Eisan, a quarterback; Lom and Bruno, halves; Pitto, fullback last year, but now out for tackle; Norton, end; Del Pero and Handy, guards; Reigel and Eickmeyer, centers, all give promise of giving coach "Nibs" Price's defeated, disheartened Bear team of last year a much needed bolstering. Stanford and U. S. C. have also gained valuable material from their Freshman classes, yet the above list looks to be the most impressive.

For the first part of the year the two major northern universities will forget about the "Big Game" and will concentrate on ways and means to administer defeat to the two-fold hurdle of U. S. C. and St. Marys. St. Marys is not in the conference, but it is one of the strongest teams on the Pacific Coast, judging from their performances the last two years. A defeat administered by them to the conference champions, supposing that either California or Stanford won the conference, would upset the apple-cart completely. There would be a champion who was no champion at all. Aside from that, neither of the larger universities relish being taken by a much smaller college.

In the conference, U. S. C. has given early season promise of having the best team on the Pacific Coast for the last two years. Last year they were nosed out of the mythical national championship by 2 points. Stanford beat them 13-12 and Notre Dame came all the way out here to beat them by the same score. In each game U. S. C. was called upon twice to try to convert for the extra point after touchdown. That made four tries and only a one did the boys in the southland complete.

None out of four is a darned poor average. It is not unreasonable to suppose that Coach Jones of U. S. C. is drilling some kicker overtime to boost the ball between the uprights.

U. S. C. has also lost heavily through graduation but they consistently develop good football material down south. This year they will have to be plenty good to get by the rejuvenated Bears and the still powerful Cardinals. This is a feat that they have never accomplished as yet.

California opens the season against the University of Santa Clara, while Stanford plays a double header, the most important part of which is the Olympic Club game as the wind-up.

A word about the Olympic Club team. From pre-season dope it looks to be as strong or stronger than that which was first to topple the undefeated California bears in 1925 from their throne.

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## Finance

A short list of some of the Rolph achievements speaks volumes for the recent progress of the city. What does a list like this signify except a valiant and energetic advance?—Ocean Beach Esplanade, playgrounds, Aquatic Park, Marina development, Central Fire Alarm System, Motorized Fire Department, High Pressure Water System, Tuberculosis Preventorium, \$2,000,000 Relief Home, San Francisco Hospital, Sunset-Duboce Tunnel, Stockton Street Tunnel, Twin Peaks Tunnel.

Sidney L. Schwartz has been congratulated upon his completing twenty years as a member of the San Francisco Stock Exchange. He is now president. He is a very able financier and has philanthropic and civic work as a balance to his activities on the Exchange.

The Royal Bank of Canada is trying to produce a monthly letter in typewritten form. The number which has come into our hands deals with the Second Annual Convention of the Canadian Chamber of Commerce. There is a very interesting article also on immigration. On this matter the Canadians appear to have made up their mind to admit none who do not show a fair chance to succeed.

The last number of the Pacific Gas and Electric Company's quarterly magazine, called "Pacific Service Magazine," is a highly creditable performance and reflects the greatest credit on the responsible parties. There are very interesting descriptions of the various dams which the company is erecting at the present time.

It has been well said that the development of public utilities has produced a new profession—business administration and management. This new profession is placed on a level with law and engineering and calls for responsibility to the public as well as for a high sense of public service.

Among the worth while sayings at a meeting of the Society of Automotive Engineers we note the following about rubber: "No other material approaches rubber in the ability to absorb energy. Consider a piece of rubber having a cross section of 1 square inch and a working length of 11 inches. If the load at the elongation is say 4000 pounds the rubber will have absorbed 1600 foot pounds of energy. Such a piece of rubber weighs about 1/25th of a pound, therefore, one pound of rubber similarly treated will absorb 40,000 foot pounds of energy."

Research Department of the California Taxpayers Association analyzing the preliminary report of the Internal Revenue Department of the U. S. Treasury shows that California ranks sixth in total collections showing \$139,488,418 for the year 1927, an increase of 3.28 per cent over 1926.

The problem of nationally advertised merchandise as opposed to that bearing the retailer's private brand or no brand at all has become a storm center of discussion, says Percival White in an article in "Business." The article is directed towards persuading the retailer to come in and be organized. Truly, there is little else for him to do.

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# News Letter

SAN FRANCISCO

ESTABLISHED JULY 20, 1856

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SAN FRANCISCO

Saturday, September 24, 1927

LOS ANGELES

## *Does San Francisco Need a Change?*

What are the issues in this year's mayoralty campaign?

Why does Graney, pool room proprietor, want control of the city government and the Police Department?

*The NEWS LETTER answers these questions for the thinking San Franciscans in this week's issue*

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# SAN FRANCISCO NEWS LETTER



Devoted to the Leading Interests of California and the Pacific Coast

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Vol. CIX

SAN FRANCISCO, CALIF., SEPTEMBER 24, 1927

No. 39

## Travel Tid-Bits

By Ernest F. Rixon

### SOUTH AFRICA

South Africa is one of the most attractive countries in the world. Its charm would be hard to analyze, but, undoubtedly it exists. This can be accounted for to some extent by its beautiful climate, the wide expanse of rolling veld, the grandeur of its mountains, the charm of its woodland scenery, its wonderful bird life and wild game, both large and small, which abound in vast herds, and which can be seen and shot while motoring through the country districts. Even to those who have only made a temporary sojourn there, it will always remain the one country to which they desire to return.

Properly to appreciate South Africa,—what it stands for, and may develop into,—the country must be seen. Books about South Africa are plentiful. Many are good, but the book has still to be written which will adequately describe so large and variedly interesting a country. Usually known as the "dark continent," but where nevertheless civilization had its infancy, it may yet have a high manifestation. Africa was the last continent to be explored, but the first to figure in history, and is really less known today than those more modern discoveries: North America and Australia.

Climatically, it is second to none. Socially, it resembles the older communities of the United States, having the same foundation of Dutch, British and Huguenot blood. South Africa, even by those wedded to her interests, somehow, was pictured abroad more as an heiress than a bride; in the contemplation of her riches, her beauty was not seen.

Twenty or thirty years ago, when neither the railways, shipping nor hotel accommodation of South Africa were as good as now, the country was too remote, and entailed too much discomfort and expense for travelers to be popular as a resort. It is entirely different today. The remotest part of South Africa is now reached with ease and comfort, and the attractions are fresh and uncommon.

The sea voyage to South Africa is the fair-weather voyage of the world. It alone repays the traveler coming abroad. As the steamer approaches Table Bay and Table Mountain looms on the horizon, the scene is one to hold the attention, its summit being sometimes further beautified by the familiar cloth of cloud.

**RAILWAY FACILITIES.** South Africa's popularity as a travel land is every day gaining greater recognition. The unexcelled climate, the novel scenery, the primitive appeal of the natives, the flora and the wild animal life contribute among other things, to the compelling interest of the country.

Lengthy railway journeys are the rule rather than the exception in South Africa, but, strangely enough, the tedium usually associated with long distance travel is not felt.

On the trunk lines a happy combination of circumstances generally relegates the uninteresting sections of the countryside to the night period. The coaches are specially designed to provide for the traveler a maximum of creature comforts, and lack nothing calculated to satisfy even the most fastidious.

The dining cars in which the table d'hote service has earned encomiums from many a famed traveler, represent the acme of comfort. The sleeping arrangements are preferred by many to the Pullman system, lacking as the latter does, the privacy of the South African method.

The railways of South Africa serve an extensive tract of country and, with the connecting lines of the territories of Rhodesia, Portuguese East Africa and the Belgian Congo, place a continuous system of 15,000 miles at the service of the traveler; Bukama, in the Congo, being now the railhead of the Cape-Cairo route.

The traveler making a leisurely journey through the country will appreciate the convenience of being able, on a circular or return ticket, to break the journey at any point, thus gaining opportunity for visiting places of interest.

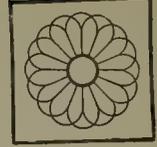
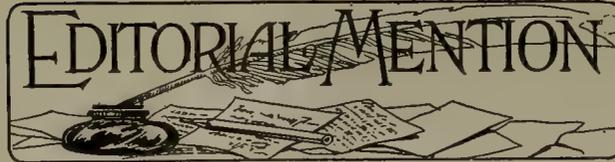
First-class rail travel in the Union of South Africa is comparatively inexpensive, and the longer the distance booked the lower becomes the cost per mile; therefore, the traveler will gain considerable advantage by booking, at the outset of the tour, the whole of the journey contemplated.

Other charges are quite moderate.

On the South African Railways, and also the lines in Southern Rhodesia, breakfast costs seventy-five cents, lunch eighty-five cents and dinner one dollar; but on the S. A. R., by a unique system of coupon books sold on trains, the three meals cost only two dollars. Beds (sterilized) on S. A. R. trains cost seventy-five cents for an unbroken journey, and on Rhodesia lines, sixty cents.

Competent stewards look well after the traveler's comfort. They serve tea or coffee in the early morning to passengers in the compartment; also, if desired, light refreshments during the daytime, and at night convert the compartments for sleeping purposes.

Luggage to the extent of one hundred pounds is allowed free to first-class passengers. Only light hand baggage is permitted in compartments, and for the traveler's comfort should comprise a dressing-case containing sleeping and toilet requisites.



### What Is An Expert?

The action of the Board of Supervisors in employing Delos F. Wilcox, as expert for the purpose of helping to solve the street transportation questions of this city, has already produced hostile reaction. The survey will take two months and will cost \$10,000. This is, it is urged, "expert's" pay. On that question we have no opinion, but are satisfied that such a sum is not too much to pay for an expert opinion on our traffic problems.

Now, the charge is made that Mr. Wilcox is not an "expert" and does not know anything about the matter which he is charged to examine, and that a United States Court has decided that he is not an expert on the matter of railway street transportation. Again, we are not disturbed by this because the decision of the court obviously only ran to the case under consideration and we do not imagine that Mr. Wilcox would take \$10,000 for a fee in something of which he was ignorant. That would be "shystering" and not "experting."

But, it is charged that Mr. Wilcox is biased in favor of public ownership and we find no denial on that account. On the contrary the evidence is pretty clear that Mr. Wilcox has a definite and established notion that the matter of street railroads is a matter for municipal ownership and control.

If such is the case, it is very clear that as expert Mr. Wilcox will not do. He has established opinions on the matter which destroy the value of any report that he may make on the railroad question. There is no need to make unpleasant remarks about him; he is out of the question on his own showing.

An "expert" whose opinions are biased to begin with, is no expert.

\* \* \*

### The Question of Prisoners

The matter of the treatment and the estimate in which prisoners should be held is growing increasingly difficult as facts pile up which show that one may be a prisoner and yet possessed of qualifications of the highest social value.

For example, take the case of the prisoner in County Jail No. 1, Romanes, whose poetry is far above the average successful poetry and may easily become very distinguished in the course of time and practice. We do not happen to know just what Romanes is in jail for, but the fact that he could do this work somehow or other transcends the fact that he is a prisoner and it is impossible to regard him with the aloof severity which we naturally assume towards an ordinary offender. Of course, history is sprinkled with artists who have at the same time been criminals, whose artistry has in the long run obliterated their criminality.

It is not the artist criminal however but the gifted ordinary criminal who is the more puzzling. For example, the last Warden of San Quentin recently said: "He's one of our inventors,—we've had a lot of 'em some of them very clever. Since he's been here he has already taken out two patents. He is now working on the idea of saving waste in gasoline engines." Here is a distinct social asset, in jail, as a criminal. In face of those facts, it is hard to regard that prisoner from the single aspect of criminality.

### Our Great Conductor

We cannot let the opportunity pass to pay a well deserved tribute of respect to Alfred Hertz, so long conductor of the Symphony, which has done so much to add to the culture and pleasure of the people of this city. It may be safely said that no factor in our city life has been of greater benefit to San Francisco than the genius which has brought into being the Symphony organization and maintained it at a high pitch of excellence for so long.

The recent achievement of Mr. Hertz in conducting the opera, "Tristan und Isolde," adds new lustre to his fame and again places the city in his debt. This performance was the first showing of German opera in this city by our own Opera Association. This experiment has always been regarded with much doubt. The mounting of such an opera entails very heavy expense, and the performance calls for the very highest degree of skill and organization. This opera, however, has been the most popular of the series presented and has brought the largest amount of box receipts. It may therefore be justly regarded as pre-eminently successful.

It is conceded that in the hands of any other manager or conductor than Alfred Hertz such results could not have been attained and so the triumphant performance of "Tristan und Isolde" is, strictly speaking, the triumph of Alfred Hertz. To have brought about such a result in the city over whose musical destinies he has presided for so many years is at once a testimonial to the city and to the man. It takes away the reproach of fickleness which has been frequently hurled at our people in their preference for entertainers. At the same time, it bears witness to a very fine thing, namely, the development of real musical culture in our midst and the progress of our civilization.

\* \* \*

### The New University

Trust Los Angeles for being up to date. There is something in the make up of our Southern neighbors which renders them most readily responsive to any new idea, which may have in it the potentialities of cash. We, in the North, are poor rustlers, compared with the almost romantically feverish money-chasers of the Southland. It would seem as if sunshine acting upon Iowa had the effect of hashish and greatly exaggerated natural tendencies.

Thus, the University of Southern California, it is suggested, should confer a special degree upon students who have qualified in a course of training in the motion picture industry. The idea is justified by the proponents of it upon the ground that the university should put behind the producer a real knowledge of architecture and the like to the enormous advantage of the motion picture product. In other words, the enthusiasts imagine that thus the solecisms and vulgarities of cinematic exhibitions would be abolished. Not so, the vulgarity of the moving picture rests upon the unshakable foundation of the vulgarity of the moving picture audience. No amount of study or knowledge will ever substitute knowledge for her who is known as Moronia of the Movies.

All the same, we must confess to a certain amount of sympathy with the weird idea of academic study for movie purposes. Undoubtedly it is good to tie up the college to the actual industrial life of the community in which the college exists.

## Politics Unveiled

The San Francisco News Letter has been published for seventy-two years and has maintained in that time, strict independence and a definite policy of serving the thinking public the ungarished truth.

Two months have gone by of the most bitter mayoralty contest which this city has known since the old machine politics days. Every old political trick has been dusted off and put into use again during the past weeks.

We have heard whispering campaigns, we have heard a candidate against the present Mayor use insinuations and we have seen a political machine forced into activity, such as San Francisco has not known in twenty years.

Old San Francisco can remember the days when pool halls and saloons were the district headquarters in political campaigns. They can remember when the machine ruled the city and when every proprietor of a French restaurant could buy his protection from the Mayor's office through the Police Commission which acted as a Mayor's agent.

These same old San Franciscans can remember when, during the rule of such a machine, our then Mayor was under indictment and when there was scarcely a civil officer who was not either under indictment or, at least, under suspicion.

But times have changed. The pool-hall and the saloon passed out of politics and clean government became firmly entrenched in San Francisco. Barbary Coast passed out with pool hall government, but the pool hall has again raised its head in politics.

Some months ago a little group of men gathered in Eddie Graney's pool hall to draw plans for placing a candidate for Mayor before the people. Before this candidate was placed on the election market, efforts were made by Graney, and friends, to induce Mayor Rolph to turn over his Police Department to Graney. This Mayor Rolph refused to do. Chief of Police Daniel J. O'Brien is a household word in San Francisco. His Police Department has made San Francisco, not only a delightful city, but a safe place for our growing generation. He is not friendly to crime waves and is not friendly to pool room interests.

The result of that conference held in Graney's pool hall, can be seen in banners placed all over San Francisco, captioned with the slogan "We Want a Change."

The News Letter has always been a guardian of San Francisco and it would be a serious delinquency on the part of our civic consciousness if we were to fail to bring before the public the true issues in this mayoralty campaign.

San Francisco had a change from machine politics fifteen years ago, and this writer does not presume to decide whether or not San Francisco again needs a change; but, if such a change is needed, and if such a change would bring back into power a political machine of a pool-hall boss, it is our belief that the public should know these facts before they vote.

\* \* \*

A bond issue of \$1,800,000, to build a power line from Newark, the present terminus of the Hetch Hetchy power line from the Moccasin creek plant, to San Francisco has been authorized by the Board of Supervisors this week.

## Political Hop-Offs

The campaign of James B. McSheehy, the man with the two-time reduction of the tax rate distinction, is making marked progress. More than 500 volunteer workers have enrolled in McSheehy for Assessor clubs with more coming in hourly.

Rolph forces have been scouting out over the Richmond district where the Power crowd is centering its campaign. Richmond district gave Rolph a tremendous vote four years ago and the Finn-Power camp is trying to get into the territory.

Rolph's Richmond district campaign committee has opened headquarters in the Alexandria Theatre building.

The Mission district Young Men's Rolph club held a public mass meeting last week at the Rolph chief Mission hangar, 16th between Mission and Valencia.

Young Men's Rolph clubs are being formed in the Park-Presidio, Sunset, Potrero, Ingleside and Western Addition sections. These Y. M. R. clubs are proving the most effective of his campaign units.

The Women's Campaign committee for the re-election of Matthew Brady, District Attorney, held a meeting in the Blue Room of the Palace Hotel Thursday afternoon. Mrs. G. H. Cabaniss was in charge of the arrangements.

The Women's Brady committee has elected the following officers: Mrs. Edwin J. Hanson, president; Mrs. George W. Springer, Mrs. H. J. Castles and Mrs. Marie L. Winterburn, vice-presidents, and Mrs. Harry Reilly, secretary.

Mrs. Charles Hawkins entertained a large number of Sunset district women at her home, 19th avenue and Sloat boulevard, last week. All are members of a committee who are backing the gateway of Maurice T. Dooling for District Attorney.

Seasoned political flyers are claiming it will cost Power much more money than it will Rolph in the coming contest because Rolph's hangar is already out there on the old runway—and has been so long it looks like a permanent affair.

Of course William T. Valentine has the old ship out again tuning up the motor and tightening up the bolts, wings, etc. He has consistently tried the flight and as usual expects to successfully make the jump—maybe?

Supervisor James B. McSheehy has had those two tax-reduction mottoes tacked to the fuselage of the old boat as exhibits AA, but he is taking no chances on the outcome—clear as it appears to him and a multitude. He is making a stiff canvass in the interest of his flight for Assessor as it is his ambition to show a "clean rudder" to the other contestant.

Alfred I. Esberg has been nominated by Mayor Rolph for a member of the Board of Education to succeed himself. He will be voted on for confirmation by the people on November 8th.

Police Judge Lile T. Jacks and Leo Murasky, Jr. have been endorsed by the Bar Association for the post of police judges.



By Antoinette Arnold

### Scintillating Society Creates Gala Opera Scene

Society, attired in loveliest array, has added scintillating charm to the San Francisco Opera Season, which, this week, has registered another brilliant page in local musical history.

Oh, how lovely society looks at the opera!

Stunning gowns, in the latest and smartest dictations of fashion, have been seen at each performance. But, I have noticed, especially, how much attention is being given this year to the opera wrap.

It may be of elaborate design and gorgeous coloring; fine or costly texture; or, it may be the luxurious fur coat; the graceful cape; or, the ever-popular and flattering shawl.

One thing is certain, the wrap's the thing—in opera attire, according to Society's own adoption of this lovely apparel, which either makes or mars one's individual status in the fashionable world.

\* \* \*

### Opera Party

Mr. and Mrs. LeRoy Linnard of the Fairmont gave a box party the opening night of the opera.

\* \* \*

### Wedding Ceremony

At a pretty wedding ceremony at the Clift Hotel, Miss Evelyn Erb, daughter of Mr. and Mrs. C. H. Erb of this city, became the bride of Mr. Charles Lafayette Lienau.

The bride was gowned in white taffeta. Her tulle veil was held in place by orange blossoms. She carried a bouquet of bride's roses and lilies of the valley. Miss Aldo Tadwick, maid of honor, was the bride's only attendant. Mr. Charles Erb acted as best man. A reception and dinner attended by close friends and relatives followed the ceremony. The young couple left for Honolulu on their honeymoon and upon returning will make their home in this city.

### The First Lady

Whatever else may have been said of the charm and interest of the magnificent banquet held at the Palace Hotel in honor of the great American hero, Colonel Charles Lindbergh, those who attended the never-to-be-forgotten event, will also recall the loveliness of Mrs. James Rolph, first lady of San Francisco, as she sat at the honor table, Friday evening, September 16, gracing the place with her presence.

Mrs. Rolph is, beyond doubt, the best loved and admired woman in the community, as well as being the wife of the Mayor of San Francisco. She always looks lovely. In her elegant simplicity, Mrs. Rolph is criterion for exquisite taste and smartness in attire.

At the noted Lindbergh banquet Mrs. Rolph wore a handsome soft-colored gown with a single strand of pearls about her throat and a cluster of her favorite orchids on one shoulder.

\* \* \*

### Dinner Party

Mrs. Robert I. Bentley was hostess last Wednesday at a dinner gathering in her suite at the Clift Hotel.

Mr. George Maxwell of New York was guest of honor.

\* \* \*

Mr. J. W. Wheeler-Bennett and mother, Mrs. Wheeler-Bennett, of Keston, Kent, England, are among arrivals on the S. S. President Jackson who are guests at the Clift Hotel. They have been traveling in the Orient for the past eight months, and have visited Egypt, Ceylon, Indo-China and Japan. Mr. Wheeler-Bennett is founder and honorary secretary of the Association for International Understanding, and the author of books on international affairs. After visiting the principal Eastern cities, the Wheeler-Bennetts will sail for home November 19 on the S. S. Isle de France.

\* \* \*

### Prominent Visitor

Among prominent visitors who have arrived for the opera season are Lady Barnard and sister, Mrs. C. J. Pryor, of Clovelly, Victoria, B. C. They are at the Clift Hotel.

Lady Barnard is the wife of Sir Frank Barnard, formerly Lieutenant Governor of British Columbia.

### World Travelers

Visitors from afar at the Fairmont are Mr. and Mrs. A. I. Hordern of Sydney, Australia. They are world travelers and make frequent trips to California. \* \* \*

Colonel and Mrs. R. F. Metcalf arrived recently by motor from Fort Sam Houston, San Antonio, Texas, where the Colonel has been stationed for the past seven years. They are guests at the Clift Hotel. On October first they will sail on the S. S. Somme for Honolulu, where the Colonel will be stationed. \* \* \*

Mrs. Marmaduke B. Kellogg entertained at tea at the Fairmont Hotel on Tuesday, in honor of Mrs. Arthur L. Whitney who has just returned from a two years' absence in Europe. The affair was in the nature of a reunion of those friends whom she had met during her stay abroad.

\* \* \*

Mr. and Mrs. Richard I. Scollin, of Santa Barbara, spent the early part of the week at the Hotel Whitcomb. Mr. and Mrs. Scollin are frequent visitors to the city and their coming is always the occasion for a round of entertaining by their many friends.

\* \* \*

### Recital

An enjoyable recital was given at the Hotel Mark Hopkins last Tuesday evening by Florence Purdy, mezzo soprano of the Los Angeles Opera Association and Berta Smith, dramatic soprano and concert artist, from the Louise Gude Studios, Los Angeles, representing the Frantz Proschowsky Studios, in New York. Reba Perkins Kay accompanying.

\* \* \*

Mr. and Mrs. Robert Lewis Wiel, who have been spending their honeymoon in Europe, arrived in San Francisco Wednesday, September 14, and will spend a few weeks at Hotel St. Francis before moving into their apartment on Pacific avenue.

## SANTA MARIA INN

SANTA MARIA, CALIFORNIA

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HOWARD T. BLETHEN, Proprietor

### Wedding Reception

Mr. and Mrs. Edwin Wallis Armstrong, whose wedding took place a short time ago, received their friends last Thursday evening at a most delightful reception held in the gray room of the Fairmont Hotel.

After an extended honeymoon trip to Jasper National Park and through the Canadian Rockies, Mr. and Mrs. Armstrong have taken apartments at the Fairmont Hotel where they will now make their home. The wedding of Mrs. Armstrong, who was Mrs. William Howard Robinson, prominent in society in Berkeley, and Mr. Armstrong, took place a short time ago in Santa Rosa.

The handsome grey room, where the wedding reception was held, last week, was transformed into a salon, artistically decorated for the event.

Mr. and Mrs. Armstrong were assisted in welcoming their guests by Mr. and Mrs. Edward Robinson of Piedmont, Mr. and Mrs. Walter Cooper of Suisun, and by Mr. and Mrs. Ronald Robinson of Berkeley.

The hostess wore an elegant gown of peach-color georgette embroidered in pearls and gold beads. Her jewels were diamonds. She was a picture of loveliness as she stood with her husband greeting friends and relatives. During the reception, Rudy Seiger's orchestra played delightful selections including the wedding march and some of the bride's favorite melodies.

Mr. Armstrong is prominent in civic affairs in San Francisco, a Shriner, and a well known capitalist.

\* \* \*

### Wedding

Mr. James Robert Hiltner, son of Mr. and Mrs. R. J. Hiltner of San Jose, California, and Miss June Joy Johnston, daughter of Mr. and Mrs. Robert H. Johnston formerly of Denver, Colorado, were married September 17 in the little chapel "St. Francis of the Mountains," at Fallen Leaf, Lake Tahoe, California.

The little chapel was most beautifully decorated with the golden rod and ferns gathered in the woods nearby. The wedding breakfast was served at Fallen Leaf Lodge and later the young people left for Southern California on their way East, where Mr. Hiltner will be in the employ of the General Electric Company at Schenectady, New York.

Mr. Hiltner, a member of Lambda Chi Alpha, graduated from the State University at Boulder, Colorado, in December, 1926. Mrs. Hiltner, a member of Chi Omega, graduated in June of this year.



**HOTEL MARK HOPKINS**  
Nob Hill  
A Smart Town House for a  
Day or a Year  
500 Rooms  
Tariff: From \$4 per day

### Mark Hopkins College Nite

"College Nite" at the Hotel Mark Hopkins was inaugurated last Friday evening, with a special engagement of Anson Weeks' band, as announced by the management and lived up to all expectations. Several new and novel innovations have now been arranged. The "Nite" will be a weekly affair, with prizes and appropriate dinner favors, pertaining to the general college atmosphere.

\* \* \*

### Artist at Lake Tahoe

Lorenzo P. Latimer, prominent in the world of artists, has been spending several weeks at Fallen Leaf, Lake Tahoe, painting some of the beauty of the surrounding country. He is painting in water colors as he says, that this is the medium through which to portray the delicacy of cloud effects, the translucent waters of the lake, and the golden shades of a California autumn.

Mr. Latimer spends considerable time, every year, at Fallen Leaf, later going on to Reno, Nevada, and then to his home in Berkeley for the Winter.

\* \* \*

A large and appreciative audience attended the lecture by Dr. W. D. Meyer, Associate Professor of Astronomy in the University of California, on the subject of "The Atomic World" last Monday evening in the auditorium of the Pacific Gas and Electric Company.

The lecturer described briefly the internal structure and the activities of the atom and the methods of research in our physical and chemical laboratories, through which much information is being gained as to what is taking place in our sun and stars.

The next lecture of this series under the direction of the Astronomical Society of the Pacific will be delivered by Dr. Meyer on October 17, when his topic will be "The Interior of a Star."

### What They Wore

Of as much interest to the feminine mind, as the grand opera itself, is: "What they wore!"

If you recall some of the lovely scenes "this - side-of-the-footlights," you will find yourself admiring all over again, the elegant wraps and gowns donned by the smart set.

Some of the society folks, and what they wore, are as follows: Bentley, Mrs. Robert, wore an imported model of deep cream chiffon, embroidered in rhinestones and gold beads, with the drapery caught with a rhinestone buckle. Mrs. Bentley's wrap was of gray chiffon velvet combined with metal cloth. Linnard, Mrs. Leroy, wore a pale pink chiffon gown trimmed with rhinestones. Her coat was of blue metal cloth trimmed with fox. Ames, Miss Frances, wore a pale pink chiffon evening gown and a wrap of cream colored brocaded satin. Armsby, Mrs. George, looked lovely in a handsome ensemble of amber-colored velvet, trimmed in brilliants. Her wrap was of amber velvet, trimmed in ermine. With this costume, Mrs. Armsby wore handsome sapphires. Bean, Mrs. Barton Thoreau, wore an elaborate gown that combined jet and rhinestones. Her slippers had rhinestone heels, and Mrs. Bean's wrap was a brocade of tangerine and gold, with a kolinski collar. Giannini, Mrs. A. P., wore an elegant imported gown of orchid, beaded in crystal. Her wrap was of mink. Giannini, Miss Claire, wore a girlish frock of white chiffon embellished with rhinestones. Her wrap was of ermine. Hale, Mrs. Prentiss Cobb, wore an evening ensemble of pink velvet and lace, the gown trimmed with rhinestones and the wrap having a huge collar of velvet. De Latour, Mrs. Georges, was in a black velvet evening gown embellished with rhinestones, and her opera coat was of silver metallic cloth lined with black velvet. Crocker, Mrs. Irwin, was entirely in black velvet, both gown and wrap. Harris, Mrs. M. C., was in dark red velvet, ornamented with rhinestones. Her wrap was of cocoa color ermine. Merola, Mrs. Gaetano,

(Continued on Page 18)

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# PLEASURE'S WAND

OBEY NO WAND BUT PLEASURE'S  
— Tom Moore



By Josephine Young

## Opera

What a feast of Grand Opera we are having!

"Tristan und Isolde," the Wagnerian opera so thrilled the thousands who heard the operatic stars, that other thousands, not able to get seats clamor for more so that this great—and by many declared to be "the greatest" of all opera will be repeated on Sunday, September 25, upon request, Alfred Hertz conducting.

Alsen, Meisle, Laubenthal, Amato and Patton, the stars.

\* \* \*

## Double Bill

"Cavalleria Rusticana" and "Il Pagliacci," will be the double-bill tonight, Saturday, September 24, at the Exposition Auditorium serving as the opera house this season. Peralta, Marlo, Chamlee, Picco, Anna Karkova and Maude Williams sing in the first named opera by Pietro Mascagni. Roselle sings the role of "Nedda" in "Il Pagliacci"; Martinelli, Amato, Bada and Defrere are in the cast.

\* \* \*

"Aida" will be sung Wednesday night, September 28, with Roselle in the title role. Bourskaya, Martinelli, Amato, Pinza, D'Angelo, Carcione and Knier are the other operatic stars in this magnificent Verdi opera. It will start at 8 o'clock sharp. Pietro Cimini will be conductor. Theodore Kosloff has arranged the incidental dance with Vera Fredowa, solo dancer.

\* \* \*

"La Cena Delle Befte" will be sung in Italian on Thursday evening, September 29, with Cimini conducting this opera, making its first appearance in San Francisco. Lawrence Tibbett, the opera singer of Metropolitan fame will sing in this opera with fourteen singers in the cast. Tokatyan, Bada, D'Angelo, Picco, Oliviero, Pisani, Dini, Austin Sperry, Peralta, Myrtle Claire Donnelly, Ellen Deeley, Cecile Leo, Elinor Marlo are in the cast.

"La Boheme" will be sung Friday evening, September 30, with Florence Macbeth singing the part of "Mimi," Katherine Seymour sings the role of "Musette," Chamlee, Picco, Defrere, Pinza, Carcione, Albertini, Paul Wright and Martha Hipp are the singers in this Puccini opera which starts at 8:15 o'clock sharp.

## Verdi Opera

"Falstaff"—oh, don't forget this Verdi opera—which is scheduled for Tuesday evening, September 27. Here is the cast and it is enough to pack the big auditorium.

Scotti sings the part of "Falstaff." Lawrence Tibbitts is in the cast, singing the part of Ford. Frances Peralta, as "Mistress Ford" has a leading role. Myrtle Claire Donnelly, D'Angelo, Bada, Tokatyan, Oliviero, Bourskaya, and Elinor Marlo are the operatic stars.

"Carmen" will be sung next Saturday night with Ina Boursakaya singing the title role, Gaetano Merola conducting.

\* \* \*

## Lurie

Nancy Welford, Joe E. Brown and a splendid cast of players opened at the Lurie Theater last Monday night in "Twinkle, Twinkle," a sprightly musical comedy with pep and some plot to make the time fly in merriment.

Nancy Welford is always a favorite no matter in what she appears and this clever comedy with its whistling melodies gives the dainty star just another chance to win us all over again.

Clean comedy and catchy songs run a merry pace all through "Twinkle, Twinkle." There is a chorus of pretty girls, with Flo Lewis a featured singer and Joe E. Brown the comedian. "Nancy" takes the part of a pretty movie actress.

\* \* \*

## Alcazar

"Pigs" will be the new stage attraction at the Alcazar Theatre starting with the Sunday matinee. This ingenious John Golden comedy has a number of inter-plots in addition to the laugh moments.

May Buckley, Emerson Tracey and Gay Seabrook are the featured in the Henry Duffy production, supported by a capable company. "A litter of laughs" is how the publicity man expresses what is in store for us at the ever-popular Alcazar.

"Pigs" gives a slant on life that is certain to mean a permanent wave of laughter and high entertainment in the bargain.

## Amusements

NEXT WEEK

### ON THE STAGE

#### Alcazar, O'Farrell nr. Powell

"Pigs," John Golden comedy. May Buckley, Emerson Tracey, Henry Duffy players.

#### Columbia, Eddy nr. Powell

Will Morrissey's "Exposures," Fun Revue.

#### Curran, Geary nr. Mason

Ruth Chatterton in "The Devil's Plum Tree."

#### Lurie, Geary nr. Mason

"Twinkle, Twinkle," with Nancy Welford and Joe Brown, Flo Lewis. Musical comedy.

#### President, McAllister nr. Market

"Two Girls Wanted," a Henry Duffy presentation of John Golden's latest comedy.

#### Theatre Arts Club, Woman's Bldg., Sutter and Mason

Talma-Zetta Wilbur, production director.

\* \* \*

### VAUDEVILLE

#### Golden Gate, G. G. Ave. and Taylor

Nick Lucas, headliner. Gilson and Scott, radio aces. "Lonesome Ladies," Lewis Stone, Anna Q. Nilsson.

#### Orpheum, O'Farrell nr. Powell

The Sherwoods, Yvette Rugel, Hooper & Gatchett, Joe Weston and Collette Lyons.

#### Pantages, Market at Hyde

"What Price Glory," Dolores Del Rio, Victor McLaglen, stage act prologue of picture, orchestra of sixteen pieces.

#### Union Square, O'Farrell nr. Powell

Vaudeville—Pictures.

#### Wigwam, Mission nr. 22nd

Vaudeville—Pictures.

\* \* \*

### ON THE SCREEN

DOWN TOWN

#### California, Market at 4th

"Ben Hur," Ramon Novarro to be followed by "The Magic Flame," starring Ronald Colman-Vilma Banky.

#### Cameo, Market opp. Fifth street

Change of pictures at popular prices. News reels and short comedies.

#### Casino, Ellis at Mason

Big pictures at popular prices.

#### Granada, Market at Jones

"Shanghai Bound," Richard Dix. "Sea Nymphs," stage presentation.

#### Imperial, Market St. op. Jones

"The Fighting Eagle," Rod La Roque.

#### St. Francis, Market bet. 5th-6th.

"Annie Laurie," Lillian Gish.

#### Warfield, Market at Taylor

"Rose of the Golden West," Mary Astor and Gilbert Roland.

RESIDENCE DISTRICT

#### Alhambra, Polk St., nr. Green

"Broadway Nights," Sat. "Man Bait," Sun. Marie Prevost. "The Better Ole," Syd Chaplin.

### GRAND OPERA

#### Exposition Auditorium

"Cavalleria Rusticana," "Il Pagliacci," Sat. eve.

"Falstaff," Tues., Sept. 27. Scotti, Lawrence Tibbett, Merola.

"Aida," Wed. eve. Anne Roselle, Bourskaya. "La Cena Delle Befte," Thursday eve. Lawrence Tibbett, Tokatyan.

"La Boheme," Fri. eve. Macbeth, Chamlee. Sunday, Sept. 25, extra matinee performance, 2 o'clock.

"Tristan and Isolde," Hertz conducting.

**Theatre Arts Club**

The Theatre Arts Club, Inc. will present a gala program on Saturday, September 24 (today) at the Community Playhouse, in the San Francisco Women's Building, Sutter and Mason streets.

Talma-Zetta Wilbur, production director, has four plays on the booking list including "The Drums of Oude," by Austin Strong; "Hanging and Waving," by J. Hartley Manners; "The Delta Wife," by Walter McClellan; and "One of Those Things" a comedy by George Kelly. The curtain rises at 8:15 o'clock P. M.

The Theatre Arts Club is not organized for profit, but to do the best work of which the community is capable for the benefit of the community. Its purpose is the study and presentation of dramatic literature as exemplified by the modern short play, producing a variety of really worth-while little plays by American and European authors.

\* \* \*

**Curran**

Ruth Chatterton is the featured star at the Curran Theater where the John Colton play, "The Devil's Plum Tree" is proving so popular. The story is unusual and of touching appeal, with handsome Kenneth Thomson, of both stage and screen fame, in the cast. Ivis Goulding, Montague Glass, Mary Forbes, Marjorie Bennett, Pamela Gordon, Bertha Mann and Charles Quartemaine are in the list of supporting players—all doing good work, too, by the way.

Be sure to see the Curran Theater play if you want something highly dramatic, intensely interesting and well played.

\* \* \*

**President**

"Two Girls Wanted" still attracts crowds to Henry Duffy's theater, the President, with the John Golden comedy now going into its sixth successful week.

Leneta Lane, Joan Warner, Peggy Tomson and Lillian Dean, have the four feminine leads in this merry comedy which thrills and puts the laugh into one with its lively scenes and stirring action.

Earl Lee, Thomas Brower, John O'Hara and Harvey Stephens are the other principals in this clever Gladys Unger dramatic comedy.

\* \* \*

**Orpheum**

There will be a vaudeville bill composed of four headline attractions and equally as important feature acts in support, for the coming week starting Saturday matinee.

On this new program will be Bob and Gale Sherwood, entertainers of

the first rank, known wherever vaudeville is known, with their own company of artists in "Solid Gold"; Yvette Rugel, the distinguished prima donna, staying over for a second week presenting new songs, which she will sing in her own inimitable manner; Hooper and Gatchett, with Germaine La Pierre and a big company, who will show the humorous side of the great war in a skit: "The Rookie"; Joe Weston and Collette Lyons, musical comedy stars, in character interpretations.

Naomi Ray and Eddie Harrison have an offering of mirth and melody: "Spring is Here." Carlton Emmy and his Mad Wags, a comedy offering; Eddie and Morton Beck from "Poor But Honest Parents," and The Bardelrangs, exponents of equilibrium, complete this new program.

\* \* \*

**Special Features**

In accordance with their fortieth anniversary celebration, each week the Golden Gate Theater, a part of the Orpheum Circuit, is offering the best in vaudeville entertainment. The coming week, starting Saturday, will have Nick Lucas, "The Crooning Troubadour," known to everyone for his phonographic recordings of popular melodies—on the stage in person. Nick originally intended to confine his activities to recording. However, with each succeeding record release his popularity so increased that, by public demand, he arranged to divide his time between appearing on the Orpheum vaudeville stage and recording new songs.

**Golden Gate**

Lucas will give the audiences at the Golden Gate a chance to choose the selections they want. He will also give away ten autographed records at each matinee performance.

Sidney Marion, with Ottalie Corday have a musical comedy number entitled "Divertissements" which is quite an appropriate name for this number. A new supply of comedy and songs will be given by Marion.

Gilson and Scott, "The Radio Aces" are two boys with "golden voices" and their songs and patter are always favored. Other acts on this big vaudeville bill at the Golden Gate this week are given. The feature of the screen is "Lonesome Ladies," starring Lewis Stone and Anna Q. Nilsson.

\* \* \*

**Granada**

Modern China—mysterious with its age-old civilization, militant with its new Western ideas, provides the background for a new type of motion picture, "Shanghai Bound," which opens Saturday at the Granada.

**New life, new color for your living room**

*A modern principle in floor and table lamp construction improves home lighting*

Soft, mellow, shadowless light evenly spread throughout the room—ample light for the whole family to read, write, sew or play cards—light that brings out the rich colors of draperies and furniture—light that is kind to your family's eyes.

Such lighting is now possible through a new principle in floor and table lamp construction. This new principle banishes the harmful gloom and glare that is so common with ordinary lamps.

*The New Principle*

The silk shade rests on an inverted glass reflector which surrounds the bulb so that direct rays from the electric lamp can never strike you in the eyes. It's this reflector that saves your eyes and diffuses the light. The result is a single floor or table lamp that really lights a room.

Our representative would gladly discuss home lighting with you. He'll tell you about the beautiful new floor and table lamps that are designed after this new principle of lighting.



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(Continued on Page 19)

# THE SAN FRANCISCO BANK

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Assets..... \$113,925,831.54  
Capital, Reserve and Contingent Funds..... 4,700,000.00  
Employees' Pension Fund over \$575,000.00,  
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MISSION BRANCH..... Mission and 21st Streets  
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COMPUTED MONTHLY and COMPOUNDED QUARTERLY,  
AND MAY BE WITHDRAWN QUARTERLY

## Finance

One of the best prophets in San Francisco, stock circles says: "It looks as if business this fall is going to be good, and that billions of dollars will be available for the purchase of all classes of goods from now on. Crops have taken a decided turn for the better and the country has every appearance of being in a very healthy condition."

It has been well pointed out that stocks have to be considered individually and that one cannot talk of "the market" as a whole. The well advertised stocks of course become leaders and attention is concentrated upon them, whereas bargains may easily be had in stocks which do not occupy so prominent a position. A wise authority in emphasizing this point called attention to the Studebaker shares which he considered a better investment than many others more fully advertised and more enthusiastically purchased.

James T. Shaw, vice-president of the Pacific Telephone and Telegraph Company, speaking of the proposed increase in rates says: "Of course the Pacific Telephone and Telegraph Company is financially sound and it is our purpose, as it is our duty, to keep it so . . . An increase in rates with reasonable promptness in these exchanges is necessary for the protection of the company, for the protection of the service for which it is responsible and for the protection of the mutual interests of the company, and its patrons and the public."

Governor Young has appointed seven new members to serve on the new State reclamation board. The only familiar name is that of Clarence E. Jarvis of Sacramento who was formerly member of the board of control.

There is a marked fall-off in the sale of bonds in New York. The bonds sold are of the tax-exempt variety. It is not recently that so many county, state and city issues have been advertised at one time.

The New York influences are being felt here but the advantage is with the local market. Thus, Pacific Gas and Electric shares reached the highest point ever attained and Southern California Edison shared in the upward movement.

Within the last year a total of six and a half billions has been added to the light and power industry. The number of people served by electricity has doubled since 1921 and at the same time the amount of gas has also doubled. There has been on the whole a lowering of rates, but increase in managerial efficiency has kept the returns at about the same level for this greatly increased amount of capital. Our public utilities easily lead the world.

General Motors was subjected to a severe attack in the New York markets but easily came back and regained its former position. There does not appear to be any fundamental reason for this rise and fall of such securities but they tend to relieve the general dullness of the stock market at the present time.

As a well known authority remarks: "There are no developments in the news to account for the sudden desire to get rid of stocks. The market had reached the point where a technical reaction was in order."

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## News of the Week at A Glance

San Francisco's tax rate for 1927-28 was established officially last Monday at \$3.80 which includes the 14 cents for school purposes made mandatory by the State Supreme Court.

There was no dissenting vote, when the roll was finally called, but the subject was productive of much bitterness for discussion led by Mayor Rolph and Supervisor Colman on one side and Supervisor McSheehy, chairman of the finance committee on the other.

Thousands saw the Brooklyn boy, Walter Spence, cleaving his way through choppy waters, last Sunday, in the third and most spectacular of the San Francisco Chronicle Golden Gate annual swimming contest. Spence's time was 51 minutes, 9 seconds.

He led 184 swimmers by a long distance and received an ovation from a packed mass of humanity that surged down to the finishing line and plastered the hillside above Crissy Field.

A delegation of San Francisco Sciots, headed by Charles S. Pratt, founder of the organization, went to San Diego, to participate in the initiation of Colonel Charles A. Lindbergh and Will Rogers into the San Diego Pyramid of the order. Many well known flyers, including Lieutenants Maitland and Hegenberger, belong to the Sciots.

Mayor James Rolph, Jr., candidate for Mayor of San Francisco for the fifth time, was the first of a long list of candidates for office to file a declaration of candidacy with Registrar J. H. Zemansky.

Mayor Rolph was on hand at 7:30 a. m. waiting for Registrar Zemansky to open his offices. The mayor swore to its correctness and was back at work in his offices on the second floor of the City Hall, shortly after 8 o'clock.

In an apparently untenanted house, 1463 Nineteenth avenue, prohibition agents found, this week, an extensive printing plant for the manufacture of counterfeit liquor labels for all the well known brands of whisky and gin.

John R. Gray, president of the John R. Gray, Inc., manufacturers of milling machinery and supplies, died at the Central Emergency Hospital, Wednesday morning following a fist fight with Edward Hough.

Revival of the bay bridge question at last Monday's meeting of the Supervisors precipitated a long and caustic debate, gained for the board some information as to parliamentary rules, and terminated in putting any action over until next Monday.

Three proposed bond issues totalling \$15,980,000 and including the \$2,000,000 for a transmission line from Newark will go on the November ballot, it was decided by the Board of Supervisors, Monday.

Employment of Delos F. Wilcox, to make a survey of the franchise and properties of the Market Street Railway and the California Cable System was authorized this week by the Supervisors voting unanimously. Wilcox is to be paid \$10,000 the first installment of \$2,000 as of September 15; \$2,000 on October 1; \$2,000 on October 14, and the remainder on completion and filing of his report.

Douglas Boswell, San Francisco and San Jose realtor, who was saved from drowning in the Bay, by Harold Heckler, was reported recovering early this week, at the Redwood City Hospital.

The Board of Education last Wednesday approved a school building program for the present fiscal year that will provide additional classrooms for practically every section of the city.

\* \* \*

The status of the United States with reference to the League of Nations and ways of preventing war were subjects discussed by a joint meeting of the League of Nations Nonpartisan Association and the National Council for Prevention of War, held at the Palace Hotel Wednesday.

The meeting was called to celebrate establishment of a new permanent office of the league in the Shreve building, and to welcome Professor Kenneth J. Saunders of the University of California as the new state chairman of the national council.

Chester H. Rowell, publicist, lecturer and student of international affairs, enlivened the session by his thrusts at the United States Senate because of its refusal "formally."

\* \* \*

San Francisco Stock and Bond Exchange members voted to raze the present class C building in which the largest exchange outside of New York city is housed and proceed with all expedition to the erection of a new monumental building on the present site on Montgomery street which will be devoted exclusively to exchange purposes.

It is expected to invest approximately \$500,000 in the building, which will be located on the west side of Montgomery street, south of California.

\* \* \*

Suit to recover \$1,619,143.11 alleged to have been collected illegally by the Internal Revenue Department was filed Wednesday in Federal Court here by the Standard Oil Company of California.

Collector of Internal Revenue John P. McLaughlin is named defendant.

Of the amount asked \$138,811.16 represents interest at 6 per cent on a payment of \$1,479,331.95, made March 24, 1924.

\* \* \*

The captains of teams that in a campaign six years ago persuaded Irish-Americans of the bay region to purchase \$285,000 worth of bonds of the Irish Republic have now been given the job of devising ways and means to get the bond buyers' money back again.

\* \* \*

Mayor James Rolph is authorized to name a committee to arrange a reception to Helen Wills.

The seventy-third annual State Fair, which closed last Saturday night, drew 282,892 people, breaking all records in attendance at the California annual exposition.

Setting a new transccontinental truck record of 137 hours and 37 minutes, "Cannon Ball" Baker, at the wheel of a General Motors two-ton truck, was given a reception by city officials and automobile men last Monday.

A second husband's willingness to support his wife's children by a former marriage in no wise lessens the real father's responsibility for his offspring's welfare, in the opinion of Superior Judge Gregory of Butte County.

The death of Marcus Loew, carrying \$5,000,000 in life insurance, drew attention to the fact that the motion picture business supplies one-third of the fifteen men who carry or have carried insurance of \$4,000,000 or over.

## FOOTBALL

By Lyman Martin

The Stanford and California varsity elevens, will, today, Saturday, September 24, swing into action.

Down at the Stanford Farm the actual proceedings will begin a bit earlier. As a preliminary, the Stanford Reds will take on the Modesto Teachers' College.

Pop Warner is following the schedule of Tex Rickard, more or less. He wants to get the fans all warmed up by staging a few preliminaries, when, as a matter of fact, nobody cares about which little fellow knocks the other little fellow down. What fans, who ride down to Palo Alto, want to see, is the "beeg" strong fellow perform.

The main event is the Stanford Varsity versus the Olympic Club.

"Pop Warner wants to beat the Olympic Club badly; but it is doubtful if Pop is going to have a very easy time of it. The Olympic Club squad boasts of a goodly number of All-Americans on its roster and has hopes of its own of again being the only undefeated team on the Pacific Coast.

Besides, the club already has a game under its belt.

Last Sunday, they beat the Army 20-12. There is a sneaking suspicion that the Olympic Club was lucky to do just that. There is no question that the club received, and took, advantage of the breaks of the game. But no team that has any All-American members on its squad is going to overlook the breaks.

The Army made more first downs. It had more diversified attacks. It had three real stars in Gillmore, Trapnell and Chase. Yet it lost.

It fumbled once or twice too often, and fumbles DO count when playing against All-Americans.

Well, these All-Americans now have a game under their belts and they should give Pop Warner something to think about this afternoon. It is said around and about, that the foxy hand of Pop was seen in some of the Army's plays last Sunday. Maybe so, and maybe no.

Back in 1925, the aim of the Olympic Club was to beat the unbeaten Bears. This year, their aim is to beat the Pacific Coast Champions of last year, Stanford. So there promises to be a merry old battle down at Palo Alto, this afternoon.

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California is also playing its first game.

It opens up the season with its traditional first game rivals, Santa Clara. Here, too, those who go across the Bay will go to see a football game, not just to get a peak at the Bears. Anyone might win this game. Santa Clara, under the tutelage of Adam Walsh, has progressed wonderfully. Adam has an assistant, this year. He no longer has to act as coach, trainer and water-boy. His duties are, at least, cut in half, and he can devote more time to perfecting plays.

By the time this evening falls, the first game of the year will have been played, and we can prognosticate the probable winners of the conferences, and start selecting and doping out our own Alma Mater's chances to win.

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Then, if that is not enough, on Sunday, St. Marys takes on that stubborn old Army mule out at Kezar Stadium, in what should be another great game of football.

The Army was supposed to be a romp, but let them play as well as they did last Sunday, not fumble and get some distance in their kicks and "Slip" Madigan and St. Marys will have plenty to think about.

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The fans of this locality sure have the opportunity of seeing lots of football over the week-end.

## THE EMISSARY OF PEACE

By Lyman F. Martin

Thousands of us, in San Francisco, who witnessed last Friday's welcome to the nation's idol, Colonel Charles A. Lindbergh, saw an advent in the progress of human affairs, which registered the arrival of a hero who was an emissary of peace.

This city has often been the scene of elaborate and picturesque parades, with bands playing, flags flying, drums beating, and a general furor of spectacular celebration. These parades have been warlike in nature and many have recorded the return of valiant heroes whose mission it was to prove conquerer.

Here—was a hero, unspoiled, desiring no spoils, no adulation. Just a typical American boy with a simple message to carry to the American people.

His tour, through the skies of the United States, has carried him to most all of the large cities of the country. In each city, he has been honored with a spontaneous enthusiasm that has never been beheld before. Through all this adulation our "Lindy" has been unmoved from his single purpose, the perpetuation and advancement of commercial aviation.

What a pattern for American boyhood!

We watched him sail through our western skies, before he made a perfect landing at Mills Field, San Francisco's airport. We were thrilled at the sight of him in the blue heavens above, as he circled the city, and that first thrill carried us through every phase of his all-too-brief visit, here.

Just before Colonel Lindbergh perched himself up on the back of the tonneau of an open car in the small automobile parade which started up Market street, it started to rain. It finally did rain, a little.

The children of San Francisco who had stood and waited two hours for their hero to come were dismayed. Then, with his coming, the clouds cleared away as did the regret in all those childish hearts.

Lindy, himself, finally appeared. What a hero!

You pessimists, you skeptics who proclaim that civilization is on the downward path. Remember, if you can the day of Colonel Lindbergh's arrival at the Golden Gate.

Was this an illustration of decadence?

Whenever, before, did any people, anywhere, pay such spontaneous adulation to any hero?

For centuries before the day of our Lord, the returning conquerer and hero of the hour was greeted with acclaim and homage, expressed in gorgeous pageantry.

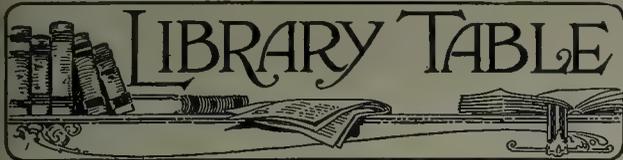
Each successive hero received, and expected, honors exceeding those of his predecessors. Alexander-the-Great, one of the greatest generals of all times, was a genius in his line: Julius Caesar, conquered and subjugated all people on the then-known earth. Atilla, Napoleon, Bismarck, Frederick-the-Great, Wellington, even down to the time of Generals Foch and our own great American leader, General Pershing,—all have received tribute. But how?

In many of the former instances, slaves in chains brought up the rear of the triumphant procession. Man, the idolator, the hero worshipper, the hip-hip-hurraher for the victor, inevitably turned avaricious eyes toward the spoils.

When Colonel Lindbergh came—here was the progress of civilization exemplified. Here was a hero with only a message—a message not of war or strife.

Lindy was the first aviation hero of peace!

"A nation which breeds such boys may never fear for its future."



Edited by Eleanore F. Ross

The literary editor has just received a copy of The Bookman, in its new tan-and-brown wrapper. We are immediately impressed by the smartness and attractiveness of the new issue and find the new make-up of the magazine exceptionally appealing.

With the September issue, "The Bookman" appears under the new management which recently purchased it from the George H. Doran Company. Henceforth The Bookman will be an independent publication, not connected with any book-publishing house.

The Bookman, in nature, will be two-fold: a literary review, and a general magazine limited in scope only by the interests of discriminating readers.

We do not doubt that those who know the work of the new editor, Mr. Burton Rascoe, as critic and editor, will feel assured that under him The Bookman will preserve its highest traditions and go on to a wider audience and a greater influence in the service of American life and letters.

The September issue contains a tribute to the great California poet, the late George Sterling, written by Upton Sinclair. Other contributors are Theodore Dreiser, James Branch Cabell, Dorothy Parker, Keith Preston, Arthur B. Maurice, John Farrar, E. E. Cummings and Gilbert Seldes.

In the article: "My Friend George Sterling," Upton Sinclair says: "I write here of the dearest friend I ever had among men. Since he is gone there seems a large hole in the world."

THE BOOKMAN, Bookman Publishing Co., Inc.; published monthly, price 50 cents a copy.

THE JADE RABBIT, by Adele Blood and Tam Marriott; Lincoln MacVeagh, The Dial Press; \$2.00.

A story of plots and counter plots. The dangerous quest by a young Englishman for a famous Rabbit carved out of white jade which is believed to possess invaluable powers. The talisman is of legendary origin and is in the possession of a branch of the Triad Society, of the Silent Voice, in China. Being an apparently far-distant heir-apparent to the family title and fortunes in England, this young man in a spirit of dare-deviltry assumes the task of overcoming such minor obstacles as treachery, torture and sudden death to acquire this treasure for another branch of the Triad Society with headquarters in New York. And a third branch of this same Society has sent out another man, with the same idea of conquest for their branch with headquarters in San Francisco. And the race is on.

It is proclaimed to be a mystery story although the mystery is rather too apparent. The cards are all laid on the table and the reader is not asked to solve any intricate plots or try to guess what is to happen next. The plot is too carefully mapped out to test the ingenuity or powers of imagination of the reader. One reads from each chapter to the next, wondering how the authors are going to bring matters to a climax.

Of course, there is a love theme woven throughout. The girl loses her heart to the handsome hero, but she has given her promise to defeat his purpose. And while the authors make a vital point of the fact that the promise of the English woman is paramount to all other attributes, nothing is said of the promise given by the young Englishman to Mr. Ying.

# The Life of GEORGE STERLING

COMPILED

by ALBERT M. BENDER for

## November Overland-Monthly

Of paramount importance to the literary world, is the announcement of the Overland Monthly, California's initial literary venture, concerning November issue of Overland. Albert M. Bender, honorary editor of this particular issue and warm friend of Sterling, has gathered together a literary talent of a Nation as contributors to the number.

### Such is Overland's gift to Western Literature

Each of the writers gives a portrait, intimate and lasting of the poet. Each of them was a friend of the poet. Each of them mourns his departure.

- The satirical wit of Henry Mencken.
- The colored vision of Witter Bynner.
- The gentle philosophy of Edwin Markham.
- The charming delicacy of Gertrude Atherton.
- The pithy wisdom of Charles Erskine Scott Wood.
- The fresh insight of S. Bert Cooksley.
- The ripened Culture of Ina Coolbrith.
- The intimate sweetness of Sara Bard Field.
- The clean swiftness of Robinson Jeffers.
- The cool balance of James D. Phelan.
- The mellow warmth of George Douglas.
- The young romanticism of Marie de L. Welch.
- The deep sincerity of Idwal Jones.

All of these will be part of the extremely important writers contributing to the George Sterling issue. Miss B. Virginia Lee, Editor of Overland Monthly, suggests an immediate attention be given the ordering of copies.

35c single copy mailed to your door, or start your subscription to Overland with November issue. One whole year for \$2.50 including the November-Sterling issue.

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San Francisco, Calif.

B. Virginia Lee, Editor

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# Petrol Paragraphs

By E. V. WELLER  
National Automobile Club



A decrease of 22 per cent in thefts of automobiles insured in Conference companies on the Pacific Coast, was made from July, 1926 to July, 1927.

The annual report of W. E. Schoppe, superintendent of the theft bureau of the Pacific Coast Automobile Underwriter's Conference, shows that during the 12 months, there were 4613 conference-insured cars stolen. This number compares with 5990 cars stolen during the corresponding 1925-1926 months. Of the latter number, 86 per cent

were recovered while 89 per cent of those stolen during the last year were recovered.

The highest stolen car recovery record of any city in the United States is that of San Francisco. Next highest is Portland.

The theft record of the principal Pacific Coast cities as shown by police department records during the period July, 1926, to July, 1927, follows:

CITY	No. Stolen	Unrecovered	Per Cent Recovered
Los Angeles	11,461	1,461	87.2
San Francisco	5,068	49	99.7
Seattle	2,366	87	96.3
Oakland	2,019	52	97.5
Portland	1,604	21	98.1
Salt Lake	971	21	97.9
San Diego	891	40	95.5
Spokane	695	25	96.5
Tacoma	529	31	94.1

Automobile driving is a good exercise and is conducive to good health. That is the conclusion drawn from a series of tests made by the medical students of the University of Wisconsin.

In a bulletin issued following the investigations, it is declared that driving gives a great deal of exercise to the arm and shoulder muscles, while the leg muscles get an important amount of work in operating the brake and clutch, especially in downtown traffic. The exercise is not strenuous but is regular and this is said to be an additional advantage, according to the bulletin. It is also pointed out that the car driving of today requires less effort than ever before, but at the same time requires enough effort to provide good exercise.

Albuquerque is situated in the very heart of the Indian country and many interesting one day trips may be made from this point. The drive to Jemez Springs and return can easily be accomplished in a day. Leaving Albuquerque, the motorist has a paved highway to Bernalillo. The road then crosses the Rio Grande River and climbs to the high Mesa to the west. A magnificent view is to be had from this point, of four great mountain ranges, the Sangre de Cristos, Sandias, the Manzanos and the Jemez Range itself. The road passes by the inhabited Indian pueblos of Santa Ana, Zia, and the Pueblo of Jemez. Arriving at San Ysidro, a noticeable change of scenery takes place and the most weird and brilliant color effects are in evidence on every hand. At Jemez Springs there are some interesting ruins close to the Medicinal Springs for which Jemez is renowned.



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# RADIO

By C. J. Pennington



By C. J. Pennington

## On the Air

Massenet's four-act opera, "Manon," will be given in tabloid form over KGO, Monday night, September 26, 8 o'clock. The story of "Manon" is founded on Abbe Prevost's novel, which has been treated operatically by several composers. Joseph Henry Jackson will be heard at 9 o'clock with his usual weekly book chat.

Frank and Carl Emler will be the intermission soloists on the Hotel St. Francis dance program on Thursday nights, from 10 o'clock to midnight. This new harmony duo will be heard in vocal numbers, accompanied by the piano.

"Radio Vaudeville" seems to have taken with the KGO audience and will be heard again Wednesday night, September 28, 8 o'clock. The weekly farm program is to be from 6:35 to 7:30 o'clock.

The Sunday evening program to be broadcast over the Pacific Coast Network, Sunday, September 25, from 9 to 10 p. m., will be entitled "Great Moments of History."

Under the direction of William Rainey, the first program of this type, "The Battle of the Monitor and Merrimac" will be presented with a musical background. The important characters in the story will be dramatized.

The National Players under the direction of William Rainey will present the O. Henry drama, "Manon and the Archer," Wednesday, September 28, from 9 to 10 p. m. over the Pacific Coast Network.

The story tells of an old New York family divided over how powerful money is. The father convinces his

son that money is all powerful, while the other faction of the family contend that it will not buy love.

The cast is as follows: Anthony, M. E. Harlan; Ellen, Emelie Melville; Butler, Wheaton Chambers; Richard, Jean Paul King; Miss Lantry, Doris Canney; Kelley, Benjamin Purrington.

\* \* \*

A reader wants to know why his "B" eliminator quit working. Our reply is: "Don't condemn your "B" eliminator, but try a new bulb in the same which will practically always eliminate this source of trouble."

\* \* \*

The National Broadcasting Company will present a program of chamber music from their Los Angeles studios on Thursday evening, September 29, from 9 to 10 p. m. over the Pacific Coast Network.

The program will feature Chico de Verde and his Gypsy orchestra. Rene Tumanova, Russian soprano and Kolia Negin, tenor, will be the soloists for the hour.

All these artists have gained attention through their many successful appearances, both on the concert stage and over the radio. This will be their first appearance before the microphone for the Pacific Coast Network.

\* \* \*

## Football On KFI This Year

In the fall a young man's fancy (and everybody's else) turns to thoughts of football, and it will be of interest to lovers of the sport to know that KFI has bought the rights to broadcast all the important games of the season from the Los Angeles Coliseum.

An elaborate system of microphones has been installed in the Coliseum by which the connection may be switched from the announcer's box to the rooting section on either side of the field, and to both of the coaches' boxes, which will give the listener much of the local color. Dean Cromwell will officiate as usual on the side lines, following the line of scrimmage and relaying important information to the KFI announcer. Football has become such a gigantic feature, that broadcasting is almost necessary, and inasmuch as broadcasting at its best cannot equal the actual witnessing of the game, it has been found to have no lessening effect on ticket sales, but instead increases interest.

## Programs for Next Week

KFRC—DON LEE  
SAN FRANCISCO—454

- Sunday, September 25**  
 12 noon to 1:00 p. m.—Church service.  
 5:00 to 6:00 p. m.—Organ recital.  
 6:00 to 6:30 p. m.—Talk.  
 6:30 to 7:30 p. m.—Twilight recital.  
 8:30 to 10:30 p. m.—Walter Krausgrill's Orchestra.
- Monday, September 26**  
 7:00 to 8:00 a. m.—Seal Rock program.  
 8:00 to 9:00 a. m.—Musical program.  
 10:00 to 11:00 a. m.—Musical program.  
 11:00 to 11:30 a. m.—Household hints.  
 11:30 to 12:00 noon—Amateur tryouts.  
 12:00 to 1:00 p. m.—Sherman, Clay program.  
 4:30 to 5:15 p. m.—Organ recital.  
 5:15 to 5:45 p. m.—Mac and his gang.  
 5:45 to 6:20 p. m.—Joe Mendel and Pep Band.  
 6:20 to 6:30 p. m.—Stage and screen, police reports.  
 6:30 to 7:00 p. m.—The Cecilians.  
 7:00 to 7:30 p. m.—Mark Hopkins Dance Orchestra.  
 8:00 to 10:00 p. m.—Blue Monday Jamboree.  
 10:00 to 12:00 p. m.—Mark Hopkins Orchestra.
- Tuesday, September 27**  
 7:00 to 8:00 p. m.—Seal Rock program.  
 8:00 to 9:00 a. m.—Musical program.  
 10:00 to 11:00 a. m.—Musical program.  
 11:00 to 11:30 a. m.—Doings of Dorothy.  
 11:30 a. m. to 12:00 noon—Amateur tryout program.  
 12:00 to 1:00 p. m.—Sherman, Clay concert.  
 4:30 to 5:30 p. m.—Organ recital.  
 5:30 to 6:20 p. m.—Mac and his gang.  
 6:20 to 6:30 p. m.—Stage and screen.  
 6:30 to 7:00 p. m.—The Cecilians.  
 7:00 to 7:30 p. m.—"Investment Securities."  
 8:00 to 8:30 p. m.—KFRC Radio Movie Club.  
 8:30 to 9:30 p. m.—Walter Krausgrill's orchestra.  
 9:30 to 12:00 p. m.—Mark Hopkins Dance Orchestra.
- Wednesday, September 28**  
 7:00 to 8:00 p. m.—Seal Rock program.  
 8:00 to 9:00 a. m.—Musical program.  
 10:00 to 11:00 a. m.—Musical program.  
 11:00 to 11:30 a. m.—Household hints.  
 11:30 to 12:00 noon—Amateur tryout period.  
 12:00 to 1:00 p. m.—Sherman, Clay concert.  
 4:30 to 5:30 p. m.—Organ recital.  
 5:30 to 6:20 p. m.—Mac and his gang.  
 6:20 to 6:30 p. m.—Stage and screen.  
 6:30 to 7:00 p. m.—The Cecilians.  
 7:00 to 7:30 p. m.—Mark Hopkins Orchestra.  
 8:00 to 9:00 p. m.—Maxwell House Coffee program.  
 9:00 to 10:00 p. m.—Program by Sherman, Clay & Company.  
 10:00 to 12:00 p. m.—Walter Krausgrill's orchestra.
- Thursday, September 29**  
 7:00 to 8:00 a. m.—Seal Rock program.  
 8:00 to 9:00 a. m.—Musical program.  
 10:00 to 11:00 a. m.—Musical program.  
 11:00 to 11:30 a. m.—Doings of Dorothy.  
 11:30 to 12:00 noon—Amateur tryouts.  
 12:00 to 1:00 p. m.—Sherman, Clay program.  
 4:30 to 5:30 p. m.—Organ recital.  
 5:30 to 6:20 p. m.—Mac and his Gang.  
 6:20 to 6:30 p. m.—Madame Marie's beauty talk.  
 6:30 to 6:50 p. m.—The Cecilians.  
 6:50 to 7:00 p. m.—Stage and screen.  
 7:00 to 7:30 p. m.—Mark Hopkins dance orchestra.  
 8:00 to 9:00 p. m.—Mona Motor Oil Co.  
 9:00 to 10:00 p. m.—An hour with Rose Florence.  
 10:00 to 12:00 p. m.—Mark Hopkins dance orchestra.
- Friday, September 30**  
 7:00 to 8:00 p. m.—Seal Rock program.  
 8:00 to 9:00 p. m.—Musical program.  
 10:00 to 11:00 a. m.—Musical program.  
 11:00 to 11:30 a. m.—Hints to home-makers.  
 11:30 to 12:00 noon—Amateur tryouts.  
 12:00 to 1:00 p. m.—Sherman, Clay program.  
 3:30 to 4:30 p. m.—Student hour.  
 4:30 to 5:30 p. m.—Organ recital.  
 5:30 to 6:20 p. m.—Mac and his gang.  
 6:20 to 6:30 p. m.—Stage and screen.  
 6:30 to 7:00 p. m.—Art floral program.  
 7:00 to 7:30 p. m.—Mark Hopkins dance orchestra.  
 8:00 to 9:00 p. m.—Musical Educational Series.  
 9:00 to 10:00 p. m.—Walter Krausgrill's Orchestra.  
 10:00 to 12:00 p. m.—Mark Hopkins dance orchestra.
- Saturday, October 1**  
 7:00 to 8:00 a. m.—Seal Rock program.  
 8:00 to 9:00 p. m.—Musical program.  
 10:00 to 11:00 a. m.—Musical program.  
 11:00 to 11:45 a. m.—Amateur tryouts.  
 11:45 to 12:00 noon—Announcements of Sunday church sermons.  
 12:00 to 1:00 p. m.—Sherman, Clay concert.  
 4:30 to 5:30 p. m.—Hotel Mark Hopkins Orchestra.  
 5:30 to 6:20 p. m.—Mac and his gang.  
 6:20 to 6:30 p. m.—Stage and screen.  
 6:30 to 7:00 p. m.—The Cecilians.  
 7:00 to 7:30 p. m.—Mark Hopkins dance orchestra.  
 8:00 p. m. to 1:00 a. m.—Mark Hopkins dance orchestra.

KYA—PACIFIC BROADCAST CORP. SAN FRANCISCO—309.1

Sunday, September 25
11:00 a. m.—Church services.
7:45 p. m.—Church services.
Monday, September 26
7:00 to 8:00 a. m.—Golden Gate Crier.
8:00 a. m.—Correct time.
12:30 to 2:00 p. m.—Cliff Concert Trio.
5:30 to 6:30 p. m.—Golden Gate Crier.
6:30 to 7:00 p. m.—Prize package period.
7:00 to 7:30 p. m.—Cliff Concert Trio.
8:00 to 10:00 p. m.—Studio program.
10:00 to 11:00 p. m.—The Golden Gate Amphions.
11:00 p. m.—Correct time.
Tuesday, September 27
7:00 to 8:00 a. m.—Golden Gate Crier.
8:00 a. m.—Correct time.
10:30 to 10:45 a. m.—Diet and health talk.
12:30 to 2:00 p. m.—Cliff Hotel Concert Trio.
4:00 to 5:00 p. m.—Studio program.
5:30 to 7:00 p. m.—Golden Gate Crier.
7:00 to 7:15 p. m.—"Magazine on the Air."
7:15 to 7:30 p. m.—Cliff Hotel Concert Trio.
8:00 to 10:00 p. m.—Studio program.
10:00 p. m.—Correct time.

Wednesday, September 28
7:00 to 8:00 a. m.—Golden Gate Crier.
8:00 a. m.—Correct time.
12:30 to 2:00 p. m.—Cliff Hotel Concert Trio.
5:30 to 7:00 p. m.—Golden Gate Crier.
7:00 to 7:30 p. m.—Cliff Hotel Concert Trio.
8:00 to 10:00 p. m.—Studio program.
Thursday, September 29
7:00 to 8:00 a. m.—Golden Gate Crier.
8:00 a. m.—Correct time.
12:30 to 2:00 p. m.—Cliff Hotel Concert Trio.
5:30 to 7:00 p. m.—Golden Gate Crier.
7:00 to 7:30 p. m.—Cliff Hotel Concert Trio.
8:00 to 9:00 p. m.—Regular weekly meeting "26th Squad."
9:00 to 10:00 p. m.—The Clarion Trio.
Friday, September 30
7:00 to 8:00 a. m.—Golden Gate Crier.
8:00 a. m.—Correct time.
10:30 to 10:45 a. m.—Diet and health talk.
12:30 to 2:00 p. m.—Cliff Hotel Concert Trio.
5:30 to 7:00 p. m.—Golden Gate Crier.
7:00 to 7:30 p. m.—Cliff Hotel Concert Trio.
8:00 to 9:00 p. m.—Studio program.
9:00 to 10:00 p. m.—KYA artists.
10:00 p. m.—Correct time.

Saturday, October 1
7:00 to 8:00 a. m.—Golden Gate Crier.
8:00 a. m.—Correct time.
12:30 to 2:00 p. m.—Cliff Hotel Concert Trio.
5:30 to 7:00 p. m.—Golden Gate Crier.
7:00 to 7:30 p. m.—Cliff Hotel Concert Trio.
8:00 to 10:00 p. m.—Studio program.
10:00 p. m.—Correct time.

KPO—HALE BROTHERS AND THE CHRONICLE SAN FRANCISCO—422

Sunday, September 25
9:45 to 10:30 a. m.—Church services.
2:45 to 4:30 p. m.—Broadcast of baseball game.
5:00 to 6:00 p. m.—Twilight hour.
6:00 to 6:30 p. m.—States Restaurant orchestra.
6:30 p. m.—Baseball scores.
6:35 to 8:35 p. m.—Palace Hotel concert orchestra.
8:35 to 10:00 p. m.—Fairmont Hotel concert orchestra.
Monday, September 26
6:45, 7:15 and 7:45 a. m.—Health exercises.
8:00 to 9:00 a. m.—Sperry Flour happy hour.
10:30 to 10:45 a. m.—Ye Towne Cryer service.
11:30 to 12:50 p. m.—Kane's Hawaiians.
12 noon—Time signals, Scripture reading.
12:50 p. m.—Stock market quotations.
1:00 to 2:00 p. m.—Fairmont Hotel concert orchestra.
3:30 to 5:30 p. m.—Palace Hotel concert orchestra.
5:30 to 6:00 p. m.—Children's hour.
6:00 to 6:30 p. m.—Ye Towne Cryer service.
6:30 to 7:00 p. m.—States Restaurant orchestra.
7:00 to 7:30 p. m.—Fairmont Hotel concert orchestra.
7:30 to 8:00 p. m.—DX.
8:00 to 9:00 p. m.—Program by National Broadcasting.
9:00 to 10:00 p. m.—Program for Shell Company of California. KPO-KFI.
10:00 p. m. to 12 midnight—KPO's variety hour.

Tuesday, September 27
6:45, 7:15 and 7:45 a. m.—Health exercises.
8:00 to 9:00 a. m.—Sperry Flour happy hour.
10:30 to 10:45 a. m.—Ye Towne Cryer service.
11:30 to 12:50 p. m.—Kane's Hawaiians.
12 noon—Time signals, Scripture reading.
12:50 p. m.—Stock market quotations.
1:00 to 2:00 p. m.—Fairmont Hotel concert orchestra.
2:45 to 4:30 p. m.—Broadcast of baseball game.
4:30 to 5:30 p. m.—Palace Hotel concert orchestra.
5:30 to 6:00 p. m.—Children's hour.
6:00 to 6:30 p. m.—Ye Towne Cryer service.
6:30 to 7:00 p. m.—States Restaurant orchestra.
7:00 to 7:30 p. m.—Fairmont Hotel concert orchestra.
7:30 to 8:00 p. m.—DX.
8:00 to 8:30 p. m.—Dan Casey's Fireside Hour.
8:30 to 9:00 p. m.—Organ recital.
9:00 to 10:00 p. m.—National Broadcasting Company.
10:00 to 11:00 p. m.—Palace Hotel dance orchestra.

Wednesday, September 28
6:45, 7:15 and 7:45 a. m.—Health exercises.
8:00 to 9:00 a. m.—Sperry Flour happy hour.
10:30 to 10:45 a. m.—Ye Towne Cryer service.
11:30 to 12:50 p. m.—Kane's Hawaiians.
12 noon—Time signals, Scripture reading.
12:50 p. m.—Stock market quotations.
1:00 to 2:00 p. m.—Fairmont Hotel concert orchestra.

2:45 to 4:30 p. m.—Broadcast of baseball game.
4:30 to 5:30 p. m.—Palace Hotel concert orchestra.
5:30 to 6:00 p. m.—Children's hour.
6:00 to 6:30 p. m.—Ye Towne Cryer service.
6:30 to 7:00 p. m.—States Restaurant orchestra.
7:00 to 7:30 p. m.—Fairmont Hotel concert orchestra.
7:30 to 8:00 p. m.—DX.
8:00 to 9:00 p. m.—Atwater Kent Artists.
9:00 to 10:00 p. m.—National Broadcasting Company.
10:00 to 11:00 p. m.—States Restaurant orchestra.

Thursday, September 29
6:45, 7:15 and 7:45 a. m.—Health exercises.
8:00 to 9:00 a. m.—Sperry Flour happy hour.
10:30 to 10:45 a. m.—Domestic economist.
10:30 to 10:45 a. m.—Ye Towne Cryer service.
11:30 to 12:50 p. m.—Kane's Hawaiians.
12 noon—Time signals, Scripture reading.
12:50 p. m.—Stock market quotations.
1:00 to 2:00 p. m.—Fairmont Hotel concert orchestra.
2:45 to 4:30 p. m.—Broadcast of baseball game.
4:30 to 5:30 p. m.—Palace Hotel concert orchestra.
5:30 to 6:00 p. m.—Children's hour.
6:00 to 6:30 p. m.—Ye Towne Cryer service.
6:30 to 7:00 p. m.—States Restaurant orchestra.
7:00 to 7:30 p. m.—Fairmont Hotel concert orchestra.
7:30 to 8:00 p. m.—DX.
8:00 to 9:00 p. m.—Caswell hour.
9:00 to 10:00 p. m.—National Broadcasting Company.
10:00 to 11:00 p. m.—Palace Hotel dance orchestra.

Friday, September 30
6:45, 7:15 and 7:45 a. m.—Health exercises.
8:00 to 9:00 a. m.—Sperry Flour happy hour.
10:30 to 10:45 a. m.—Ye Towne Cryer service.
10:45 a. m.—Ninon, fashion critic.
11:30 a. m. to 12:45 p. m.—Kane's Hawaiians.
12 noon—Time signals, Scripture reading.
12:45 p. m.—Commonwealth luncheon at Palace Hotel.
1:30 to 2:00 p. m.—Fairmont Hotel concert orchestra.
2:45 to 4:30 p. m.—Broadcast of baseball game.
4:30 to 5:30 p. m.—Palace Hotel concert orchestra.
5:30 to 6:00 p. m.—Children's hour.
6:00 to 6:30 p. m.—Ye Towne Cryer service.
6:30 to 7:00 p. m.—States Restaurant orchestra.
7:00 to 7:20 p. m.—Book review.
7:20 to 7:30 p. m.—Sports-on-the-air.
7:30 to 8:00 p. m.—DX.
8:00 to 9:00 p. m.—Program, the Calpet orchestra.
9:00 to 10:00 p. m.—National Broadcasting Company.
10:00 to 11:00 p. m.—States Restaurant orchestra.

Saturday, October 1
6:45, 7:15 and 7:45 a. m.—Health exercises.
8:00 to 9:00 a. m.—Sperry Flour happy hour.
10:30 to 10:30 a. m.—Domestic economist.
10:30 to 10:45 a. m.—Ye Towne Cryer service.
11:30 to 12:50 p. m.—Kane's Hawaiians.
12 noon—Time signals, Scripture reading.
12:50 p. m.—Stock market quotations.
1:00 to 2:00 p. m.—Fairmont Hotel concert orchestra.
2:45 to 4:30 p. m.—Broadcast of baseball games.
4:30 to 5:30 p. m.—Palace Hotel concert orchestra.
5:30 to 6:00 p. m.—Children's hour.
6:00 to 6:30 p. m.—Ye Towne Cryer service.
6:30 to 7:00 p. m.—States Restaurant orchestra.
7:30 to 8:00 p. m.—DX.
8:00 to 9:00 p. m.—National Broadcasting Company.
9:00 to 11:00 p. m.—KPO Dance Orchestra.
11:00 to 12:00 p. m.—Palace Hotel Dance Orchestra.

KFWI—RADIO ENTERTAINMENTS, INC. SAN FRANCISCO—267

Sunday, September 25
12:30 to 1:30 p. m.—Organ recital.
7:50 to 9:00 p. m.—Church services.
9:00 to 10:00 p. m.—Laura Ellen Windsor and pupils.
10:00 to 12:00 p. m.—Clyde Cooper's orchestra.

Monday, September 26
8:20 to 10:27 a. m.—Breakfast program.
10:27 to 10:30 a. m.—U. S. weather reports.
10:30 to 11:00 a. m.—Fashion hints.
11:00 to 12:00 p. m.—Organ recital.
12:00 to 1:00 p. m.—Luncheon program.
4:00 to 5:00 p. m.—KFWI tea party.
5:00 to 5:30 p. m.—Construction reports.
5:30 to 6:00 p. m.—Theatrical announcements.
6:00 to 7:00 p. m.—Dinner hour concert.
7:00 to 7:15 p. m.—Sports by Geo. T. Davis.
7:15 to 7:30 p. m.—Advertising talk.
8:00 to 9:00 p. m.—Clyde Cooper's orchestra.
9:00 to 9:30 p. m.—Geo. Taylor and Clem Kennedy.
9:30 to 10:00 p. m.—Darnelle Sisters.
10:00 p. m.—Weather and police reports.
10:03 to 12:00 p. m.—Clyde Cooper's Roof Garden orchestra.

Tuesday, September 27
7:00, 7:30 and 8:00 a. m.—Health exercises.
8:20 to 10:27 a. m.—Breakfast program.
10:27 to 10:30 a. m.—U. S. weather reports.
10:30 to 11:00 a. m.—Beauty hints.
12:00 to 12:30 p. m.—Musical luncheon program.
12:30 to 1:00 p. m.—Organ recital.
1:00 to 1:30 p. m.—Country store.
1:30 to 2:00 p. m.—Cowell Dein, piano and banjo.
5:00 to 5:30 p. m.—Construction reports.
5:30 to 6:00 p. m.—Theatrical announcements.
6:00 to 7:00 p. m.—Dinner hour concert.
7:00 to 7:15 p. m.—Sports by Geo. T. Davis.
7:15 to 7:30 p. m.—KFWI Builders of Progress Club.
8:00 to 9:00 p. m.—Clyde Cooper's orchestra.
10:00 p. m.—Weather and police reports.
10:03 to 11:00 p. m.—Clyde Cooper's orchestra.
11:00 to 12:00 p. m.—Zezz Black's mysterious hour.

Wednesday, September 28
7:00, 7:30 and 8:00 a. m.—Health exercises.

8:20 to 10:27 a. m.—Breakfast program.
10:27 to 10:30 a. m.—U. S. weather reports.
10:30 to 11:00 a. m.—Cynthia Grey's column.
11:00 to 12:00 p. m.—Organ recital.
12:00 to 12:30 p. m.—Luncheon program.
12:30 to 1:00 p. m.—Organ recital.
1:00 to 1:30 p. m.—Country store.
5:00 to 5:30 p. m.—Construction reports.
5:30 to 6:00 p. m.—Theatrical announcements.
6:00 to 7:00 p. m.—Louis Donato and Jack Kelsey.
7:00 to 7:15 p. m.—Sports by Geo. T. Davis.
7:15 to 7:30 p. m.—Studio program.
8:00 to 9:00 p. m.—Clyde Cooper's Orchestra.
9:00 to 10:00 p. m.—Clifford Schneider, baritone.
10:00 p. m.—Weather and police reports.
10:03 to 12:00 p. m.—Clyde Cooper's orchestra.

Thursday, September 29
7:00, 7:30 and 8:00 a. m.—Health exercises.
8:20 to 10:27 a. m.—Breakfast program.
10:27 to 10:30 a. m.—U. S. weather reports.
10:30 to 11:00 a. m.—Fashion hints by Babette.
12:00 to 12:30 p. m.—Luncheon program.
12:30 to 1:00 p. m.—Organ recital.
1:00 to 1:30 p. m.—Country store.
4:00 to 5:00 p. m.—KFWI tea party.
5:00 to 5:30 p. m.—Construction reports.
5:30 to 6:00 p. m.—Theatrical announcements.
6:00 to 7:00 p. m.—Dinner hour program.
7:00 to 7:15 p. m.—Sports by Geo. T. Davis.
7:15 to 7:30 p. m.—Kenneth A. Millican.
8:00 to 9:00 p. m.—Studio program.
9:00 to 9:30 p. m.—Glora Del Rae.
9:30 to 11:00 p. m.—Bill Bennett.
11:00 to 12:00 p. m.—Clyde Cooper's orchestra.
11:30 a. m. to 1:00 p. m.—Luncheon concert.

Friday, September 30
7:00, 7:30 and 8:00 a. m.—Exercise hour.
8:20 to 10:27 a. m.—Breakfast program.
10:27 to 10:30 a. m.—U. S. weather reports.
10:30 to 11:00 a. m.—Beauty hints.
11:00 to 12:00 p. m.—Organ recital.
12:00 to 12:30 p. m.—Musical luncheon program.
12:30 to 1:00 p. m.—Organ recital.
1:00 to 1:30 p. m.—Country store.
1:30 to 2:00 p. m.—Cowell Dein, banjo and piano.
4:00 to 5:00 p. m.—KFWI tea party.
5:00 to 5:30 p. m.—Construction reports.
5:30 to 6:00 p. m.—Theatrical announcements.
6:00 to 7:00 p. m.—Program.
7:00 to 7:15 p. m.—Sports by Geo. T. Davis.
7:15 to 7:30 p. m.—Talk.
8:00 to 9:00 p. m.—Clyde Cooper's orchestra.
9:00 to 10:00 p. m.—California Sunshine Boys.
10:00 p. m.—Weather and police reports.
10:03 to 12:00 p. m.—Clyde Cooper's orchestra.
12:00 to 12:30 p. m.—Luncheon program.

Saturday, October 1
7:00, 7:30 and 8:00 a. m.—Exercise hour.
8:20 to 10:27 a. m.—Musical breakfast program.
10:27 to 10:30 a. m.—U. S. weather reports.
10:30 to 11:00 a. m.—Cynthia Grey's column.
12:00 to 12:30 p. m.—Luncheon program.
12:30 to 1:00 p. m.—Organ recital.
1:00 to 1:30 p. m.—Country store.
5:00 to 5:30 p. m.—Construction reports.
5:30 to 6:00 p. m.—Theatrical announcements.
6:00 to 7:00 p. m.—Dinner hour concert.
7:00 to 7:15 p. m.—Sports by Geo. T. Davis.
7:15 to 7:30 p. m.—Geo. Taylor and Clem Kennedy.
8:00 to 9:00 p. m.—Athena Alexandroff, soprano.
9:00 to 12:00 p. m.—Clyde Cooper's orchestra.
12:00 to 2:30 a. m.—KFWI hour of mirth.

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### KLX—OAKLAND TRIBUNE OAKLAND—508

**Monday, September 26**  
 5:00 p. m.—Martha Lee.  
 5:30 to 6:30 p. m.—Brother Bob's club; Boy Scout program.  
 7:00 to 7:30 p. m.—Amusement information.  
 8:00 to 9:00 p. m.—Special program.  
 9:00 to 10:00 p. m.—Weekly meeting of Lake Merritt Ducks.  
**Tuesday, September 27**  
 2:45 p. m.—Baseball.  
 5:30 to 6:30 p. m.—Brother Bob.  
 7:00 to 7:30 p. m.—Amusement information.  
 8:00 to 9:00 p. m.—Program.  
**Wednesday, September 28**  
 2:45 p. m.—Baseball.  
 5:00 p. m.—Martha Lee.  
 6:30 to 7:00 p. m.—Athen Athletic club orchestra.  
 7:00 to 7:30 p. m.—Amusement information.  
 8:00 to 9:00 p. m.—Educational program.  
 9:00 to 10:00 p. m.—Special program.  
**Thursday, September 29**  
 2:45 p. m.—Baseball.  
 5:30 to 6:30 p. m.—Brother Bob.  
 7:00 to 7:30 p. m.—Amusement information.  
**Friday, September 30**  
 2:45 p. m.—Baseball.  
 5:00 p. m.—Martha Lee  
 5:30 to 6:30 p. m.—Brother Bob.  
 7:00 to 7:30 p. m.—Amusement information.  
 8:00 to 9:30 p. m.—Special program.  
 9:30 to 10:30 p. m.—Athens Athletic club orchestra.  
**Saturday, October 1**  
 2:15 p. m.—University of California vs. Santa Clara football.  
 7:00 to 7:30 p. m.—Amusement information.

### KGO—GENERAL ELECTRIC OAKLAND—394

**Sunday, September 25**  
 11:00 a. m.—Church service.  
 6:30 to 7:30 p. m.—Bem's Little Symphony.  
 7:30 p. m.—Weather and baseball.  
 7:35 to 9:00 p. m.—Church service.  
 9:00 to 10:00 p. m.—National Broadcasting Company.  
**Monday, September 26**  
 11:30 a. m. to 1:00 p. m.—Hotel Leamington concert.  
 12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
 4:00 to 5:00 p. m.—Hotel St. Francis dance orchestra.  
 5:30 to 6:00 p. m.—KGO Kiddies' Klub.  
 6:00 to 6:45 p. m.—Stanislas Bem's Little Symphony.  
 6:45 p. m.—"What's Happening in the World."  
 7:03, weather; 7:06, baseball; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).  
 8:00 to 9:00 p. m.—National Broadcasting Company.  
 9:00 to 9:20 p. m.—"Chats About New Books."  
**Tuesday, September 27**  
 11:30 to 1:00 p. m.—Hotel Leamington concert.  
 12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
 2:00 to 3:00 p. m.—Pacific Radio Trade Association concert.  
 4:00 to 5:00 p. m.—Hotel St. Francis orchestra.  
 6:00 to 6:55 p. m.—Stanislas Bem's Little Symphony.  
 6:55, news; 7:03, weather; 7:06, baseball; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).  
 8:00 to 9:00 p. m.—(Oakland studio)—The Pilgrims.  
 9:00 to 10:00 p. m.—National Broadcasting Company.  
 10:00 to 11:00 p. m.—National Broadcasting Company.  
**Wednesday, September 28**  
 11:30 to 1:00 p. m.—Hotel Leamington concert.  
 12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
 2:00 to 3:00 p. m.—Pacific Radio Trade Association concert.  
 4:00 to 5:00 p. m.—Hotel St. Francis orchestra.  
 5:00 to 6:00 p. m.—"Friend to Boys."  
 6:00 to 6:30 p. m.—Bem's Little Symphony.  
 6:30 to 7:00 p. m.—National Broadcasting Company.  
 7:00, news; 7:03, weather; 7:06, baseball; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).  
 8:00 to 9:00 p. m.—KGO players.  
 9:00 to 10:00 p. m.—National Broadcasting Company.  
 10:00 to 12:00 p. m.—Hotel St. Francis dance orchestra.  
**Friday, September 30**  
 11:10 a. m.—Homemaking talk.  
 11:30 a. m. to 1:00 p. m.—Hotel Leamington concert.  
 12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
 4:00 to 5:00 p. m.—Hotel St. Francis Concert Orchestra.  
 5:30 p. m.—Wise man from the Land-O-Health.  
 12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
 4:00 to 5:00 p. m.—Hotel St. Francis Concert Orchestra.  
 5:30 p. m.—Wise man from the Land-O-Health.  
 6:45 to 6:55 p. m.—"Weekly Financial Review."

6:55, news; 7:03, weather; 7:06, baseball; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).  
 8:00 to 9:00 p. m.—Western Artist Series.  
 9:00 to 10:00 p. m.—National Broadcasting Company.  
 10:00 to 11:00 p. m.—National Broadcasting Company.  
 11:00 to 12:00 p. m.—St. Francis Dance Orchestra.  
**Saturday, October 1**  
 11:30 a. m. to 1:00 p. m.—Hotel Leamington concert.  
 12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
 4:00 to 5:00 p. m.—Hotel St. Francis Concert Orchestra.  
 6:00 to 7:00 p. m.—Majestic Ball Room Orchestra.  
 7:00 to 7:15 p. m.—Weather, news, market reports.  
 7:15 to 7:30 p. m.—Weekly sport review.  
 8:00 to 9:00 p. m.—National Broadcasting Company.  
 10:00 p. m. to 1:00 a. m.—Wilt Gunzendorfer's Band.

### KFI—EARLE C. ANTHONY, INC LOS ANGELES—468 METERS

**Sunday, September 25**  
 10:00 a. m.—Morning services.  
 6:30 to 7:00 p. m.—Boris Myronoff, concert pianist.  
 6:58 p. m.—Father Ricard's forecast.  
 7:00 p. m.—Aeolian organ recital.  
 8:00 p. m.—Packard classic hour.  
 9:00 p. m.—National Broadcasting Company.  
 10:00 p. m.—Dolly McDonald, blues singer.  
**Monday, September 26**  
 5:30 p. m.—Carl Hansen, musical saw.  
 6:15 p. m.—Radiatorial.  
 6:30 p. m.—Gamut male quartet.  
 7:00 p. m.—Gene Johnston's Music Box hour.  
 8:00 p. m.—National Broadcasting Company.  
 9:00 p. m.—Shell Company of California.  
 10:00 p. m.—Program by Meiklejohn Bros.  
**Tuesday, September 27**  
 5:30 p. m.—The Dragon Hawaiians.  
 6:15 p. m.—Prox-Knopx.  
 6:30 p. m.—J. Walter Leopold, pianist-composer.  
 6:45 p. m.—Florence Sanger, Piano Moods.  
 8:00 p. m.—Song recital by Virginia Flohri.  
 9:00 p. m.—National Broadcasting Company.  
 10:00 p. m.—National Broadcasting Co.  
**Wednesday, September 28**  
 5:30 p. m.—Sebastians Cotton Club Orchestra.  
 6:15 p. m.—Radiatorial period.  
 6:30 p. m.—Bill Funk and his Packard Six Orchestra.  
 7:30 p. m.—Nick Harris detective stories.  
 8:00 p. m.—Popular program.  
 9:00 p. m.—National Broadcasting Company.  
 10:00 p. m.—Virginia McCoy, contra-contralto.  
**Thursday, September 29**  
 5:30 p. m.—Elkin's and Hite's Dixieland Orchestra.  
 6:15 p. m.—Radiatorial period.  
 6:30 p. m.—Don Parker, Popular Pianist.  
 7:00 p. m.—Program by the University of Southern California.  
 8:00 p. m.—Program of semi-classical music.  
 9:00 p. m.—National Broadcasting Company.  
 10:00 p. m.—Program of modern classical music.  
**Friday, September 30**  
 5:30 p. m.—Matinee program.  
 6:15 p. m.—Radiatorial period.  
 6:30 p. m.—Clarice Russell, blues singer.  
 7:00 p. m.—Program by Paul Roberts.  
 8:00 p. m.—Dorothy Aleock, concert pianist.  
 9:00 p. m.—National Broadcasting Company.  
 10:00 p. m.—N. B. C. program.  
**Saturday, October 1**  
 5:30 p. m.—Strangers Social Club Orchestra.  
 6:15 p. m.—Radiatorial period.  
 6:30 p. m.—Vest Pocket program.  
 7:00 p. m.—Henry Starr, pianist and vocalist.  
 7:30 p. m.—Felipe Delgado, Spanish Baritone.  
 8:00 p. m.—National Broadcasting Company.  
 9:00 p. m.—Program by Maurine Dyer.  
 10:00 p. m.—Packard Radio Club.  
 11:00 p. m.—KFI Midnight Frolic.

### KJR—NORTHWEST RADIO CO. SEATTLE—348

**Sunday, September 25**  
 7:45 to 8:00 p. m.—Twilight Organ Hour.  
 8:00 to 9:30 p. m.—Evening services.  
 9:30 to 11:00 p. m.—Concert orchestra.  
**Monday, September 26**  
 6:00 to 6:30 p. m.—Time signals, sport news.  
 6:30 to 7:00 p. m.—KJR junior hour.  
 7:00 to 10:00 p. m.—Studio program.  
 10:00 p. m.—Time signals.  
**Tuesday, September 27**  
 6:00 to 6:30 p. m.—Time signals, sports news.  
 6:30 to 7:00 p. m.—KJR junior hour.  
 7:00 to 10:00 p. m.—Studio program.  
 10:00 p. m.—Time signals.  
 10:00 to 11:00 p. m.—Vic Meyers' dance orchestra.  
**Wednesday, September 28**  
 6:00 to 6:30 p. m.—Time signals, sport news.  
 6:30 to 7:00 p. m.—KJR Junior Hour.  
 7:00 to 10:00 p. m.—Studio program.  
 10:00 p. m.—Time signals.  
**Thursday, September 29**  
 6:00 to 6:30 p. m.—Time signals, sport news.  
 6:30 to 7:00 p. m.—KJR junior hour.  
 7:00 to 9:00 p. m.—Studio program.  
 9:00 to 10:00 p. m.—Concert orchestra.  
 10:00 p. m.—Time signals.

(Continued to Page 18)

**AIR LINES**

By Lieut. Blaine Stubblefield



Lieutenant Blaine Stubblefield

Last week, honoring America's most famous "spirit of aviation," San Francisco celebrated an Air Mail Week. To most people thronging the streets for a glimpse of the young hero, however, his name signified

only one thing—an epoch making flight across the Atlantic. Others vaguely remembered that at one time "Lindy" had been an air mail pilot, driving with government mail by night and day, through all kinds of weather. Few realized that the real object of Lindbergh's tour was something more than a desire to give the people a chance to see him,—that he wanted, above all, to awaken interest in commercial aviation.

But, whether America considered air mail in particular or not, it certainly thrilled at sight of a slim young man and gasped with pride as a grey plane dipped and glided over its cities. And it tingled and glowed at the thought of aviation and its possibilities.

In 1860, not so long ago, San Francisco thrilled to a different tale—to that of the then unparalleled speed of the Pony Express, whose riders galloped over the 2000 miles between San Francisco and St. Joseph, Missouri, in about ten days. Now, over approximately the same route, continuing to Chicago, the ships of the Transcontinental Air Mail fly in 21 hours.

The typical hero of the old mode of transportation was Buffalo Bill, best-known of the Pony Express riders; young America's idol, Lindbergh, represents the modern era of air mail pilots. The contrast between the two is as great as that between Buffalo Bill's bearded face and Lindy's clean-shaven countenance. Yet both spell romance: the old that of sturdy riders pounding the trails through lonely, Indian-haunted country; the new that of graceful planes whirring through the blue.

Pony Express charges, compared with those of the air mail, were high. Five dollars a half ounce was the first rate; later it was dropped as low as a dollar a half ounce. Air mail will go anywhere for ten cents per half ounce that an ordinary letter will go for two cents. The Pony Express riders were, furthermore, limited to 10 pounds a trip; an air mail plane can carry 1800 pounds. Thus it is not necessary, as it was in the old days, to write missives on the thinnest of paper, so that as many letters as possible could be included in one pack.

For the Pony Express, six hundred bronchos, the hardest and the fastest, were purchased, and seventy-five riders were hired. For the maiden trip from St. Joseph to San Francisco, seventy-five ponies were necessary, with a new rider for approximately every hundred miles. Now twenty-five planes are in service on the route from San Francisco to Chicago, with four pilots a trip.

The possibilities of the new air mail service are boundless. Thus also it was with the Pony Express, which opened opportunities hitherto closed. What transactions were made possible! How much quicker could word be received from loved ones back east! Today, with a new era in transportation begun, the limits are again widened. Business houses, especially, benefit, for they can more than double the speed of their correspondence by the use of air mail.

The Rocky Mountain News in 1860 said of the Pony Express that it "rounded the chaos of a mighty world into form." Even more true is this of the planes that fly the mail—the mighty instruments of a mighty world.

\* \* \*

Welcomed into the new famous National Canada-Dry Hole-In-One Club has been recently, Mr. C. C. Collins, of Oakland, California.

\* \* \*

Preparations are completed for the twenty-eighth annual convention of the California Retail Grocers' and Merchants' Association, to be held in Santa Cruz, September 26, 27, 28. Headquarters will be at the Casa del Rey Hotel. Convention sessions, committee meetings, luncheons, the banquet, and the annual ball will be held in the Casino.

Between business sessions of the convention, visits will be made to the Santa Cruz Big Trees, as well as other scenic sections of the county.

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## Radio Programs

(Continued from Page 16)

### Friday, September 30

6:00 to 6:30 p. m.—Time signals, sport news.  
6:30 to 7:00 p. m.—KJR junior hour.  
7:00 to 8:00 p. m.—Studio program.  
8:00 to 9:00 p. m.—John Hopper trio.  
9:00 to 10:00 p. m.—Studio program.  
10:00 p. m.—Time signals.  
10:00 to 11:00 p. m.—Vic Meyers' dance orchestra.  
**Saturday, October 1**  
6:00 p. m.—Time signals.  
6:00 to 6:30 p. m.—Sport news, News items.  
6:30 to 7:00 p. m.—KJR Junior Hour.  
7:00 to 10:00 p. m.—Studio program.  
10:00 p. m.—Time signals.  
10:00 to 12:00 p. m.—Vic Meyers Dance Orchestra.

### KGW—MORNING OREGONIAN PORTLAND—491.5

#### Sunday, September 25

7:30 to 9:00 p. m.—Evening Church services.  
9:00 to 10:00 p. m.—N. B. C. program.  
10:00 to 11:00 p. m.—Little Symphony orchestra.

#### Monday, September 26

6:00 to 7:00 p. m.—Dinner concert.  
7:00 to 7:10 p. m.—Educational talk.  
7:10 to 7:40 p. m.—Instrumental entertainment.  
7:40 to 8:00 p. m.—Travel talk.  
8:00 to 9:00 p. m.—N. B. C. program.  
9:00 to 10:00 p. m.—Concert.  
10:00 to 12:00 p. m.—Dance frolic.

#### Tuesday, September 27

6:00 to 7:00 p. m.—Dinner concert.  
7:30 to 7:45 p. m.—Utility service.  
7:45 to 8:00 p. m.—Golf chat.  
8:00 to 9:00 p. m.—Educational program.  
9:00 to 10:00 p. m.—N. B. C. program.  
10:00 to 12:00 p. m.—Dance music.

#### Wednesday, September 28

6:00 to 6:30 p. m.—Children's program.  
6:30 p. m.—Dempsey-Tunney fight through N. B. C.  
7:30 to 7:45 p. m.—Utility service.  
8:00 to 9:00 p. m.—Concert.  
9:00 to 10:00 p. m.—N. B. C. Program.

#### Thursday, September 29

6:00 to 7:00 p. m.—Dinner concert.  
7:00 to 7:30 p. m.—Good Humor orchestra.  
7:30 to 8:00 p. m.—Concert.  
8:00 to 9:00 p. m.—Concert.

#### Friday, September 30

6:00 to 7:00 p. m.—Dinner concert.  
7:30 to 8:00 p. m.—Program.  
8:00 to 9:00 p. m.—Concert.  
9:00 to 10:00 p. m.—N. B. C. Program.  
10:00 to 10:30 p. m.—Concert.  
10:30 to 12:00 p. m.—Keep Growing Wiser Order of Hoot Owls.

#### Saturday, October 1

6:00 to 7:00 p. m.—Dinner concert.  
8:00 to 9:00 p. m.—National Broadcasting Company.  
10:00 to 12:00 p. m.—Dance music.

## Society

(Continued from Page 5)

was lovely in a black chiffon velvet trimmed with white fringe. She wore over this a white velvet cloak ornamented with ostrich feathers and silver ribbon. Ehrman, Mrs. Sidney, wore an evening ensemble of old rose and gold, with gown and wrap of the same materials. Esberg, Mrs. Milton, was in black, and her evening wrap was of black velvet brocaded in gold. Etienne, Mrs. Victor Jr., was in a gown of brocaded silver over which fringed with crystal. The wrap was a huge square of gold net on which brilliant flowers were heavily embroidered. Pierce, Mrs. Ira, wore a gown of brocaded silver over which she wore a mole skin wrap. Pracht, Mrs. Harald, was in a gown of green and gold metal cloth with wrap to match, the wrap having a metal cloth collar. Fitzhugh, Miss Marion, wore a robe de style of ashes of roses shade and a blue velvet wrap with a collar of silver fox. Fitzhugh, Mrs. William, wore an evening gown of black velvet and a wrap to match, the wrap having an ermine collar. Gershon, Mrs. Eric, was in an imported opera

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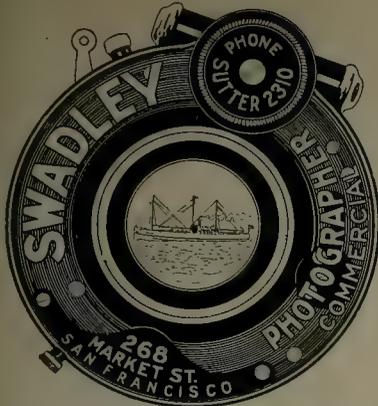
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**IN THE SUPERIOR COURT**

of the State of California, in and for the  
City and County of San Francisco

Margaret Vanderhoort, Plaintiff, vs. John W. B.  
Vanderhoort, Defendant.

No. 184626.

Action brought in the Superior Court of the State  
of California in and for the City and County of San  
Francisco, and the complaint filed in the office of  
the County Clerk of said City and County.

The people of the State of California send greeting  
to: John W. B. Vanderhoort, Defendant.

You are hereby required to appear in an action  
brought against you by the above-named Plaintiff in  
the Superior Court of the State of California, in and  
for the City and County of San Francisco, and to  
answer the Complaint filed therein within ten days  
(exclusive of the day of service) after the service on  
you of this summons, if served within this City and  
County; or if served elsewhere within thirty days.

The said action is brought to obtain a judgment  
and decree of this Court dissolving the bonds of ma-  
trimony now existing between plaintiff and defend-  
ant, on the grounds of defendant's wilful desertion  
and wilful neglect, also for general relief, as will  
more fully appear in the Complaint on file, to which  
special reference is hereby made.

And you are hereby notified that unless you appear  
and answer as above required, the said Plaintiff will  
take judgment for any money or damages demanded  
in the complaint as arising upon contract or will  
apply to the Court for other relief demanded in the  
complaint.

Given under my hand and the Seal of the Superior  
Court of the State of California, in and for the City  
and County of San Francisco.

Dated this twenty-seventh day of July, 1927.

H. I. MULCREVY, Clerk.

By J. J. RAFFERTY, Deputy Clerk.

(Seal)

Austin Lewis, 473 Mills Bldg., San Francisco,  
Attorney for Plaintiff.

**Society**

ensemble that combined a gown of gold metallic cloth and a cape of green velvet lined with the same material as the gown and trimmed with sable. Mrs. Gershon wore diamonds and pearls. Faxon, Miss Elsie, was in a frock of American beauty velvet. Her wrap was a cape of cloth of gold. Faxon, Miss Florence, was in a gown of silver metallic cloth, and she wore it with a silver cloth wrap with a collar of white fox. Maynard, Miss Sally, was in a gown of silver gauze over an apricot foundation, the silver being elaborately beaded. Miss Maynard's wrap was of gray velvet. Lord, Mrs. Marion, wore a French gown in the apricot shade, heavily beaded with rhinestone trimming and she carried sapphire blue velvet, the sleeves of brocaded metallic cloth and the collar of Paris gown of black chiffon with rhinestone trimming and she carried a large feather fan of cerise. Mrs. Liggett wore over this an evening coat of white ermine. Deering, Mrs. Frank, wore a striking gown of jade green embroidered in silver and further embellished with jet beads. Her wrap was of black broadtail with collar and cuffs of marten. Dohrmann, Mrs. A. B. C., wore an imported evening gown of black velvet. Dohrmann, Miss Edith, wore a frock of white satin with large flowers of red velvet applied to the skirt. Miss Dohrmann's evening wrap was ermine. Tobin, Mrs. Joseph O., made a charming picture in a gown of white trimmed with silver. Over this she wore a rose and gold brocaded wrap. Butte, Mrs. Paul, wore a gown of black velvet, with a silver bodice, and with this she wore a scarf of black and silver. Mrs. Butte's wrap was of black velvet, trimmed in fur.

\* \* \*

**Pleasure's Wand**

(Continued from Page 11)

Richard Dix stars in "Shanghai Bound," said to be the first feature length production laid in the surging, tempestuous land that was once the placid Nation of the Dragon.

It's of this feature of China's unrest that "Shanghai Bound" treats. The story was written by Edward S. (Tex) O'Reilly, author and adventurer, who was formerly a member of the International Police Force at Shanghai, resigning from that hazardous position to become a drill-master in the Imperial Chinese Army.

Featuring an elaborate under-sea ballet with scores of merry mermaids, "Sea Nymphs," Fanchon and Marco's latest "Idea," will bring the cooling ocean breezes and "submarine synco-

(Continued to Page 20)

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patron" to the Granada Theater. Frank Jenks, the play boy, rigged out in Father Neptune garb, will be the boss of the sea, making the beautiful nymphs step about in a lively manner.

\* \* \*

### Warfield

The romantic period of California, just preceding the discovery of gold when the dons of Spain ruled the land, lives again in "Rose of the Golden West," which comes to the Warfield screen Saturday.

Practically every scene of the picture was filmed by George Fitzmaurice on the exact spot where the original action took place seventy-one years ago. Monterey, the first capital of California, and four famous California missions form the background.

Mary Astor as heroine, and Gilbert Roland, descending from a long line of Spanish adventure lovers, is the hero.

Frank DeVoe, balladist, who has been entertaining Warfield audiences for the past two weeks, will be held over for a third engagement by popular demand.

\* \* \*

### St. Francis

"The Cat and the Canary," thrilling mystery play featuring Laura La Plante with Creighton Hale, Tully Marshall, at the St. Francis, has been a success.

"Annie Laurie" will be the next feature of the screen at this popular motion picture house with Norman Kerry and Lillian Gish in the leading roles.

\* \* \*

### California

"Ben Hur," one of the most costly of photoplays, is still drawing crowds to the California Theater where the General Lew Wallace story is additionally effective with its screen version.

Ramon Novarro plays the title role, being selected for this big part, after many other cinema stars were considered. Francis X. Bushman plays the role of Messala, May McAvoy, Betty Bronson, Carmel Myers, Claire McDowell, Nigel de Brulier are other film celebrities. Gino Severi has arranged appropriate musical settings for the picture with its thrilling chariot races and mob scenes. "The Magic Flame" follows "Ben Hur," with Ronald Colman and Vilma Banky the stars.

\* \* \*

### Imperial

"The Fighting Eagle" comes to the Imperial theater following the screening of "Cheating Cheaters," with Rod LaRocque playing the part of one of Napoleon's generals. Phyllis Haver plays the feminine lead in this picture of Napoleonic times with its thrilling episodes in the life of the great emperor.

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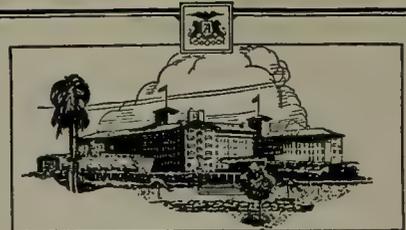
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# News Letter

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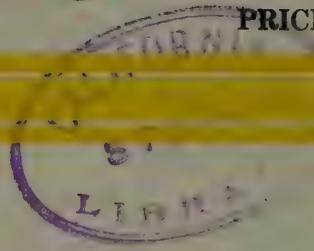
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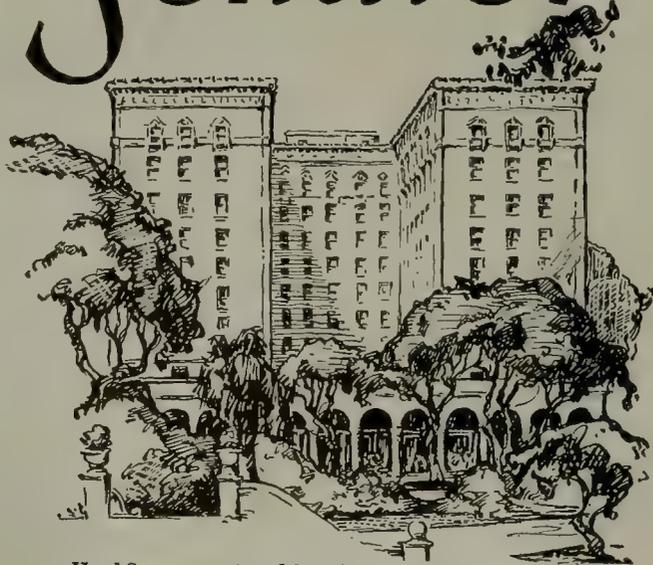
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Vol. CIX

SAN FRANCISCO, CALIF., OCTOBER 1, 1927

No. 40

## Travel Tid-Bits

By Ernest F. Rixon

### JAVA—A Holiday Paradise

Too often the traveler sets out on his trip with only a vague idea of the lands he ought to visit and the best way of reaching them. The result is he hurries hither and thither, only to find when he gets home again that he missed much that he would wish to have seen.

People travel for many and various reasons, some to recover shattered health in salubrious atmosphere amid cheerful surroundings, some in order to view new and beautiful scenes, some to study the manners and customs, the arts and crafts, the religious, social or political systems of other nations, some in search of novel and exciting experience. But whatever the reasons be that prompt the leaving of your own shores, Java will be found to satisfy all needs in a most remarkable degree.

On Java and Sumatra the tourist will find everything different—houses, customs, life, religion, all cast in a different mold, and matters of thrilling interest to the stranger from abroad.

In Java and Sumatra a hearty welcome awaits the foreign traveler. You can go where you will with as much security as you would enjoy in America or Europe.

Hotels, railways, climate, food and general travel conditions are thoroughly satisfactory.

There are many places in Java and Sumatra that must remain mere names until the tourist has been and seen and understands all they stand for. To do them all would call for the expenditure of much more time than the traveler is likely to be able to spare.

### Most Beautiful Island in the World

It is no idle claim which Java puts forward to being the most beautiful island in the world. With a soil of amazing fertility, Java is the most densely populated of all lands, its inhabitants being sustained by intensive cultivation of coffee, sugar, tea, tapioca, kapok, bananas, rice, spices, and a wealth of other tropical products. Plantations of rubber and coconut groves, forests of teak and dye woods, give diversity to its landscapes. Wares of rare craftsmanship, from delicate silver-work to batik, will catch your fancy as you see them displayed in the bazaars of the Javanese towns.

The grandeur of scenery amidst mountains and jungle makes Java a marvel of nature; and dramatic interest is added by the presence of a chain of active volcanoes. Among the numerous majestic ruins, the thousand-years-old Buddhist temple of Borouboudour is remarkable for its hundreds of life-size statues and bas-reliefs, representing the highest example of Buddhist art.

Over all Java the spell of magic beauty has been cast—beauty, rich, fragrant, sensuous, ever-changeable; majestic with the grandeur of lofty peaks and richly-wooded slopes, opulent with verdant pasture sinking into an extravagance of languorous tropical glory, in which everything combines to rob us of all sense of proportion and compel us to admire with the artlessness of Plato's man, a wanton and prodigal display of nature's glories.

You leave the island with a feeling of lingering regret. And so long as your life endures, you can never forget this earthly paradise.

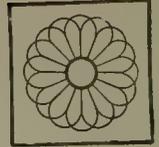
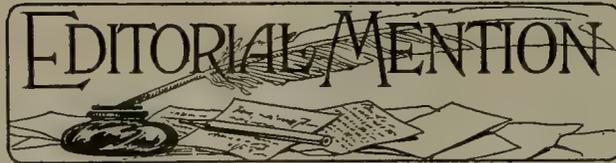
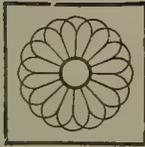
### Utopia

Is it too much to wish for a place like this on earth? Or should one look for such only in the life hereafter? Not at all. There is one place that suits the fancies already expressed, and many more besides. There is a land convenient to reach and economical to live in, lying quite near the great tourist-track to the Far East.

That land is Java, the peerless gem of that magnificent Empire of Insulinde which winds about the equator like a garland of emerald.

Just as the adventurous spirits of olden days set sail for the southern seas in quest of adventure, so their successors, the tourists and travelers of today, make Java their destination when in search of novelty and change.

Java is now a favorite resort of tourists from all parts of the world, and the volume of traffic grows greater every year. The tourist for business, or the tourist for pleasure will find in this land, where Dutch civilization and ideals are predominant, and where is so much of splendour and beauty, unrivalled opportunities for both business and pleasure.



### A Distinguished Mayor

Distinction is a great asset of a city, as it is of an individual. If one has the air, one can accomplish so much more than the ordinary. Of all the qualities which make for recognition perhaps the most important is that of distinction—the natural superiority which causes instant and universal recognition.

Now, there is no question that, with all our faults, this city does possess that quality. It stands out pre-eminently as a distinguished place and, without undue self-praise, it may be safely stated that in that respect it has the advantage over some of its strenuous and successful competitors. Just why has San Francisco this advantage?

It must be conceded that for many years the city has had distinctive qualities which have marked its position among the most famous of world capitals and that its very history has had that element of romance which is inseparable from real distinction. But only of recent years has it come to occupy a place in the minds of foreigners, at once interesting and dignified. There is a world of difference between "Frisco" and San Francisco. And that difference is due more than anything else to the personality of Mayor Rolph.

It is a great thing to have a man with a genius for diplomatic and friendly intercourse at the head of a city like this. All over the world as much in Rome as in New York, our Mayor is known and loved for the qualities of friendly and dignified association, which are always desired, but seldom acquired, even by those who are trained in the art of meeting strangers from their birth up. We have seen even New York blunder time and time again under circumstances which have been met by our Mayor with dignity and correctness.

The effect of all this upon the standing of the city is enormous, and even expressed in dollars, the personality of the Mayor is a great asset.

\* \* \*

### Chinese Nationalism

The present condition of China, fraught, as it is with such significance to the state of our commerce with the Orient, on which in the long run, the position of this city, of course depends, cannot fail to interest the Californian who is at all aware of the meaning of the problem to ourselves.

It is, therefore, with great interest that we note the recent remarks of Professor Edwin Landon of the University of California, who predicts the ultimate advent of Chinese nationalism, as a practical certainty. He says: "The Northerners are just as nationalistic as the Southerners, but they are more inclined to modify the treaties by negotiation. They do not advocate a renunciation of them but recognize their present obligations to the old treaties. They are backed by the shipping and commercial people and those who have interests at stake."

The present lull in the conflict is caused by the absence of money to pay and feed the soldiers. If there was enough money to keep going, the fighting would be persistent, but, in the fact that the loser has to stop for lack of funds lies the key to the situation. But there is also no doubt that the final result will be a nationalistic victory, and this does not mean, by any means, a radical victory. Really, the same process is developing in China as formerly developed in Europe.

What is most important to us, however, here in San Francisco, is that we should be found friendly to the victorious nationalists. There is the great market of the future; that market will depend to a very great extent, upon the attitude which our actions have produced on the part of the Chinese. Nothing should be allowed to bring us into antagonism with a reasonable Chinese nationalism. Its victory is certain.

\* \* \*

### Distinctive Figures

Can it be that the oncoming wave of organization and standardization is wiping out the human element and that men, as men, cease to be as notable as formerly? This gloomy thought is suggested by the death of Charles Hanlon, whose personality, genial and able, always had its place in the life of the city. He half-humorously left his practice to Matt Sullivan, another whose name is suggestive of individual accomplishment and social leadership, in the better sense. But where shall we look to find their successors?

It is not that there are not men as able as these. There undoubtedly are. But they are hidden behind mountains of red tape concealed in the mechanism which they partly direct and which partly controls them. The individual is giving way to the group. It may be a superior social organization, but it is not so interesting or so inspiring. It lacks the human element.

If one were to inquire just why the prize fight, with all its filth and brutality, with all its vulgarity and actual fraud, occupies so dominating a place in human interest today, the answer would probably be, that it is practically the only activity left in which, man as man, is in conflict with another man, as an individual and not as a mere fraction of a group.

We have not yet so far advanced (or retrograded; it would not be easy to say which), from the old individualistic position, that we have ceased to like outstanding figures, and the fact of the departure of any one of those to whom we have grown accustomed, gives an acute twinge of pain and grief.

\* \* \*

### Probation a Success

We are always glad to take notice of the report of the probation officer. The "News Letter" is an advocate of economic progress. There is no progress unless it is coupled with that victory over the forces of destruction which economic gain best shows. As a matter of fact, it is just on that point that the revolutionary critics of our existing order fail, for the present system does undoubtedly make for increasing material gain.

The report of the probation officer encourages us much. It shows that the wages earned by probationers in this city for the month of August was \$123,000. That is a tidy sum and would not have existed if it had not been for the probation system. Think what that means to the families of the offenders! The total number on probation was 1640, and of that number only one violated probation. From these men there was collected the sum of \$3326.19 to reimburse merchants.

Take these facts together and we get social results of the utmost importance. The system is justifying itself. We begin to think of it as "ordinary humanity." Ordinary humanity pays fine dividends.

## Denaturing Uncle Sam

By Eleanore F. Ross

A physician who had been in the medical corps of the United States Navy at the time of the flu epidemic, informed me that he had treated 265 cases of the plague with quinine and whiskey, and had lost but one, this particular case being too far advanced when it was brought to his attention, to respond to his ministrations.

That pure whiskey is a valuable antidote; that in innumerable instances it has saved life, even the most fanatical blue nose cannot deny, but the same blue nose will argue at length upon its deleterious effects, and state quite calmly that if the alcohol now being sold is murderous, it's just as well to kill off those miscreants who still persist in indulging!

The Eighteenth Amendment appears to be denaturing those citizens of the United States who really look upon it (even at this stage of the game) as the ultimate salvation of the human race. If persons insist upon drinking liquor in the face of the law (put over by a few bribed Congressmen against the will of the people) why not poison 'em? If they are reduced to purchasing moonshine because their bank account precluded a well-stocked cellar before Prohibition (?) went into effect, as most of the "drys" (?) possessed, blind and murder them, if necessary, so that the remaining outlaws will be terrorized into subjection!

There is a cruelty in fanaticism, religious or social, which far out-reaches anything imagined by the erring moron. In the palmiest days of religious persecution, poisoning was never resorted to. So far, or rather, up to the time of Prohibition, only potato bugs, cockroaches, rats and the like, were ever poisoned lawfully. This deadly and barbarous method of trying to execute a law which the people themselves will not accept, and never have accepted, is left for the so-called "reformers" to carry out!

Here is an instance which demonstrates the lengths to which the prohibitionists will go, to further their interests:

Recently a physician traveling on a railway train through the state of Indiana, was called upon to minister to a passenger suddenly taken very ill. He gave the patient alcohol, in spite of the fact that the train was within the bounds of Indiana and that intoxicating liquor could not be used in that state, even on the prescription of a doctor. He saved his patient's life, but later on was called upon to face the prosecution of the fanatical Indiana courts. They took the attitude that better a patient should die, than that anyone should be permitted to drink!

Prohibition has created an intolerance, a bigotry, a cruelty and hate which transcends the drastic measures and terrible persecutions practiced for witchcraft, in the early days of the United States history; it has been the means of bringing about hypocrisy and disrespect for our government in the aliens who are becoming wealthy through bootlegging; scarcely a day passes that we do not witness some new demonstration of the ferocity of these prohibitionists calling themselves reformers, who should first of all, cleanse their own souls of the sin of prejudice and uncharity.

Prohibition has created an anomalous and complicated condition in which the increase in numbers of bootleggers will eventually prevent its repeal if put up to popular vote! It is a question which cries to Heaven for broad-minded statesmen who are not blinded and carried away by the love of money or the hate of fellow beings.

## Political Hop-Offs

Martin F. Welch has cleared for supervisor. Welch attained an altitude of 32,000 votes for Justice of the Peace in 1925, but was short of gas and ruled out in the final count.

At the sticks of his tri-motored super-Visor monoplane, Andrew J. Gallagher, ace of innumerable conflicts, is all primed to take off with a big puff-puff and bang in the supervisorial race. Andy steers a wicked machine and other racers are cautioned to give him lots of sky space.

Backers for the big hop of Warren Shannon in the supervisorial race have formed the Shannon non-partison league to boost him over. David Birnbam is president.

Students from the local law schools have organized a Dooling for District Attorney Club at a meeting held in Judge Frank Deasy's courtroom. Walter Lipich is president and Miss Naomi Hammond, secretary.

Mrs. Anna Charlotte Wellbrock is the first political aviatrix to sign up for the big take-off in November. Her destination is supervisor.

Mayor James Rolph was No. 1 in the tear down the election runaway. In his declaration he simply stated he had been mayor for sixteen years. That's qualifying for a pilot's license, we'll say.

Assessor Russel L. Wolden has put up the entrance fee. Appointed to the position of assessor by Mayor James Rolph, he had no political flying experience—but Jim McSheehy says he'll get plenty!

A new out is out trying the political airways for auditor in opposition to Boyle, is Joseph P. Harney.

Walter Schulken, drayman and former Olympic Club heavyweight champion boxer, has put in a declaration of intent to hop off for sheriff.

The Excelsior District Rolph Club has been formed with William Dillon as president.

Supervisor Jesse C. Colman was first to sign up for the e for supervisor.

Maurice T. Dooling has been endorsed for district attorney by the ladies' auxiliary of the Bernal Progressive Club. Mr. Dooling's machine is swinging along nicely and this Bernal district backing means a lot to a candidate—lots of votes up on those heights.

Among the betting fraternity Badaracco for supervisor is a "sure thing." Badaracco's record—outside of the tremendous pull he has down there in North Beach—is standing him in good stead.

James B. McSheehy is proving himself worthy in the practice flights for the prize of assessor. At cutting figures—especially tax rates—he is there. Now when buffeted anent the school budget, he comes back with more figures to prove we're an expensive crowd on education when compared with other cities. Mac knows his figures.



By Antoinette Arnold

### Brilliant Ball Will Be Staged at the Alexandria

Picturesque and clever—those are descriptive words that may be consistently used in anticipation of the coming Alexandria Hotel ball in Los Angeles.

This social gathering will take place on the third day of a convention bringing together prominent men and women of the California Association of Highway Patrolmen.

Many of Los Angeles' well known citizens will head reception committees in an effort to make this event memorable. The convention opens Tuesday, October 18, continuing for four consecutive days. The handsome Hotel Alexandria will be the setting and headquarters for the convention.

Luncheons, dinners, supper parties, tours and innovations, in the way of entertainment, will prove a part of convention proceedings.

\* \* \*

### Lively Events

California's guardians of the highways and the protection of motorists are certainly going to have a royal good time in Los Angeles, October 18 to 21, inclusive.

Many separate dinners, luncheons and stag parties are being arranged for the men, while equally interesting and traditionally eventful affairs, are being arranged for the "lovely ladies."

\* \* \*

### Edgewater Club

A novelty luncheon at Santa Monica with the Edgewater Club the scene, will be given women visitors to the convention. This luncheon is scheduled for the first day.

Tours of the beaches and visits to the motion picture studios of Metro-Goldwyn-Mayer productions are among alluring events promised the convention delegates.

A luncheon of many surprise features will be given the men on this

opening day, with entertainment of high order scheduled for their pleasure.

Many of the social diversions, also, will be staged for the delegates and their associates, wives, friends and those whom they desire to compliment.

\* \* \*

### Hollywood Tour

During the second day, Friday, October 19, a luncheon for the ladies will be held at the Alexandria Hotel.

At the same hour the men attending this convention will have their luncheon at the Biltmore Hotel which is making great preparations for the entertainment of the visitors.

The Biltmore will have novel decorations as the luncheon entertainment features, and something well worth remembering, we are told.

After luncheon, the ladies will be given bus rides in a tour of fascinating Hollywood, Beverly Hills and through Pasadena, pausing for tea at the Huntington Hotel.

\* \* \*

### Breakfast Club

One big feature of the convention will be the breakfast at the Breakfast Club, when both the men and their women guests will be served something out-of-the-ordinary at the hour of 8 o'clock.

Luncheon at the Elks Club will mark one of the genial get-together affairs of this convention.

Then the dinner and the brilliant ball on the evening of October 20 at the Alexandria.

\* \* \*

### Steamer Trips

Delegates and friends will be taken to Catalina Island by steamer for the final round of festivities, Lieutenant J. A. McCaleb of Los Angeles, being chairman of arrangements for the entire convention.

A pretty luncheon will be held at St. Catherine Hotel, Avalon, with a committee of southern men and women co-operating in extending hospitalities.

Trips in the glass-bottomed boats are concluding events in this convention, with any number of sailing parties across the stretch of bay to Catalina and other points of interest in the pleasing itinerary.

### Women's Participation Foreign Trade and Travel

Mrs. W. A. D'Egilbert, honorary director of Women's Participation, Pacific Foreign Trade and Travel Exposition, announces that the committees and their leaders are co-operating in a united effort to make the exposition a success.

Mrs. Gerald Campbell, wife of the Dean of Consuls, has accepted the chairmanship of the Consular Corps of Women. Mrs. Musgrave has been appointed chairman for the British Empire Day, November 17; and Mrs. J. E. Butterfield has been chosen for chairman of Women's Day at the exposition, November 14. The convention opens on Armistice Day, November 11.

\* \* \*

### Art Chairman

Mrs. Edith M. Smith is chairman of art. Mrs. Edward R. Place, working with Mrs. W. A. D'Egilbert and Mr. J. Frederick Richardson, will have charge of the musical programs. Mrs. F. H. Colburn is chairman of the speakers' bureau and Mrs. D. E. F. Easton is chairman of special events.

\* \* \*

### University Women

Mrs. Harry Kleugel, past president of the California Association of University Women, will have charge of a day for the convention of University women, November 14, as one of the outstanding events of the exposition.

\* \* \*

Mr. J. Frederick Richardson, vice director, General Pacific Foreign Trade and Travel Exposition, and aviation expert of Washington, D. C., was the guest of honor at a dinner party given by Mr. and Mrs. William D'Egilbert in Drury Lane, Hotel Whitcomb on Tuesday evening, the event being Mr. Richardson's birthday. Those present at the dinner were Miss Nola O. Goe, Mrs. Minna

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\* \* \*

**Pretty Wedding**

A pretty wedding, uniting two prominent California families, took place a week ago in the gold room at the Fairmont Hotel when Miss Lois Corrine Geinzer, daughter of Mrs. Adelaide D. Geinzer of this city, and Mr. Marc Harold Iseman, son of Mrs. Myer E. Iseman of Visalia, became man and wife, the Rev. Father Richard Gleason reading the marriage service.

The bride was given away by a life-long friend of the family, Mr. George Ashe Browne. She made a charming picture in her period gown of ivory satin, the skirt being shorter in front, with tiers of real lace caught at the waistline with a gorgeous gold pin, encrusted with leaves, an heirloom of the family, which had been worn by Frances Fulton when she married President Cleveland. A long bridal veil of rose point was held by a Russian lace cap. The bride carried a shower bouquet of lilies of the valley, gardenias and orchids.

\* \* \*

**Maid of Honor**

Miss Jane Elizabeth Jones, daughter of Colonel Frederick M. Jones of Seattle, was maid of honor, wearing a gown of changeable jade green taffeta and silver lace. Pink roses formed her bouquet.

\* \* \*

**Bridesmaids**

Four bridesmaids, all wearing frocks of pastel green taffeta, made alike, were the Misses Marie Louise Glaser, Frederics Nestor, Yvonne Stoupe, Leona Iseman.

They carried shower bouquets of pink begonias and maidenhair fern. Miss Ruth Mary Goldstein, little flower girl, wore a pink georgette with tulle ruffles. Mr. Herbert S. Geinzer, the bride's brother, was best man.

\* \* \*

**Author Honor Guest  
Of Local Literati**

Ruth Comfort Mitchell, noted California author and poet, was honor guest at a round table session held at the Fairmont Hotel last Thursday by the literary section of Cap and Bells Club.

Josephine Bartlett, society editor of the Chronicle and distinguished book reviewer, gave an interesting and illuminating talk on the works of Ruth Comfort Mitchell, and reviewed her most recent book: "The Call of the House," which has caused discussions throughout the world of letters. The author herself gave an address and, upon request, told some of the ways in which she found material for her novels.



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Mrs. Henry Hastings, of the State Board of Education, read some of Ruth Comfort Mitchell's poems, giving several of the humorous poems which have brought fame to the writer. Mrs. Alexander East was heard in cornet solos.

\* \* \*

**Washington Visitor**

Isabel Likens Gates, author and poet of Washington, D. C., was an honor guest of the Cap and Bells literary event, and addressed the literary members on the output of American literature. Mrs. Gates is prominently identified with the literary and national life of the Capitol and her lovely home in Washington is often the center of both musical and literary events.

She is a member of the National League of American Pen Women and the author of many patriotic poems, one of which was read at Arlington not long ago by the author. She has many personal friends among diplomatic circles in Washington.

\* \* \*

**Charming Wedding**

The marriage of Miss Cornelia Jane Mahoney, daughter of Mr. and Mrs. Cornelius Mahoney, and Mr. Andrew J. Sheehy, took place last Monday morning at St. Paul's Church.

Following the ceremony, a breakfast was given by the bride's parents in the Italian room of the Hotel Whitcomb.

The bride wore a bouffant dress of white satin with a lace veil, trimmed with orange blossoms. She carried an old fashioned bouquet of gardenias and lilies of the valley.

The attendants were Miss Catherine McKenna and William Sheehy, brother of the groom. Miss McKenna wore a pink chiffon dress, with hat to match and carried a bouquet of pink roses. Following the wedding breakfast, a reception was held at the bride's home. The young couple have

now left for an extended motor trip through the north.

\* \* \*

**Bridge Luncheon**

Mrs. Henri Bercut entertained some friends at a bridge luncheon on Tuesday afternoon in Drury Lane, Hotel Whitcomb. After luncheon Mrs. Bercut took her guests to the roof garden, where they played bridge.

\* \* \*

Madame Che Ju Chiang, wife of the generalissimo of the army of Southern China, with Misses Helen and Theresa Tsang, registered at the Hotel Whitcomb the latter part of the week, on their way to New York, where the Misses Tsang will enter school.

\* \* \*

**Clever Dansant**

Dolores Institute, No. 7, Young Ladies' Institute and Washington Council, No. 4, Young Men's Institute, will hold their annual Hallowe'en dansant, "The Dance of the Ghost," Friday evening, October 7, in the ballroom of their building, 50 Oak street.

A novelty musical program has been arranged by Roland O'Farrell. The joint committees in charge under the direction of Mr. Joseph McElligott, are preparing something especially interesting for this event.

\* \* \*

**Poet Honored**

Nancy Buckley, California's well known poet, has been the feted guest at any number of splendid events lately. She has appeared before the City Club on Post street where she read some of the most recently published poems from her book: "Cameos."

A very delightful "Night in Spain" was sponsored by Mrs. Walter R. Jones, and Mrs. Harold Armstrong, on Thursday night, in the lounge of the club. An interesting program was given consisting of music and songs. A tango, written by Mrs. Charles McGettigan was danced by a group of the members. Nancy Buckley, the young poet, recited several of her lovely Spanish lyrics, with a musical

(Continued on Page 18)

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# PLEASURE'S WAND

OBEY NO WAND BUT PLEASURE'S  
—Tom Moore



By Josephine Young

## Opera, Once More

The gala Grand Opera Season of 1927 is almost history.

"Carmen" will be given tonight, Saturday, October 1, with Bourskaya, Donnelly, Martinelli and Defrere in the cast.

By popular request, "Turandot" will be repeated Sunday afternoon with Gaetano Merola conducting.

Operatic stars for tomorrow afternoon's performance include: Roselle, Tokatyan, Pinza, Donnelly, Picco, Bada, Oliviero, Sperry and Pilcher.

An orchestra of one hundred pieces and a cast of two hundred and fifty will be heard in this Puccini masterpiece. The performance is at 2 o'clock sharp, Exposition Auditorium.

\* \* \*

## President

"What Anne Brought Home" will be presented at the Henry Duffy theater, the President, on McAllister street near Market, beginning with the Sunday matinee, October 2, following the long successful engagement of "Two Girls Wanted."

More laughs are promised in the coming show which Duffy will give to his theater patrons. In fact, the President is known for its laugh-provoking plays—and there is never a doubt as to the fun which one finds there—always.

Excellent productions with care as to detail and stage craft are technicalities which consistently prevail.

\* \* \*

## Granada

Pola Negri in "The Woman on Trial," comes to the Granada Saturday.

She appears as a modern woman of fashion in Paris wedded to a rich husband whom she does not love.

Fanchon and Marco stage presentations this week will be appropriate.

\* \* \*

## Warfield

"A Gentleman of Paris," Adolphe Menjou, comes Saturday.

"The Gentleman of Paris" is racy with witty situations, and almost

every angle of the plot is flavored with subtle meaning.

Fanchon and Marco have the gorgeous stage presentation.

## Lurie

"Twinkle, Twinkle," with fascinating Nancy Welford, Joe Brown and Flo Lewis sharing headline honors, will be at the Lurie just one more week.

This musical comedy has bookings elsewhere and must leave San Francisco Saturday night, October 8, after the last performance here. Elsie Janis comes to the Lurie Monday night, October 10 in "Oh Kay," following her great success in Los Angeles.

\* \* \*

## Columbia

Marjorie Rambeau comes to the Columbia Theater Monday night, October 3, in "The Pelican." This play was written by F. Tennyson Jesse and M. H. Harwood.

Allen Vincent, Zelfie Tilbury, Alfred Lancaster, Frances Sheehan, Herbert Hayes and Ben Taggart are in the supporting cast.

The play takes its name from the legend that a mother pelican gives up her blood to feed her young, when occasion calls for the sacrifice. In this play a mother gives up happiness, contentment in order to provide her son with the things that the son wants.

\* \* \*

## Alcazar

"Pigs," a clean comedy about a notoriously unclean animal, which has kept Alcazar audiences roaring with laughter for a week past, continues as the attraction at that theater for a second week, starting with Sunday's matinee. Henry Duffy's company presenting this stellar attraction, most of the members of which are new here, has been received with acclaim. In the company are: May Buckley, Emerson Treacy, Gay Seabrook, Kenneth Gamet, Helen Keers, Edward C. Brooks, Alice Buchanan, William Macauley, Joseph De Stefani and Henry Caubisens.

## Amusements

NEXT WEEK

### ON THE STAGE

#### Alcazar, O'Farrell nr. Powell

"Pigs," John Golden comedy. May Buckley, Emerson Treacy. Henry Duffy players.

#### Columbia, Eddy nr. Powell

Marjorie Rambeau, "The Pelican."

#### Curran, Geary nr. Mason

"Gay Paree," "Chic" Sale and New York company.

#### Lurie, Geary nr. Mason

"Twinkle, Twinkle," with Nancy Welford and Joe Brown, Flo Lewis. Musical comedy.

#### President, McAllister nr. Market

"What Anne Brought Home," beg. Sunday matinee. Henry Duffy players.

#### Players' Guild, Community Playhouse, Sutter and Mason

"Fata Morgana," Sat. matinee and evening.

\* \* \*

### VAUDEVILLE

#### Orpheum, O'Farrell nr. Powell

Ann Codee, Frederic Fradkin, violinist.

#### Pantages, Market at Hyde

"Colleen"—Madge Bellamy.

#### Union Square, O'Farrell nr. Powell

Vaudeville—Pictures.

#### Wigwam, Mission nr. 22nd

Vaudeville—Pictures.

\* \* \*

### ON THE SCREEN

DOWN TOWN

#### California, Market at 4th

"Ben Hur," Ramon Novarro to be followed by "The Magic Flame," starring Ronald Colman-Vilma Banky.

#### Cameo, Market opp. Fifth street

Change of pictures at popular prices. News reels and short comedies.

#### Casino, Ellis at Mason

Big pictures at popular prices. "The Little Irish Girl," "The Show Girl," Sun., Mon.

#### Granada, Market at Jones

Pola Negri in "The Woman on Trial," Fanchon and Marco stage presentation.

#### Imperial, Market St. op. Jones

"Nevada," Zane Grey story. Gary Cooper, Thelma Todd.

#### St. Francis, Market bet. 5th-6th.

"Annie Laurie" will follow "Cat and the Canary." Lillian Gish stars in Annie Laurie.

#### Warfield, Market at Taylor

"A Gentleman of Paris," with Adolphe Menjou.

### RESIDENCE DISTRICT

#### Alhambra, Polk St., nr. Green

Sunday, "What Happened to Father," Mary Roberts Rhinehart story. Mon., Tues. and Wed., Pola Negri in "Passion." Thurs., John Barrymore in "The Beloved Rogue."

### GRAND OPERA

#### Exposition Auditorium

"Carmen," Sat. night. Bourskaya, Martinelli, Defrere.  
"Turandot," by popular request matinee repeated, Gaetano Merola conducting. Rosella, Tokatyan, Pinza, Donnelly, Picco, Bada, Oliviero, Sperry and Pilcher—starts promptly at 2 o'clock.

**Orpheum**

An entirely new bill will be offered at the Orpheum Theater, beginning this Saturday, headed by the French comedienne, Ann Codee.

Another artist on the program will be Fredric Fradkin, concert violinist. He is the possessor of a genuine Stradivarius violin which he has insured and which he guards with precaution.

Fred Ardath with Earle Hall and Grace Osborn, offering a skit, "Men Among Men," will be another feature. Florence Vernon and her company in a singing, dancing and comedy affair, with Jack Deakin, Billy Byron and Another Fellow; "The Four of Us," and Ann Codee's Surprise.

\* \* \*

**Imperial**

"Nevada," a Zane Grey story, will be the screen feature at the Imperial Theater beginning with Saturday. Gary Cooper, Thelma Todd are the stars. William Powell and Philip Strange are principals.

Hermie King and his band is the stage attraction. This group of twelve musicians play as a one man instrument and have won favoritism with Imperial Theater patrons.

\* \* \*

**Curran**

"Gay Paree" will follow Ruth Chatterton's present play, "The Devil's Plum Tree," at the Curran Theater, Sunday, October 2. We are assured that the complete New York cast will be heard in "Gay Paree." An entourage of 159 is announced, with Charles "Chic" Sale and some sixteen headliners with "69 epitomes of feminine loveliness."

The 180 minutes required for the revelation of "Gay Paree," which comes to the Curran Theater, San Francisco, Sunday, October 2, are punctuated by forty odd scenes of diversified character. The claim is made that a quarter of a million dollars is represented in the production. Thousands of dollars have been lavished on opulent spectacles that are scarcely flashed before the eye ere they vanish.

The kaleidoscopic celerity with which the double score of pictorial incidents are revealed, requires a crew of stage mechanics well nigh as populous as the entertainers visible to the public. Tons of intricate and cumbersome machinery are required to produce several of the more elaborate effects.

At once the most beautiful and daring of the tableaux vivants is L'Eventail des Femmes d'Amour or, the Fan of Ladies of Love, in which one-half dozen fair Parisiennes pose

attractively au naturel. "Fine Feathers Don't Make Fine Birds" is the song title of the number accompanying another daring importation from the Follies Bergere.

One of the numerous colorful incidents is the ballet and tableau identified as "The Vintner's Dream." A Chicago critic in commenting on this episode remarked: "If wine bubbling makes one visualize such creatures as abound in 'Vintner's Dream,' Wayne B. Wheeler better look out, for here is ardent propaganda for the repeal of the Eighteenth Amendment."

Messrs. Shubert announce that the entire New York Winter Garden production is being carried on tour. Mail orders for the engagement of "Gay Paree" are to be honored in rotation when accompanied by remittance in full to the Curran and self-addressed, stamped envelope. Prices are from \$1 to \$3 for nights. Wednesday matinee 50c to \$2. Saturday matinee 50c to \$2.50.

\* \* \*

**Golden Gate**

The Golden Gate Theater this past week has been giving a celebration program with Nick Lucas as the headliner with his crooning troubadour features. Autographed copies of records were included in the feature, much to the delight of the audiences which packed this "Little Orpheum" to the very roof.

This week there will be an interesting new program at the Golden Gate, where Claude Sweeten and his orchestra provide musical settings for the pictures and where there is always something extraordinary on stage and screen.

\* \* \*

**Alhambra**

"What Happened to Father," from Mary Roberts Rhinehart story, will be on the screen at the Alhambra Theater Sunday, with Warner Oland and Flobelle Roberts stars.

Pola Negri comes Monday for a run of three days in the picture "Passion," with Emil Jannings playing the hero opposite Negri. This picture will be a feature, Monday, Tuesday and Wednesday.

John Barrymore, the best actor of stage and screen, comes Thursday for two days in "The Beloved Rogue." The Hanson kiddies will be on the stage Friday night.

\* \* \*

**Cameo**

The popular Cameo Theater on Market street opposite Fifth, presents changes of pictures at popular prices and on each program has educational films, comic scenes and tours, sometimes adding colored scenes of noted places.

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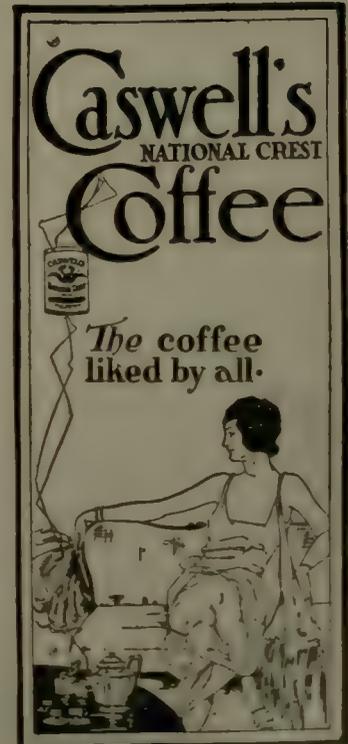


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## Finance

The report of the grand jury on the city administration says "In the Mayor is invested the power of vetoing legislation of the Board of Supervisors, which in his opinion should not become law. Several important legislative matters have been in the past year disapproved by Mayor Rolph and your committee feels that in these instances the Mayor has acted wisely and to the best interests of San Francisco."

Lyman Grimes just paid \$80,000 for a seat on the San Francisco Stock Exchange. This is the highest amount ever paid by \$10,000. The high price of seats on the San Francisco Exchange places it far ahead in this respect of all the other security exchanges in the country, except New York.

To take the Southern Pacific list of coming conventions would lead one to think that the American people did nothing but convene. The season apparently makes little difference, at least up to November. This passion for travel for the purpose of talk is convincing proof of the enormous and outstanding prosperity throughout the whole land.

Governor Ritchie of Maryland in discussing the means taken to reduce the taxation of his State has laid down the following very fundamental principle of taxation: "There is no mystery in our process of tax reduction. It has been due to a determination not to increase the tax burdens on business and to relieve the tax burdens of the property holder, and to a determination to so efficiently conduct the affairs of the state government that every dollar spent will yield its true return of service." We commend these views unreservedly.

The Commonwealth Club is to take up the matter of conservation of wild parts of the State, in an endeavor to keep them as nearly in their original condition as formerly. This is very good but must be watched a little carefully, for, after all, the land is for the enjoyment and benefit of man and not merely an esthetic possession.

Bancitaly Corporation, ex-dividend, continues its sensational advance. The morning opens low and at the close of the day the stock is on top. It has declared a 14 2/7 dividend on October 1st to stockholders of record September 24th. Bancitaly recently declared a 40 per cent stock dividend.

The government's August report upon cotton indicating 13,492,000 bales, was surprisingly unfavorable, says The National City Bank, but the South has accepted it as well founded, as the weevil is more of a menace than heretofore. The effect has been to raise the price above 23 cents, at which figure a 13,000,000 bale crop would bring more money to producers than the whole of last year's crop. Some way will have to be found to deal with these variations which render a farmer's life miserable.

Much excitement has been caused in Britain by the revelation that there is still slavery in Sierra Leone, which has received the judicial approval of the supreme court of that district.

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## Local News of the Week at A Glance

Fourteen new lieutenants will be added to the San Francisco Fire Department, the positions carrying salaries of \$222.50 per month each.

The Board of Supervisors at last Monday's meeting, directed final steps toward placing the proposed bond issue for \$15,980,000 on the ballot at the November election.

The slogan which has been adopted for the Pacific Foreign Trade and Travel Exposition, to be held in the Civic Auditorium, November 11-20, is "Greater Prosperity Through Greater Foreign Trade."

Initiation of a class of fifty new members, featuring the meeting of the C. C. Thomas Post of the American Legion, held at the naval training station on Goat Island, Monday evening last.

Sardine exports last month from San Francisco were almost 4,000,000 pounds greater than during August, 1926, according to statistics compiled by the district manager of the United States Bureau of Foreign and Domestic Commerce.

Last Monday the Infant Shelter Society, San Francisco's oldest infant-caring organization, started a \$165,000 building fund campaign. At a luncheon given at the Palace Hotel, a total of \$68,732 was reported—the result of advance gifts to the campaign and a half day's drive.

More than 20,000 people saw California from the Daylight Limited in one month this summer. This is the train that makes the 471 miles in 12 hours and which has become one of the famous trains of the world. These figures tell the story of California progress.

The San Francisco Engineers' Club dedicated its new home on the two upper floors of the Insurance Exchange Building, Friday night, with a dinner program. The presentation of an honorary membership token to Dr. Harris J. Ryan, head of the department of electrical engineering at Stanford University, was one of the features of the evening.

The California Indian Brotherhood closed its annual powwow at Ione, California, last Monday night. The organization, which is composed entirely of Indians, gave a revival of old Indian dances and customs on Saturday last, while on Monday the session was devoted to a discussion of policies and a constructive program.

At a meeting of the Board of Trustees of the San Francisco Society for the Prevention of Cruelty to Animals, held last Saturday, the secretary reported that during the month of August a total of 3376 animals of various kinds came under the care of the society. This meeting was the occasion of election of officers for the coming year.

All California State traffic officers are to be returned to their motorcycles by order of the chief of the State Division of Motor Vehicles. During the past few years, nearly half of the traffic force have been riding in automobiles.

Plans are being made by Capt. Kingsford Smith and P. C. Salzman, of Australia, for the transpacific flight next spring, from San Francisco to Australia. They expect to use a large tri-motored Fokker plane.

One of the world's best seismograph stations, to cost \$10,000, will be constructed at the University of California. F. W. Bilger of Oakland, is responsible for the donation of funds for constructing the earthquake registering instrument. The station will be located underground, and will be equipped with the most modern instruments.

San Francisco's War Memorial, including the opera house, will be completed and ready for the opera season of 1929, it has been announced. There is \$4,000,000 in the city treasury and \$2,000,000 in the hands of the trustees, all for War Memorial purposes.

Fossilized bones which may date back 20 million years, were received by the University of California this week, from the American Museum of Natural History of New York. The bones may prove connecting links in the effort of science to reconstruct some idea of animal life in prehistoric times.

California pears are commanding the attention of the European markets. California "Hardys" on the Liverpool market are reported to have sold for \$7.00 a box, while Bartlett pears brought from \$5.35 to \$5.84.

A flock of thirty-two wild turkeys were presented this week to Mayor Rolph by G. W. O'Connor, Merced sportsman, who received them from Gov. Geo. W. P. Hunt of Arizona. The birds are part of a huge flock now roaming the Indian reservations in Arizona.

The San Francisco Stock and Bond Exchange closed its books for the fiscal year Friday (yesterday). Market value of transactions approximate \$415,000,000, the largest year in the history of the exchange.

Contracts were let Wednesday by the Bank of Italy interests for the erection of the largest theater west of Chicago and one of the largest in the world. It will be located in the center of the block bounded by Market, Hayes and Polk streets and will cost approximately \$2,000,000.

Last Saturday night the 363rd infantry, 91st division, known as "San Francisco's Own," gathered to celebrate their ninth annual reunion. Nine years ago they were knee deep in the Argonne mud, fighting like demons. Woes were forgotten and tragedies of the past were buried in the evening's hilarities, which included a parade down Market street in gaily decorated automobiles, and a dinner at a downtown cafe, with speeches and other entertainment.

Louis E. Rea Passes

Last month saw the passing of one of California's most noted artists, Louis E. Rea, "painter of sunshine."

Mr. Rea was a landscape artist, and preferably chose as his subjects, sun-drenched California hills—those tawny yellow hills which we of California love and admire. So true to nature was Rea's brush, that one felt almost like warming his hands against the golden shimmer of wooded slopes, or rolling hay fields.

Mr. Rea used to inform his admirers that his first painting was on a board—his paints being colored school chalk mixed with oil and qualified with house painters' white lead.

From this crude beginning Rea's art progressed until it was quite the usual thing for him to walk away with prizes at the numerous exhibits at which his paintings appeared.

Mr. Rea was about fifty years of age at his demise, and has lived for many years in San Francisco, having a studio at 1442 Tenth avenue. All of his works are copyrighted.

\* \* \*

The Book Mart

This interesting little book shop, whose former quarters were at 1768 Sutter street, has moved to 386 Sutter street. The proprietor, Mr. Nathaniel Anderson, has added magazines to his stock, and one can now purchase the latest journal, whether of a frivolous or educational nature. Among the latter, "The Lariat," for which Mr. Anderson has the sole agency, is becoming well known for its poetry, which tends towards the classical rather than towards the grotesqueness of "free verse."

Here one can also find rare prints, as well as rare old editions.

Inter-Collegiate Football

By Lyman Martin

The first games of the inter-collegiate football season were run off last Saturday with no drastic upsets.

There was, however, an unprecedented number of fumbles made, even for the first games of the season.

Down at Palo Alto, Stanford entertained the Fresno State Teachers College and beat them by a score of something or another to nothing. This was in the nature of a warm up for the main event, the game with the Olympic Club.

At the end of the game the score was Stanford 7, Olympic Club 6. The game was close, yet it was a victory for "Pop" Warner. For the first half of the game "Pop" started his Freshman team of last year. These worthies held the "All American" Club members to a 0-0 score. In the second half "Pop" decided to fool around no longer and the VARSITY came forth—and almost got beat. Fumbles, fumbles, fumbles. Kipling would have enjoyed the monotony of that second half. Perhaps he was thinking of fumbles when he wrote boots, boots, boots.

The club scored first when Rodgers of the club broke through and blocked one of Hoffman's punts and fell on it for a touchdown. The try for point failed. Stanford woke up and advanced nearly the length of the field for a touchdown with bucks, reverses and passes. Wilton, a Cardinal halfback went over for six points and Hoffman kicked goal for the extra point. This one point proved the margin of victory.

"Pop" Warner used few plays. He may have been covering up for the St. Mary's game this Saturday. However, it is hard to presume that so many fumbles could have been a part of his strategy.

Many fans have waited long for the day when St. Mary's goes down to the Stanford farm to plant the Red Shirts. These teams were unbeaten last year in their respective conferences and there has been much conjecture as to the outcome of the contest between them. This will be their first meeting since 1922. Madigan, coach of the Saints, achieved one ambition last year in trouncing the Golden Bear. This year, he has pointed at Stanford, if it is possible to point at any team with only fifteen days of preparations.

On the other hand "Pop" Warner of Stanford has realized the threat of the Saints and has covered up and drilled overtime to overcome it.

\* \* \* \* \*

Out at Kezar Stadium, in Golden Gate Park, which has been made St. Mary's home grounds this year, the Saints last Sunday administered a 21 to 0 defeat to the Army team. In one way this seems very encouraging from the St. Mary's viewpoint, for the Olympic Club only beat the Army 13 to 6 the week before. Yet, the constant fumbling by St. Mary's backs and the penalties imposed by the referee, spoiled the contest from the spectators' standpoint.

St. Marys did not use their shift last Sunday and "Pop" did not disclose much in the way of trick plays, so no one knows what may happen, but if the boys cannot hold onto the ball when it is passed once, what are they going to do when it becomes necessary to pass it two and three times?

\* \* \* \* \*

Over at Berkeley, California opened its season against Santa Clara and beat them 14 to 6. The Bears, too, were guilty of considerable fumbling, but Coach Price has taught the Bears to tackle this year and how they do tackle! There is a spirit this year that was entirely lacking last year. Every man hit his man and hit him hard and he stayed down.

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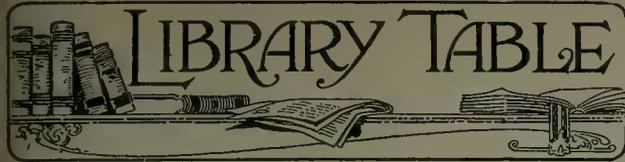
Our Mayor



Re-Elect

J. EMMET  
HAYDEN  
SUPERVISOR

Chairman of the Auditorium Committee for Eight Years



Edited by Florence de Long

THE WOMAN ON THE BALCONY, by Rose Caylor; Boni & Liveright: \$2.00.

Do not be misled, gentle readers. This is not a romance with the moon shining over dewy lawns and glistening castle walls—with Juliet sighing on her little balcony and Romeo wooing caressingly from below. Rather, it is a story of all the sordidness connected with a three-cornered affaire known bromide-ically as the "eternal triangle." Just a modern story of sex appeal—very sexy and not much appeal.

A young and good looking husband who writes the modern type of love stories and wins the plaudits of his Bohemian followers. A wife of the clinging vine type of a peculiarly poisonous variety, who wants to live smugly in the reflected glory emanating from her husband; and a young girl of socialistic tendencies who wants the husband badly enough to want to live in the shadows of an illicit love affair.

Shake them up well together, season with clandestine meetings, arguments, brawls and epithets and you have your story.

The parasitic wife earns little sympathy, but one must admit she knows how to fight, and she makes the most of her advantage. Her advantages are few, and her attractions have failed her since her husband has become enamored with her erstwhile friend, Lise. The duel between the two women is a one-sided affair—a spider and fly massacre. Margaret assumes the advantageous position of lawful wife, and her attacks are venomous.

"It's the only life we've got," she wails to her husband. Ah! But what a sorry mess can be made of it!

The crash is inevitable, and what happiness or sorrow is in store for the principals must be left to the imagination of the reader.

\* \* \*

TRAVESTY, by Claire Thornton; Cosmopolitan Book Corporation; \$2.00.

Miss Thornton gives us in her latest book an interesting story of how the game of life can be played by one who has tried to stack the deck, but finds instead that the winning cards have miscarried. In her lust for riches she has mistaken the dross for pure gold, and, having discarded a perfectly good hand for a likely gamble, Cesca Gibson realizes what a foolish risk she has taken and sulks over her loss. Ah! To a certain extent our destinies are shaped for us, and maybe the scenery would not have seemed so perfect if she had taken the other road.

However, John Lancing stands behind her, and by pointing out how to make the most of a poor hand, he eventually helps her to turn her fiasco into ultimate success. But—what price success?

John is the kind of man who will make a fine museum specimen in years to come, as the species seems to be dying out. But it is a joy to read of a man who carries on like a true sport in spite of his misfortunes; and the effect of his self-sacrifices is felt by all who come in contact with him.

Frustrated in the one desire of his heart, with full knowledge that the loss is caused solely through Cesca's selfish desire for material gain, he does not allow his philosophy to be reduced to a theory, but puts into practice his conceptions of how life should be lived.

# The Life of GEORGE STERLING

COMPILED

by ALBERT M. BENDER for

## November Overland-Monthly

Of paramount importance to the literary world, is the announcement of the Overland Monthly, California's initial literary venture, concerning November issue of Overland. Albert M. Bender, honorary editor of this particular issue and warm friend of Sterling, has gathered together a literary talent of a Nation as contributors to the number.

### Such is Overland's gift to Western Literature

Each of the writers gives a portrait, intimate and lasting of the poet. Each of them was a friend of the poet. Each of them mourns his departure.

The satirical wit of Henry Mencken.	The colored vision of Witter Bynner.
The gentle philosophy of Edwin Markham.	The charming delicacy of Gertrude Atherton.
The pithy wisdom of Charles Erskine Scott Wood.	The fresh insight of S. Bert Cooksley.
The ripened Culture of Ina Coolbrith.	The intimate sweetness of Sara Bard Field.
The clean swiftness of Robinson Jeffers.	The cool balance of James D. Phelan.
The mellow warmth of George Douglas.	The young romanticism of Marie de L. Welch.
The deep sincerity of Idwal Jones.	

All of these will be part of the extremely important writers contributing to the George Sterling issue. Miss B. Virginia Lee, Editor of Overland Monthly, suggests an immediate attention be given the ordering of copies.

35c single copy mailed to your door, or start your subscription to Overland with November issue. One whole year for \$2.50 including the November-Sterling issue.

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## Diversity

### A New Winter Playground

A new winter playground for San Francisco bay motorists has been opened up as the result of the construction and operation of the two mighty bridges—the Carquinez, spanning the upper end of San Francisco Bay between Crockett and Vallejo—and the Antioch bridge across the San Joaquin river just beyond Antioch.

For generations San Franciscans and East Bay residents have turned to points south along the Pacific—Santa Cruz, Monterey, Carmel, Pacific Grove and points further south

—for their winter recreation spots because they were of easier access and there were no waterways to cross on slow, time-killing ferries.

Today, the two mighty structures of concrete and steel flung across the bay waters at Carquinez and across the river at Antioch have placed the charm and beauty and delights of Napa, Lake, Sonoma counties and Sacramento valley points, the foothills of the Sierras, the famous Mother Lode country—all of which are tapped by splendid highways—within a few hours of the San Francisco Bay district.

The completion of the paved highways leading to and from the two bridges has given impetus to the motor travel as the thousands of automobiles crossing these touring structures over the week-end disclose. The result is the development of finer and better resorts in the Northern California and Central California counties.

“The next year or two will find the great majority of motorists who formerly headed south turning northward into new and richer territory for the vacationist, summer and winter,” says Oscar H. Klatt, president of the American Toll-Bridge Co., owners and operators of these touring bridges. “If they served no other purpose than to awaken Californians of the San Francisco Bay district to the never-ending delights of this particular section of California they would well have been worth the millions spent in their construction. Thousands who have heard of the geysers and the famous Petrified Forest are now enabled with ease and comfort in the course of just a few hours to reach these monuments of nature. And the splendid paved highways and the mild California winter climate make those trips just as enjoyable in December as in midsummer.”

\* \* \*

### Santa Cruz Entertains Prominent Newspapermen

Prominent newspapermen were guests of the Casa del Rey Hotel last Saturday night, September 17, upon their arrival there on a sight-seeing tour of Santa Cruz county. Among those from the bay region who were in Santa Cruz were: Paul Cowles, superintendent western division, Associated Press; William Hines, publisher of the Bulletin, San Francisco; W. M. Burkhart, publisher of the San Francisco Daily News; Charles Young, publisher of the San Fran-

cisco Call; Ben MacCumber, chief editorial writer of the San Francisco Chronicle; J. H. Callahan, general business manager of the San Francisco Examiner; Ellis Martin, manager of the International News Service; representatives from the United Press, Oakland Tribune, Oakland Post-Enquirer, and Berkeley Gazette and special writers.

The visitors arrived at the Big Trees Saturday morning where through the courtesy of the Southern Pacific Motor Transport Company, a bus was on hand to take them to the Santa Cruz Big Trees, the California Redwood Park, and to the Big Basin Inn for luncheon. Leaving Big Basin, they were brought to Santa Cruz, where they visited the golf and country club and other scenic sections. In the evening they were the guests of the Casa del Rey, where they were joined by a group of prominent citizens and the Hon. Fred Swanton, Mayor of Santa Cruz.

\* \* \*

### New Motor Laws

An outstanding safety addition to the law is that which amends Section 142 of the Vehicle Act to provide for compilation by the state of a complete record of accidents involving death or injury, their causes and locations.

The obligation imposed upon the motorist under this new provision is that the driver of any vehicle involved in such an accident shall, within twenty-four hours, supply a report of same to the proper authorities. The report must be made to the city police when the injury occurs in incorporated cities, and elsewhere direct to the State Division of Motor Vehicles. Police departments are required to forward reports received by them to the division. Heretofore, such reports have been made to police or to sheriffs of counties, and there was no provision centralizing these reports in a single governmental department for purposes of study.

The division is now required to tabulate and analyze the data contained in such accident reports and to publish annually, or at more frequent intervals, statistical information gathered as to the number, cause and location of accidents. Thus will be secured a complete record in California of the traffic accident situation and for the first time, comprehensive and valuable information will be available to assist in the work of accident reduction.



Barrier sign used by track department of Market Street Railway Company

Samuel Kahn,  
President

# Petrol Paragraphs

By E. V. WELLER

National Automobile Club



Between the Imperial Valley of California and the Arizona state line, lies an ever shifting stretch of sand dunes, six miles in width and about thirty miles in length, which for many years was a nightmare to the many motorists using the southern route.

In 1916 the first successful road across this sandy waste was built of planks. It was eight feet wide and built in sections so that it could be moved with the ever changing dunes. However, it was sometimes buried under the shifting sand. As the road

was narrow and one-way in type, and turnouts located only at intervals, machines frequently left the planks and ploughed into the deep sand bordering the highway. They were pulled back on the planks only with great difficulty and with outside assistance.

Increasing traffic demanded a better route over the section and in 1925 a contract was awarded for the paving of the road. The work was carried on by the contractor under many difficulties and much discomfort from the heat of the desert. August 11, 1926 marked the completion of this spectacular paving project which removed the only weak link in the western section of U. S. Highway No. 80, leading from El Paso west to the Pacific Coast. After a season of rain, this ordinarily bleak waste, presents a gorgeous spectacle, for the desert blooms color the hills with a dazzling vari-colored carpet.

Many movie companies have been attracted to these sands because of their great likeness to the vast sand stretches in Africa, and the region has provided settings for many motion pictures.

The pavement is twenty feet wide, which affords ample passing room, and the road is in every sense a boulevard. Only the mute testimony of abandoned machines and discarded planking, half buried at the side of the highway, bear testimony of the first vain efforts of man to conquer that desert region.

\* \* \*

The back country from Albuquerque, New Mexico, literally teems with places of historical and romantic interest and the motorist over the National Old Trails route would find a stay of several days at this point replete with interest.

Another interesting trip is the one following north out of Albuquerque through Bernalillo, thence about ten miles north along the highway until a sign marks the road to San Felipe on the left side of the road. This dirt road leads to the romantic Pueblo of San Felipe, situated on the west bank of the Rio Grande and at the foot of the Black Mesa of Tamita where Coronado found this tribe in 1540. The San Felipe Indians took an active part in the revolt of 1680 and were responsible for many massacres among the Spanish colonists. About ten miles north of San Felipe is the Pueblo of Santo Domingo, which is 200 years old and has suffered three disasters since its establishment, the latest occurring in 1886 when both churches were washed away by storms.



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# RADIO

By C. J. Pennington



By C. J. Pennington

## On the Air

Arrangements have been completed by KFRC for the installation of direct telegraph wires from the scenes of the coming world's series baseball games direct to the station's studio, providing the KFRC listeners with accurate, up-to-the-second information of the diamond classic of the year.

Graphic accounts of the play, seen by the eyes of experts in the press box, will be flashed out by the Don Lee station a fraction of a second after they occur. KFRC, during the past four years, has made the world's series a definite part of its service to the public for which the station management has received flattering commendation from the baseball fans within range. Announcement is made that the Sherman, Clay noon hour of music will be postponed, during the series, until the conclusion of each game coming on the air about 1 o'clock instead of 12 as regularly scheduled.

\* \* \*

Taking the place of KPO's 5 to 6 o'clock Sunday twilight hour of chamber music, Sunday, October 2, will be a special recital by Nathan Abas, distinguished violinist and Director of the Abas String Quartet, and Allan Wilson, KPO's stellar tenor soloist. This change has been found necessary for two weeks as three members of the Abas String Quartet, which has been featured on the twilight hour, are members of the San Francisco Symphony Orchestra, and will be taking part in the San Francisco opera presentations of "Isolde" and "Turandot" on those evenings. The Abas String Quartet will resume their

series of Sunday evening presentations of the melodies of the masters on Sunday evening, October 9.

\* \* \*

Tuesday, October 4, brings the "Eveready Hour" featuring Dudley Chambers and "The Rounders" to the radio listeners of the Pacific Coast. This program will be broadcast over the Pacific Coast Network.

The Eveready orchestra and "The Rounders" have established a definite niche in radio entertainment for themselves and the many compliments directed to them have shown that this type of entertainment is acceptable.

\* \* \*

The Pacific division of the National Broadcasting Company will present an hour of popular music on Thursday evening from 9 to 10 p. m. over the Pacific Coast Network from their Los Angeles studio.

A pretentious program of the popular songs of the day will be presented, featuring Ray Bailey and his strong jazz orchestra. Eva Olivotti, well known musical comedy prima donna and Paul Roberts, popular radio entertainer will furnish the vocal solos for the program.

\* \* \*

It is an unwritten law around all broadcasting stations that the program must go on regardless of what happens, and the receptionist has no idea of the difficulty and stress often experienced by studio staffs to make the program go over smoothly and unruffled. Fortunately, so-called artistic temperament is pretty rare, but once in a while it crops up.

Leslie Adams, KFI announcer, tells an interesting case in point. A well known radio soprano wished to sing a song which long ago was banned by KFI because of its age. When Adams told her she could not sing it, the lady immediately flew into a tantrum and said she did not choose to sing anything.

Very calmly the announcer told her that she was booked on the program, and rather than disappoint her public he would have to announce her name, and sing a song himself in falsetto. When the soprano saw her reputation destined for sure and sudden ruin, she quickly changed her mind, forgot all about her peeve, and sang her full program as if nothing had happened.

## Programs for Next Week

KFRC—DON LEE  
SAN FRANCISCO—454

### Sunday, October 2

12 noon to 1:00 p. m.—Church service.  
5:00 to 6:00 p. m.—Organ recital.  
6:00 to 6:30 p. m.—Talk.  
6:30 to 7:30 p. m.—Twilight recital.  
8:30 to 10:30 p. m.—Walter Krausgrill's Orchestra.

### Monday, October 3

7:00 to 8:00 a. m.—Seal Rock program.  
8:00 to 9:00 a. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Household hints.  
11:30 to 12:00 noon—Amateur tryouts.  
12:00 to 1:00 p. m.—Sherman, Clay program.  
4:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:00 p. m.—Mac and his gang.  
6:00 to 6:20 p. m.—Joe Mendel and Pep Band.  
6:20 to 6:30 p. m.—Stage and screen, police reports.  
6:30 to 7:30 p. m.—The Cecilia.  
8:00 to 10:00 p. m.—Blue Monday Jamboree.  
10:00 to 12:00 p. m.—Mark Hopkins Orchestra.

### Tuesday, October 4

7:00 to 8:00 p. m.—Seal Rock program.  
8:00 to 9:00 a. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Doings of Dorothy.  
11:30 a. m. to 12:00 noon—Amateur tryout program.  
12:00 to 1:00 p. m.—Sherman, Clay concert.  
4:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:20 p. m.—Mac and his gang.  
6:20 to 6:30 p. m.—Stage and screen.  
6:30 to 7:30 p. m.—The Cecilia.  
8:00 to 8:30 p. m.—KFRC Radio Movie Club.  
8:30 to 9:30 p. m.—Walter Krausgrill's orchestra.  
9:30 to 12:00 p. m.—Mark Hopkins Dance Orchestra.

### Wednesday, October 5

7:00 to 8:00 p. m.—Seal Rock program.  
8:00 to 9:00 a. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Household hints.  
11:30 to 12:00 noon—Amateur tryout period.  
12:00 to 1:00 p. m.—Sherman, Clay concert.  
4:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:20 p. m.—Mac and his gang.  
6:20 to 6:30 p. m.—Stage and screen.  
6:30 to 7:30 p. m.—The Cecilia.  
8:00 to 9:00 p. m.—Maxwell House Coffee program.  
9:00 to 10:00 p. m.—KFRC Ensemble and soloists.  
10:00 to 12:00 p. m.—Mark Hopkins dance orchestra.

### Thursday, October 6

7:00 to 8:00 a. m.—Seal Rock program.  
8:00 to 9:00 a. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Doings of Dorothy.  
11:30 to 12:00 noon—Amateur tryouts.  
12:00 to 1:00 p. m.—Sherman, Clay program.  
4:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:20 p. m.—Mac and his Gang.  
6:20 to 6:30 p. m.—Madame Marie's beauty talk.  
6:30 to 7:00 p. m.—The Cecilia.  
6:50 to 7:00 p. m.—Stage and screen.  
7:00 to 7:30 p. m.—The Cecilia.  
8:00 to 9:00 p. m.—Mona Motor Oil Co.  
9:00 to 10:00 p. m.—Program and songs.  
10:00 to 12:00 p. m.—Mark Hopkins dance orchestra.

### Friday, October 7

7:00 to 8:00 p. m.—Seal Rock program.  
8:00 to 9:00 p. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Hints to home-makers.  
11:30 to 12:00 noon—Amateur tryouts.  
12:00 to 1:00 p. m.—Sherman, Clay program.  
4:30 to 5:30 p. m.—Student hour.  
5:30 to 6:20 p. m.—Mac and his gang.  
6:20 to 6:30 p. m.—Stage and screen.  
6:30 to 7:30 p. m.—The Cecilia.  
8:00 to 9:00 p. m.—Musical Educational Series.  
9:00 to 10:00 p. m.—Walter Krausgrill's Orchestra.  
10:00 to 12:00 p. m.—Mark Hopkins dance orchestra.

### Saturday, October 8

7:00 to 8:00 a. m.—Seal Rock program.  
8:00 to 9:00 p. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:45 a. m.—Amateur tryouts.  
11:45 to 12:00 noon—Announcements of Sunday church sermons.  
12:00 to 1:00 p. m.—Sherman, Clay concert.  
4:00 to 5:30 p. m.—Hotel Mark Hopkins Orchestra.  
5:30 to 6:20 p. m.—Mac and his gang.  
6:20 to 6:30 p. m.—Stage and screen.  
6:30 to 7:30 p. m.—The Cecilia.  
8:00 p. m. to 1:00 a. m.—Mark Hopkins dance orchestra.

KYA—PACIFIC BROADCAST CORP.  
SAN FRANCISCO—309.1

### Sunday, October 2

11:00 a. m.—Church services.  
7:45 p. m.—Church services.

### Monday, October 3

7:00 to 8:00 a. m.—Golden Gate Crier.  
8:00 a. m.—Correct time.

2:30 to 2:00 p. m.—Clift Concert Trio.
3:30 to 6:30 p. m.—Golden Gate Crier.
3:00 to 7:00 p. m.—Prize package period.
3:00 to 7:30 p. m.—Clift Concert Trio.
3:00 to 10:00 p. m.—Studio program.
6:00 to 11:00 p. m.—The Golden Gate Amphions.
1:00 p. m.—Correct time.

Wednesday, October 4
3:00 to 8:00 a. m.—Golden Gate Crier.
3:00 a. m.—Correct time.
2:30 to 2:00 p. m.—Clift Hotel Concert Trio.
3:30 to 7:00 p. m.—Golden Gate Crier.
3:00 to 7:30 p. m.—Clift Hotel Concert Trio.
3:00 to 10:00 p. m.—Studio program.

Thursday, October 5
3:00 to 8:00 a. m.—Golden Gate Crier.
3:00 a. m.—Correct time.
2:30 to 2:00 p. m.—Clift Hotel Concert Trio.
3:30 to 7:00 p. m.—Golden Gate Crier.
3:00 to 7:30 p. m.—Clift Hotel Concert Trio.
3:00 to 9:00 p. m.—Regular weekly meeting "26th Squad."
3:00 to 10:00 p. m.—The Clarion Trio.

Friday, October 6
3:00 to 8:00 a. m.—Golden Gate Crier.
3:00 a. m.—Correct time.
10:30 to 10:45 a. m.—Diet and health talk.
12:30 to 2:00 p. m.—Clift Hotel Concert Trio.
5:30 to 7:00 p. m.—Golden Gate Crier.
7:00 to 7:30 p. m.—Clift Hotel Concert Trio.
8:00 to 9:00 p. m.—Studio program.
9:00 to 10:00 p. m.—KYA artists.
10:00 p. m.—Correct time.

Saturday, October 7
3:00 to 8:00 a. m.—Golden Gate Crier.
3:00 a. m.—Correct time.
12:30 to 2:00 p. m.—Clift Hotel Concert Trio.
5:30 to 7:00 p. m.—Golden Gate Crier.
7:00 to 7:30 p. m.—Clift Hotel Concert Trio.
8:00 to 10:00 p. m.—Studio program.
10:00 p. m.—Correct time.

KPO—HALE BROTHERS AND THE CHRONICLE SAN FRANCISCO—422

Sunday, October 2
9:45 to 10:30 a. m.—Church services.
12:45 to 4:30 p. m.—Broadcast of baseball game.
5:00 to 6:00 p. m.—Twilight hour.
6:00 to 6:30 p. m.—States Restaurant orchestra.
6:30 to 8:30 p. m.—Palace Hotel concert orchestra.
8:30 to 9:00 p. m.—Organ recital.
9:00 to 10:00 p. m.—Fairmont Hotel concert orchestra.

Monday, October 3
6:45, 7:15 and 7:45 a. m.—Health exercises.
8:00 to 9:00 a. m.—Sperry Flour happy hour.
10:30 to 10:45 a. m.—Ye Towne Cryer service.
11:30 to 12:50 p. m.—Kane's Hawaiians.
12 noon—Time signals, Scripture reading.
12:50 p. m.—Stock market quotations.
1:00 to 2:00 p. m.—Organ recital.
3:30 to 5:00 p. m.—Organ recital.
5:00 to 6:00 p. m.—Children's hour.
6:00 to 6:30 p. m.—Ye Towne Cryer service.
6:30 to 7:00 p. m.—Organ recital.
7:00 to 7:30 p. m.—Lamplight hour and book review.
7:30 to 8:00 p. m.—DX.
8:00 to 9:00 p. m.—Program by National Broadcasting.
9:00 to 10:00 p. m.—Program for Shell Company of California. KPO-KFI.
10:00 p. m. to 12 midnight KPO's variety hour.

Tuesday, October 4
6:45, 7:15 and 7:45 a. m.—Health exercises.
8:00 to 9:00 a. m.—Sperry Flour happy hour.
10:00 to 10:30 a. m.—Domestic economist.
10:30 to 10:45 a. m.—Ye Towne Cryer service.
11:30 to 12:50 p. m.—Kane's Hawaiians.
12 noon—Time signals, Scripture reading.
12:50 p. m.—Stock market quotations.
1:00 to 2:00 p. m.—Organ recital.
3:30 to 5:00 p. m.—Organ recital.
5:00 to 6:00 p. m.—Children's hour.
6:00 to 6:30 p. m.—Ye Towne Cryer service.
6:30 to 7:00 p. m.—Organ recital.
7:00 to 7:30 p. m.—Children's hour.
7:30 to 8:00 p. m.—DX.
8:00 to 9:00 p. m.—Dan Casey's Fireside Hour.
9:00 to 11:00 p. m.—National Broadcasting Company.

Wednesday, October 5
6:15, 7:15 and 7:45 a. m.—Health exercises.
8:00 to 9:00 a. m.—Sperry Flour happy hour.
10:30 to 10:45 a. m.—Ye Towne Cryer service.
11:30 to 12:50 p. m.—Kane's Hawaiians.
12 noon—Time signals, Scripture reading.
12:50 p. m.—Stock market quotations.
1:00 to 2:00 p. m.—Organ recital.
3:30 to 5:00 p. m.—Organ recital.
5:00 to 6:00 p. m.—Children's hour.
6:00 to 6:30 p. m.—Ye Towne Cryer service.
6:30 to 7:00 p. m.—States Restaurant orchestra.
7:00 to 7:30 p. m.—Athletics.
7:30 to 8:00 p. m.—DX.
8:00 to 9:00 p. m.—Atwater Kent Artists.
9:00 to 10:00 p. m.—National Broadcasting Company.
10:00 to 11:00 p. m.—Palace Hotel dance orchestra.

Thursday, October 6
6:45, 7:15 and 7:45 a. m.—Health exercises.
8:00 to 9:00 a. m.—Sperry Flour happy hour.
10:00 to 10:30 a. m.—Domestic economist.
10:30 to 10:45 a. m.—Ye Towne Cryer service.
11:30 to 12:50 p. m.—Kane's Hawaiians.
12 noon—Time signals, Scripture reading.
12:50 p. m.—Stock market quotations.
1:00 to 2:00 p. m.—Organ recital.
3:30 to 5:00 p. m.—Organ recital.
5:00 to 6:00 p. m.—Children's hour.
6:00 to 6:30 p. m.—Ye Towne Cryer service.
6:30 to 7:00 p. m.—Organ recital.
7:00 to 7:30 p. m.—Athletics.
7:30 to 8:00 p. m.—DX.
8:00 to 9:00 p. m.—Caswell hour.
9:00 to 10:00 p. m.—National Broadcasting Company.
10:00 to 11:00 p. m.—Palace Hotel dance orchestra.

Friday, October 7
6:45, 7:15 and 7:45 a. m.—Health exercises.
8:00 to 9:00 a. m.—Sperry Flour happy hour.
10:30 to 10:45 a. m.—Ye Towne Cryer service.
10:45 a. m.—Nixon, fashion critic.
11:30 a. m. to 12:45 p. m.—Kane's Hawaiians.
12 noon—Time signals, Scripture reading.
12:45 p. m.—Commonwealth luncheon at Palace Hotel.
1:30 to 2:00 p. m.—Organ recital.
4:00 to 5:00 p. m.—Organ recital.
5:00 to 6:00 p. m.—Children's hour.
6:00 to 6:30 p. m.—Ye Towne Cryer service.
6:30 to 7:00 p. m.—States Restaurant orchestra.
7:00 to 7:30 p. m.—Sports-on-the-air.
7:30 to 8:00 p. m.—DX.
8:00 to 9:00 p. m.—Program, the Calpet orchestra.
9:00 to 11:00 p. m.—National Broadcasting Company.

Saturday, October 8
6:45, 7:15 and 7:45 a. m.—Health exercises.
8:00 to 9:00 a. m.—Sperry Flour happy hour.
10:00 to 10:30 a. m.—Domestic economist.
10:30 to 10:45 a. m.—Ye Towne Cryer service.
11:30 to 12:50 p. m.—Kane's Hawaiians.
12 noon—Time signals, Scripture reading.
12:50 p. m.—Stock market quotations.
1:00 to 2:00 p. m.—Organ recital.
3:30 to 5:00 p. m.—Organ recital.
5:00 to 6:00 p. m.—Children's hour.
6:00 to 6:30 p. m.—Ye Towne Cryer service.
6:30 to 7:00 p. m.—States Restaurant orchestra.
7:30 to 8:00 p. m.—DX.
8:00 to 9:00 p. m.—National Broadcasting Company.
9:00 to 11:00 p. m.—KPO Dance Orchestra.
11:00 to 12:00 p. m.—Palace Hotel Dance Orchestra.

KFWI—RADIO ENTERTAINERS, INC. SAN FRANCISCO—267

Sunday, October 2
12:30 to 1:30 p. m.—Organ recital.
1:40 to 9:00 p. m.—Church services.
9:00 to 10:00 p. m.—Laura Ellen Windsor and pupils.
10:00 to 12:00 p. m.—Clyde Cooper's orchestra.

Monday, October 3
8:20 to 10:27 a. m.—Breakfast program.
10:27 to 10:30 a. m.—U. S. weather reports.
10:30 to 11:00 a. m.—Fashion hints.
11:00 to 12:00 m.—Organ recital.
12:00 to 1:00 p. m.—Luncheon program.
4:00 to 5:00 p. m.—KFVI tea party.
5:00 to 5:30 p. m.—Construction reports.
5:30 to 6:00 p. m.—Theatrical announcements.
6:00 to 7:00 p. m.—Dinner hour concert.
7:00 to 7:15 p. m.—Sports by Geo. T. Davis.
7:15 to 7:30 p. m.—Advertising talk.
8:00 to 9:00 p. m.—Clyde Cooper's orchestra.
9:00 to 9:30 p. m.—Geo. Taylor and Clem Kennedy.
9:30 to 10:00 p. m.—Darnelle Sisters.
10:00 p. m.—Weather and police reports.
10:03 to 12:00 p. m.—Clyde Cooper's Roof Garden orchestra.

Tuesday, October 4
7:00, 7:30 and 8:00 a. m.—Health exercises.
8:20 to 10:27 a. m.—Breakfast program.
10:27 to 10:30 a. m.—U. S. weather reports.
10:30 to 11:00 a. m.—Beauty hints.
12:00 to 12:30 p. m.—Musical Luncheon program.
12:30 to 1:00 p. m.—Organ recital.
1:00 to 1:30 p. m.—Country store.
1:30 to 2:00 p. m.—Cowell Dein, piano and banjo.
5:00 to 6:00 p. m.—Construction reports.
6:00 to 7:00 p. m.—Theatrical announcements.
7:00 to 7:15 p. m.—Dinner hour concert.
7:15 to 7:30 p. m.—Sports by Geo. T. Davis.
7:30 to 7:45 p. m.—KFVI Builders of Progress Club.
8:00 to 9:00 p. m.—Clyde Cooper's orchestra.
9:00 to 10:00 p. m.—Barnes Valentine Agency.
10:00 p. m.—Weather and police reports.
10:03 to 11:00 p. m.—Clyde Cooper's orchestra.
11:00 to 12:00 p. m.—Zepp Buck's mysterious hour.

Wednesday, October 5
7:00, 7:30 and 8:00 a. m.—Health exercises.
8:20 to 10:27 a. m.—Breakfast program.
10:27 to 10:30 a. m.—U. S. weather reports.
10:30 to 11:00 a. m.—Beauty hints.
12:00 to 12:30 p. m.—Musical Luncheon program.
12:30 to 1:00 p. m.—Organ recital.
1:00 to 1:30 p. m.—Country store.
1:30 to 2:00 p. m.—Cowell Dein, piano and banjo.
5:00 to 6:00 p. m.—Construction reports.
6:00 to 7:00 p. m.—Theatrical announcements.
7:00 to 7:15 p. m.—Dinner hour concert.
7:15 to 7:30 p. m.—Sports by Geo. T. Davis.
7:30 to 7:45 p. m.—KFVI Builders of Progress Club.
8:00 to 9:00 p. m.—Clyde Cooper's orchestra.
9:00 to 10:00 p. m.—Barnes Valentine Agency.
10:00 p. m.—Weather and police reports.
10:03 to 11:00 p. m.—Clyde Cooper's orchestra.
11:00 to 12:00 p. m.—Zepp Buck's mysterious hour.

10:00 p. m.—Weather and police reports.
10:03 to 12:00 p. m.—Clyde Cooper's orchestra.

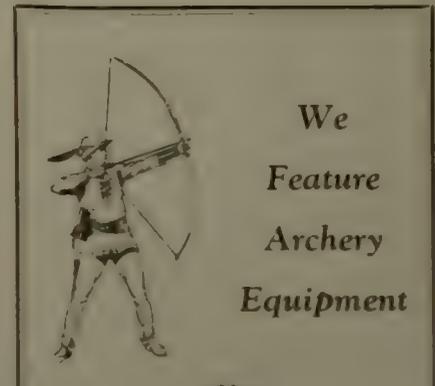
Thursday, October 6
7:00, 7:30 and 8:00 a. m.—Health exercises.
8:20 to 10:27 a. m.—Breakfast program.
10:27 to 10:30 a. m.—U. S. weather reports.
10:30 to 11:00 a. m.—Fashion hints by Babette.
12:00 to 12:30 p. m.—Luncheon program.
12:30 to 1:00 p. m.—Organ recital.
1:00 to 1:30 p. m.—Country store.
4:00 to 5:00 p. m.—KFVI tea party.
5:00 to 5:30 p. m.—Construction reports.
5:30 to 6:00 p. m.—Theatrical announcements.
6:00 to 7:00 p. m.—Dinner hour program.
7:00 to 7:15 p. m.—Sports by Geo. T. Davis.
7:15 to 7:30 p. m.—Kenneth A. Millican.
8:00 to 9:00 p. m.—Studio program.
9:00 to 9:30 p. m.—Gloria Del Rae.
9:30 to 11:00 p. m.—Bill Bennett.
11:00 to 12:00 p. m.—Clyde Cooper's orchestra.
11:30 a. m. to 1:00 p. m.—Luncheon concert.

Friday, October 7
7:00, 7:30 and 8:00 a. m.—Exercise hour.
8:20 to 10:27 a. m.—Breakfast program.
10:27 to 10:30 a. m.—U. S. weather reports.
10:30 to 11:00 a. m.—Beauty hints.
11:00 to 12:00 m.—Organ recital.
12:00 to 12:30 p. m.—Musical luncheon program.
12:30 to 1:00 p. m.—Organ recital.
1:00 to 1:30 p. m.—Country store.
1:30 to 2:00 p. m.—Cowell Dein, banjo and piano.
4:00 to 5:00 p. m.—KFVI tea party.
5:00 to 5:30 p. m.—Construction reports.
5:30 to 6:00 p. m.—Theatrical announcements.
6:00 to 7:00 p. m.—Program.
7:00 to 7:15 p. m.—Sports by Geo. T. Davis.
7:15 to 7:30 p. m.—Talk.
8:00 to 9:00 p. m.—Clyde Cooper's orchestra.
9:00 to 10:00 p. m.—California Sunshine Boys.
10:00 p. m.—Weather and police reports.
10:03 to 12:00 p. m.—Clyde Cooper's orchestra.
12:00 to 12:30 p. m.—Luncheon program.

Saturday, October 8
7:00, 7:30 and 8:00 a. m.—Exercise hour.
8:20 to 10:27 a. m.—Musical breakfast program.
10:27 to 10:30 a. m.—U. S. weather reports.
10:30 to 11:00 a. m.—Cynthia Grey's column.
12:00 to 12:30 p. m.—Luncheon program.
12:30 to 1:00 p. m.—Organ recital.
1:00 to 1:30 p. m.—Country store.
5:00 to 5:30 p. m.—Construction reports.
5:30 to 6:00 p. m.—Theatrical announcements.
6:00 to 7:00 p. m.—Dinner hour concert.
7:00 to 7:15 p. m.—Sports by Geo. T. Davis.
7:15 to 7:30 p. m.—Geo. Taylor and Clem Kennedy.
8:00 to 9:00 p. m.—Athena Alexandroff, soprano.
9:00 to 12:00 p. m.—Clyde Cooper's orchestra.
12:00 to 2:30 a. m.—KFVI hour of mirth.

KLX—OAKLAND TRIBUNE OAKLAND—508

Monday, October 3
5:00 p. m.—Martha Lee.
5:30 to 6:30 p. m.—Brother Bob's club.
6:30 to 7:00 p. m.—Dinner concert.
7:00 to 7:30 p. m.—Amusement information.
8:00 to 9:00 p. m.—Special program.
9:00 to 10:00 p. m.—Weekly meeting of Lake Merritt Ducks.



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day of....., 18.....

Name.....  
Address.....

Tuesday, October 4  
2:45 p. m.—Baseball.  
5:30 to 6:30 p. m.—Brother Bob.  
6:30 to 7:00 p. m.—Dinner concert.  
7:00 to 7:30 p. m.—Amusement information.  
8:00 to 9:00 p. m.—Program.  
Wednesday, October 5  
2:45 p. m.—Baseball.  
5:00 p. m.—Martha Lee.  
6:30 to 7:00 p. m.—Dinner concert.  
7:00 to 7:30 p. m.—Amusement information.  
8:00 to 9:00 p. m.—Educational program.  
9:00 to 10:00 p. m.—Special program.  
Thursday, October 6  
2:45 p. m.—Baseball.  
5:30 to 6:30 p. m.—Brother Bob.  
6:30 to 7:00 p. m.—Dinner concert.  
7:00 to 7:30 p. m.—Amusement information.  
Friday, October 7  
2:45 p. m. Baseball.  
5:00 p. m.—Martha Lee  
5:30 to 6:30 p. m.—Brother Bob.  
6:30 to 7:00 p. m.—Dinner concert.  
7:00 to 7:30 p. m.—Amusement information.  
8:00 to 9:30 p. m.—Special program.  
9:30 to 10:30 p. m.—Athens Athletic club orchestra.  
Saturday, October 8  
2:15 p. m.—Football.  
6:30 to 7:00 p. m.—Dinner concert.  
7:00 to 7:30 p. m.—Amusement information.

### KGO—GENERAL ELECTRIC OAKLAND—394

Sunday, October 2  
11:00 a. m.—Church service.  
6:30 to 7:30 p. m.—Dinner concert program.  
7:30 p. m.—Weather and baseball.  
7:35 to 9:00 p. m.—Church service.  
9:00 to 10:00 p. m.—National Broadcasting Company.  
Monday, October 3  
11:30 a. m. to 1:00 p. m.—Hotel Leamington concert.  
12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
5:30 to 6:00 p. m.—KGO Kiddies' Klub.  
6:00 to 6:45 p. m.—Dinner concert program.  
6:45 p. m.—"What's Happening in the World."  
7:03, weather; 7:06, baseball; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).  
8:00 to 9:00 p. m.—National Broadcasting Company.  
9:00 to 9:20 p. m.—"Chats About New Books."  
Tuesday, October 4  
11:30 to 1:00 p. m.—Hotel Leamington concert.  
12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
2:00 to 3:00 p. m.—Pacific Radio Trade Association concert.  
6:00 to 6:55 p. m.—Dinner concert program.  
6:55, news; 7:03, weather; 7:06, baseball; 7:09, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).  
8:00 to 9:00 p. m.—(Oakland studio)—The Pilgrims.  
9:00 to 10:00 p. m.—National Broadcasting Company.  
10:00 to 11:00 p. m.—National Broadcasting Company.  
Wednesday, October 5  
11:30 to 1:00 p. m.—Hotel Leamington concert.  
12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08 N. Y. stocks.  
2:00 to 3:00 p. m.—Pacific Radio Trade Association concert.  
6:00 to 6:30 p. m.—Dinner concert program.  
6:30, weather; 7:03, baseball.  
6:35 to 7:30 p. m.—Farm program.  
8:00 to 9:00 p. m.—Vaudeville.  
9:00 to 10:00 p. m.—National Broadcasting Company.  
10:00 to 12:00 p. m.—Lynn Pryor's Orchestra.  
Thursday, October 6  
11:30 to 1:00 p. m.—Hotel Leamington concert.  
12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
2:00 to 3:00 p. m.—Pacific Radio Trade Association concert.  
5:30 to 6:00 p. m.—"Friend to Boys."  
6:00 to 6:55 p. m.—Dinner concert program.  
6:55 to 7:00 p. m.—National Broadcasting Company.  
7:00, news; 7:03, weather; 7:06, baseball; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).  
8:00 to 9:00 p. m.—KGO players.  
9:00 to 10:00 p. m.—National Broadcasting Company.  
10:00 to 12:00 p. m.—Hotel St. Francis dance orchestra.  
Friday, October 7  
11:10 a. m.—Homemaking talk.  
11:30 a. m. to 1:00 p. m.—Hotel Leamington concert.  
12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
5:30 p. m.—Wise man from the Land-O-Health.  
6:00 to 6:45 p. m.—Dinner concert program.  
6:45 to 6:55 p. m.—"Weekly Financial Review."  
6:55, news; 7:03, weather; 7:06, baseball; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).  
8:00 to 9:00 p. m.—Western Artist Series.  
9:00 to 10:00 p. m.—National Broadcasting Company.  
10:00 to 11:00 p. m.—National Broadcasting Company.  
Saturday, October 8  
11:00 to 12:00 p. m.—St. Francis Dance Orchestra.  
11:30 a. m. to 1:00 p. m.—Hotel Leamington concert.  
12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
6:00 to 7:00 p. m.—Majestic Ball Room Orchestra.  
7:00 to 7:15 p. m.—Weather, news, market reports.  
7:15 to 7:30 p. m.—Weekly sport review.

8:00 to 9:00 p. m.—National Broadcasting Company  
10:00 p. m. to 1:00 a. m.—Witt Gunzendorfer's Band.

### KFI—EARLE C. ANTHONY, INC LOS ANGELES—468 METERS

Sunday, October 2  
10:00 a. m. Morning services.  
11:00 a. m.—Church services.  
6:30 to 7:00 p. m.—Boris Myronoff, concert pianist.  
7:00 p. m.—Aeolian organ recital.  
8:00 p. m.—Packard classic hour.  
9:00 p. m.—National Broadcasting Company.  
10:00 p. m.—Dolly McDonald, blues singer.  
Monday, October 3  
5:30 p. m.—Matinee program.  
6:00 p. m.—Florence Sanger.  
6:15 p. m.—Radiatorial.  
6:30 p. m.—Gamut male quartet.  
7:00 p. m.—Gene Johnston's Music Box hour.  
8:00 p. m.—National Broadcasting Company.  
9:00 p. m.—Shell Company of California.  
10:00 p. m.—Program the Aeolians dance orchestra.  
Tuesday, October 4  
5:30 p. m.—The Dragon Hawaiians.  
6:00 p. m.—Florence Sanger.  
6:15 p. m.—Prox-Knopx.  
6:30 p. m.—Vest pocket period.  
7:00 p. m.—Eva Olwatti.  
8:00 p. m.—Classic program.  
9:00 p. m.—National Broadcasting Company.  
10:00 p. m.—National Broadcasting Co.  
Wednesday, October 5  
5:30 p. m.—Sebastians Cotton Club Orchestra.  
6:15 p. m.—Radiatorial period.  
6:30 p. m.—Bill Funk and his Packard Six Orchestra.  
7:30 p. m.—Nick Harris detective stories.  
8:00 p. m.—Popular program.  
9:00 p. m.—National Broadcasting Company.  
10:00 p. m.—Virginia McCoy, contra-contralto.  
Thursday, October 6  
5:30 p. m.—E. kin's and Hite's Dixieland Orchestra.  
6:15 p. m.—Radiatorial period.  
6:30 p. m.—Don Parker, Popular Pianist.  
7:00 p. m.—Program by the University of Southern California.  
8:00 p. m.—Program of semi-classical music.  
9:00 p. m.—National Broadcasting Company.  
10:00 p. m.—Program of modern classical music.  
Friday, October 7  
5:30 p. m.—Matinee program.  
6:00 p. m.—Florence Sanger.  
6:15 p. m.—Radiatorial period.  
6:30 p. m.—Clar'ce Russell, blues singer.  
7:00 p. m.—Program by Paul Roberts.  
8:00 p. m.—Glee Club singers.  
9:00 p. m.—National Broadcasting Company.  
10:00 p. m.—N. B. C. program.  
Saturday, October 8  
5:30 p. m.—Strangers Social Club Orchestra.  
6:00 p. m.—Florence Sanger.  
6:15 p. m.—Radiatorial period.  
6:30 p. m.—Vest Pocket program.  
7:00 p. m.—Henry Starr, pianist and vocalist.  
7:30 p. m.—Felipe Delgado, Spanish Baritone.  
8:00 p. m.—National Broadcasting Company.  
9:30 p. m.—Program by Mrs. Crossman.  
10:00 p. m.—Packard Radio Club.  
11:00 p. m.—KFI Midnight Frolic.

### KJR—NORTHWEST RADIO CO. SEATTLE—348

Sunday, October 2  
7:45 to 8:00 p. m.—Twilight Organ Hour.  
8:00 to 9:30 p. m.—Evening services.  
9:30 to 11:00 p. m.—Concert orchestra.  
Monday, October 3  
6:00 to 6:30 p. m.—Time signals, sport news.  
6:30 to 7:00 p. m.—KJR junior hour.  
7:00 to 10:00 p. m.—Studio program.  
10:00 p. m.—Time signals.  
Tuesday, October 4  
6:00 to 6:30 p. m.—Time signals, sports news.  
6:30 to 7:00 p. m.—KJR junior hour.  
7:00 to 10:00 p. m.—Studio program.  
10:00 p. m.—Time signals.  
10:00 to 11:00 p. m.—Vic Meyers' dance orchestra.  
Wednesday, October 5  
6:00 to 6:30 p. m.—Time signals, sport news.  
6:30 to 7:00 p. m.—KJR Junior Hour.  
7:00 to 10:00 p. m.—Studio program.  
10:00 p. m.—Time signals.  
Thursday, October 6  
6:00 to 6:30 p. m.—Time signals, sport news.  
6:30 to 7:00 p. m.—KJR junior hour.  
7:00 to 9:30 p. m.—Studio program.  
9:00 to 10:00 p. m.—Concert orchestra.  
10:00 p. m.—Time signals.  
Friday, October 7  
6:00 to 6:30 p. m.—Time signals, sport news.  
6:30 to 7:00 p. m.—KJR junior hour.  
7:00 to 8:00 p. m.—Studio program.  
8:00 to 9:00 p. m.—John Hopper trio.  
9:00 to 10:00 p. m.—Studio program.  
10:00 p. m.—Time signals.  
10:00 to 11:00 p. m.—Vic Meyers' dance orchestra.  
Saturday, October 8  
6:00 p. m.—Time signals.  
6:00 to 6:30 p. m.—Sport news, News items.  
6:30 to 7:00 p. m.—KJR Junior Hour.  
7:00 to 10:00 p. m.—Studio program.  
10:00 p. m.—Time signals.  
10:00 to 12:00 p. m.—Vic Meyers Dance Orchestra.

(Continued on Page 18)

**AIR LINES**

By Lieut. Blaine Stubblefield



Lieutenant Blaine Stubblefield

If you knew how to fly and were starting on a week-end trip, would you know the traffic rules? Air traffic rules have been compiled by the Bureau of Aeronautics, Department of Commerce.

Auto traffic regulations have been developed by the several states, with the result that people away from home don't know them. It is to be hoped that air traffic regulations will remain nationally standardized, so that when once learned they will apply in all states.

The air traffic rules are to apply whether the aircraft is engaged in commercial or non-commercial, or in foreign, interstate, or intrastate navigation in the United States, and whether or not the aircraft is registered or navigating in a civil airway.

No person shall acrobatically fly any airplane carrying passengers for hire or reward.

Aircraft flying in established civil airways, when it is safe and practicable, shall be kept to the right side of such airways, and shall pass on the right of each other, not less than 500 feet apart.

When two engine-driven aircrafts are crossing courses, the aircraft which has the other on its right side shall keep out of the way. The plane on the left may not come closer than 300 feet from the plane on the right.

When two engine-driven aircraft are approaching head-on, or approximately so, and there is a risk of collision, each shall alter its course to the right, so that each may pass on the left side of the other. This does not apply to cases where aircraft will, if each keeps on its respective course, pass more than 300 feet from each other.

An overtaking aircraft is one approaching another directly from behind or within 70 degrees of that position, and no subsequent alteration of the bearing between the two shall make the aircraft a crossing aircraft

within the meaning of the air traffic rules, or relieve it of the duty of keeping clear of the overtaken craft until it is finally past and away. In other words, a plane overtaking a slower plane at an angle within 70 degrees, shall keep out of the slower plane's way. If the angle is more than 70 degrees, the situation is reversed.

Planes may not pass slower ones by going over or below them. Passing shall be by turning to the right.

Exclusive of landing or taking off, and except as permitted because of sudden danger or weather causes, aircrafts shall not be flown over the congested parts of cities, towns, or settlements, except at a height sufficient to permit of a reasonably safe emergency landing. For instance, a plane with a gliding angle of five-to-one, flying above the center of a city ten miles in diameter, must maintain at least 5280 feet altitude, to permit a safe glide beyond city limits.

In no case shall altitude over cities be less than 1000 feet.

In open country, no aircraft shall be flown at an altitude of less than 500 feet, except where indispensable to industrial operations.

No person shall acrobatically fly an aircraft at any height over a certified airport or landing field, or within 1000 feet horizontally thereof, without permission of the Secretary of Commerce.

No person shall acrobatically fly an aircraft below 2000 feet in height over any established civil airway, without the permission of the Secretary of Commerce.

Landings shall be made up-wind when practicable.

A landing plane has the right of way over planes moving on the ground or taking off.

When landing and maneuvering in preparation to land, an airplane at the greater height shall be responsible for avoiding the airplane at the lower height, and shall, as regards landing, observe the rules governing overtaking craft.

Between one-half hour after sunset and one-half hour before sunrise, airplanes in flight must show on the right side a green light and on the left side a red light. The tail must carry a white light, shining rearward. Lights should be installed on aircraft by someone who knows the requirements.

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**Radio**

(Continued from Page 16)

**KGW—MORNING OREGONIAN PORTLAND—491.5**

**Sunday, October 2**  
 7:30 to 9:00 p. m.—Evening Church services.  
 9:00 to 10:00 p. m.—N. B. C. program.  
 10:00 to 11:00 p. m.—Little Symphony orchestra.  
**Monday, October 3**  
 6:00 to 7:00 p. m.—Dinner concert.  
 7:00 to 7:10 p. m.—Educational talk.  
 7:10 to 7:40 p. m.—Instrumental entertainment.  
 7:40 to 8:00 p. m.—Travel talk.  
 8:00 to 9:00 p. m.—N. B. C. program.  
 9:00 to 10:00 p. m.—Concert.  
 10:00 to 12:00 p. m.—Dance frolic.  
**Tuesday, October 4**  
 6:00 to 7:00 p. m.—Dinner concert.  
 7:30 to 7:45 p. m. Utility service.  
 7:45 to 8:00 p. m.—Golf chat.  
 8:00 to 9:00 p. m.—Educational program.  
 9:00 to 10:00 p. m.—N. B. C. program.  
 10:00 to 12:00 p. m.—Dance music.  
**Wednesday, October 5**  
 6:00 to 6:30 p. m.—Children's program.  
 6:30 p. m.—Dempsey-Tunney fight through N. B. C.  
 7:30 to 7:45 p. m.—Utility service.  
 8:00 to 9:00 p. m.—Concert.  
 9:00 to 10:00 p. m.—N. B. C. Program.  
**Thursday, October 6**  
 6:00 to 7:00 p. m.—Dinner concert.  
 7:00 to 7:30 p. m.—Good Humor orchestra.  
 7:30 to 8:00 p. m.—Concert.  
 8:00 to 9:00 p. m.—Concert.  
 9:00 to 10:00 p. m.—N. B. C. program.  
**Friday, October 7**  
 6:00 to 7:00 p. m.—Dinner concert.  
 7:30 to 8:00 p. m.—Program.  
 8:00 to 9:00 p. m.—Concert.  
 9:00 to 10:00 p. m.—N. B. C. Program.  
 10:00 to 10:30 p. m.—Concert.  
 10:30 to 12:00 p. m.—Keep Growing Wiser Order of Hoot Owls.  
**Saturday, October 8**  
 6:00 to 7:00 p. m.—Dinner concert.  
 8:00 to 9:00 p. m.—National Broadcasting Company.  
 10:00 to 12:00 p. m.—Dance music.

**Society**

(Continued from Page 5)

setting. Mrs. Thomas Barnett is in charge of the Castilian tea room. This was the first of a series of international nights to be given by this club.

\* \* \*

Madame C. E. Grosjean was hostess at a dinner dance at Hotel St. Francis, Saturday, September 17. The guests of honor were Mr. and Mrs. William Carey Callaghan (the former Miss Eileen K. Grosjean).

\* \* \*

Judge and Mrs. David Brothers were registered at the Hotel Whitcomb this week. While here they were entertained considerably by their friends.

\* \* \*

At a shower given by Miss Estelle Tilhou in compliment to Miss Frances Catherine Kelly, who became the bride of Mr. George Edward Slevin Wednesday, September 21, announcement was made of the engagement of the hostess to Mr. Thomas P. Slevin.

\* \* \*

Mrs. Jean Juillard, of Monterey, and her son, were guests at the Hotel Whitcomb during the week, where they visited their many friends in the bay district.

\* \* \*

Complimenting Miss Adele Kingston, who is visiting here from her home in Los Angeles, Miss Claire Wilson entertained at luncheon in the

(Continued on Page 19)

**"Lindy" Sees How Movies Are Made**

Famous screen stars, who usually are watched by eager crowds themselves, thronged just as eagerly to see Colonel Charles Lindbergh when, during his California visit, he was the guest at the Metro-Goldwyn-Mayer studios, where he got his first glimpse of the "inside" of motion picture production.

So short was the famous aviator's stay in Los Angeles that he was able to visit only one studio, choosing the Metro-Goldwyn-Mayer plant, where he was the guest of Marion Davies and Louis B. Mayer, just before taking off on his flight to San Diego.

He was particularly impressed by the thousands of letters being sorted out for Beatrice Fairfax and the huge amount of mail to stars from picture fans all over the world. "It would be great business for the air mail," was his comment.

The aviator, following his tour of the studio, was taken to the offices of Louis B. Mayer, where the two chatted for some time. He was an enthusiastic spectator of the basketball game staged in Miss Davies' new picture "The Fair Co-ed," in which two teams made up of the prettiest girls in Southern California staged an exciting contest.

\* \* \*

Express service is offered by other than air transport lines under contract with the American Railway Express. For example, the Pacific Air Transport, flying between Seattle from San Francisco is eight hours, and to Los Angeles it is five hours. and Los Angeles, maintains daily ex-

Packages may also be sent anywhere by air mail at the regular rate of 10 cents per half ounce.

At one time Buffalo Bill rode 284 miles without stopping more than the necessary two minutes to change ponies. The air mail pilots, too, must have strength and quickness to drive their planes the many miles over desert, plain, and mountain.

Identification marks shall be located on the lower surface of the lower left wing, and on the upper surface of the upper right wing, and on both sides of the rudder. That is the gist of the air traffic rules.

\* \* \*

Providential—"I'm glad I wasn't born in Venice."

"Why?"

"Because I don't know any Italian," Sondagsnisse-Strik (Stockholm)

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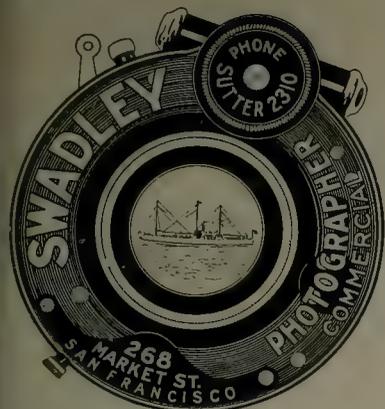
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**IN THE SUPERIOR COURT**  
of the State of California, in and for the  
City and County of San Francisco

Margaret Vanderhoogt, Plaintiff, vs. John W. B. Vanderhoogt, Defendant.  
No. 184626.

Action brought in the Superior Court of the State of California in and for the City and County of San Francisco, and the complaint filed in the office of the County Clerk of said City and County.

The people of the State of California send greeting to: John W. B. Vanderhoogt, Defendant.

You are hereby required to appear in an action brought against you by the above-named Plaintiff in the Superior Court of the State of California, in and for the City and County of San Francisco, and to answer the Complaint filed therein within ten days (exclusive of the day of service) after the service on you of this summons, if served within this City and County, or if served elsewhere within thirty days.

The said action is brought to obtain a judgment and decree of this Court dissolving the bonds of matrimony now existing between plaintiff and defendant, on the grounds of defendant's wilful desertion and wilful neglect, also for general relief, as will more fully appear in the Complaint on file, to which special reference is hereby made.

And you are hereby notified that unless you appear and answer as above required, the said Plaintiff will take judgment for any money or damages demanded in the complaint as arising upon contract or will apply to the Court for other relief demanded in the complaint.

Given under my hand and the Seal of the Superior Court of the State of California, in and for the City and County of San Francisco.

Dated this twenty-seventh day of July, 1927.  
H. I. MULCREVY, Clerk.  
By J. J. RAFFERTY, Deputy Clerk.  
(Seal)  
Austin Lewis, 473 Mills Bldg., San Francisco,  
Attorney for Plaintiff.

**Society**

(Continued from Page 18)  
garden of Hotel St. Francis, Wednesday last.

\* \* \*

The Martha Association, Order of the Eastern Star, entertained through its hostesses, the Misses Florence Fullner, Louise Kuenzie and Elizabeth MacLean at a charmingly appointed luncheon at the Fairmont Hotel, the matrons of the various chapters throughout the city of San Francisco. The luncheon tables were appropriately decorated with dainty corsages of pansies, baby and tea roses arranged in the form of a star.

\* \* \*

**Esthers Entertain**

Esthers of the various chapters of Eastern Star lodge entertained the Matrons at an attractive dinner and bridge affair at the Clift Hotel. Active on the committee of arrangements were: Miss Lillian L. Smith, chairman, and Mrs. Elsie Roberts and Miss Dorothy Boehm.

\* \* \*

Mrs. Edna L. Scott and her daughter Miss Mildred A. Scott have returned from a trip to the south and have taken a suite at the Fairmont Hotel where they intend to remain permanently.

\* \* \*

**Theatre Parties**

Mr. Allen Vincent, son of the president of the Old National Bank at Spokane, was guest of honor at one of the theatre parties attending the opening performance of the Players' Guild season. Mr. Vincent is making his home at the Clift Hotel during his appearance as juvenile lead with a local stock company.

\* \* \*

Colonel J. H. Poole and Mrs. Poole of Pasadena are spending a few days at the Fairmont.

Mr. and Mrs. Francis H. I. Brown of Honolulu arrived in the city a few days ago and expect to remain at the Fairmont for about ten days.

\* \* \*

**From Santa Barbara**

Among prominent Santa Barbarans at the Fairmont are Miss Liggett and Mr. Warren F. Liggett.

\* \* \*

St. James church provided the setting Saturday morning (September 17) for the wedding of Miss May Agnes Tully, daughter of Mrs. Sarah Enna Tully, and Mr. David F. McCarthy, son of Mrs. Mary McCarthy, of this city.

The ceremony was marked by simplicity, and was attended only by close friends and relatives of the couple.

(Continued on Page 20)

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## Society

(Continued from Page 19)

The bride was gowned in cream satin, and carried a shower bouquet of gardenias and lilies of the valley. Her only attendant was a bridesmaid, Miss Mary Henderson, who was gowned in orchid georgette and carried a bouquet of pale pink roses. Mr. Al Groskupf acted as best man. Following the ceremony a wedding breakfast was served in the Roof Lounge of the Clift Hotel. After a honeymoon spent in the Southland, the young couple will make their home in this city.

\* \* \*

Mrs. R. J. Currey and daughter, Miss Laura Currey of Dixon, who are here for the Opera season, are established at the Clift Hotel.

Mrs. Currey is a member of the Opera Association and a frequent visitor to San Francisco. She is planning several informal entertainments for friends here.

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## Spaulding-for-Supervisor

Jack Spaulding, candidate for supervisor, spoke before Presidio Parlor, Native Daughters of the Golden West, at Native Sons' Hall Tuesday night. He told them of some of San Francisco's needs and what he would help to accomplish if elected supervisor.

"It is most stimulating to see what a great interest women voters are showing in the coming election," Spaulding said. "It augurs well for the thoughtful and wise choice of those who will lead our city government."

\* \* \*

## Toner for Supervisor

New industries for San Francisco and wisely directed efforts to bring them here, the upbuilding of outlying districts to the west and south, the establishment of convenience stations throughout the city are part of the program Dr. J. M. Toner will work to accomplish if he is elected supervisor November 8.

Dr. Toner announced his platform Wednesday night at a large and enthusiastic meeting in Judge Thomas F. Graham's chambers at the city hall. He not only stresses the need of new industries in San Francisco but urges that "wisely directed efforts must be made to induce the large eastern manufacturers to locate within our boundaries." Toward this end he advocates that "cheaper power and cheaper water must be made available for them and to this end I will strive to bring about the early delivery of Hetch Hetchy water and power . . ."

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SAN FRANCISCO

# News Letter

ESTABLISHED JULY 20, 1856

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SAN FRANCISCO

Saturday, October 8, 1927

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# SAN FRANCISCO NEWS LETTER



Devoted to the Leading Interests of California and the Pacific Coast

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Vol. CIX

SAN FRANCISCO, CALIF., OCTOBER 8, 1927

No. 41

## Travel Tid-Bits

By Ernest F. Rixon

**PORTO RICO**—The "rich port"—was founded by Ponce de Leon in the course of his quest for the mythical fountain of eternal youth. The Casa Blanca, where that romantic explorer dwelt, still raises its gleaming white walls above the waterfront of San Juan, the island's capital. In the foreground is the fortress of Morro, memorial to the days of explorer and pirate. Ashore the scene changes, blending Spanish charm with American activity, where the latest thing in banking houses rubs elbows with shuttered dwellings and churches that smell of age and sanctity. The luxury of the city is typified by the splendid Condado-Vanderbilt Hotel. Outside the capital, Porto Rico is an island of majestic scenery.

**ST. THOMAS** is but a night's sail from San Juan. This shy little island was once under the Danish flag, but now, in consequence of the exchange for it of \$25,000,000, it is an outpost of the Stars and Stripes. The capital, Charlotte Amalia, is one of the most attractive towns in the West Indies. Along the waterfront runs Charlotte Amalia's only level street. Like the tropic growth of the hills, burgeoning shops where Panama hats and bay rum may be cheaply purchased, burst from this waterside road. Stretching uphill from this shopper's garden are many steep alleys which lead to the vantage points above, and at one of these elevations is an old fortress tower which legend claims to have been the lair of John Teach, the pirate "Blackbeard," whose violent ways have delighted schoolboys for a century.

**MARTINIQUE** lies a day's journey across a glittering tropic sea from the Virgin Islands. At Fort de France, port of the "Queen of the Caribbees," is not only West Indian splendor, but also history in the shape of a statue of the Empress Josephine, consort of Napoleon, who was born on the island.

Martinique has another claim to fame in Mt. Pele, the destructive citizen who acquired her fame without leaving home by laying waste the charming little city of St. Pierre a quarter of a century ago.

**BRIDGETOWN, BARBADOS**, is the personification of industry and energy. The island—one of the windward group—suggests Bermuda in the simplicity of its landscape. Unlike many of the West Indies, it presents great expanses of fertile and refreshingly green plains to the eye accustomed to volcanic sharpness. There is ancient Codrington College, St. John's Church, where, curiously enough, is buried the last of the line of Greek Christian Emperors, Palaeologus; and Maxwell House, one more in the enormous line of places visited by George Washington, who was in Barbados in 1751.

**TRINIDAD**, "the Island of Humming Birds," is a land where cocoanut plantations and fields of sugar cane are set against backgrounds of mahogany trees, groves of tall willowy bamboo, and clusters of breadfruit, orange and nutmeg trees.

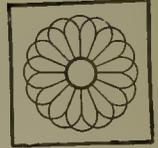
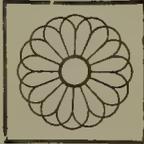
Port of Spain, the chief town, lies within the steep Boca del Drago, at the head of the Gulf of Paria. It is a cosmopolitan city, the second in size in the British West Indies, a vivid tropic port, in which Spaniards and Hindus, English and Tamils, Hollanders, Chinese and Scandinavians make up the throngs which give it color. Sixty miles from Port of Spain, near Brighton, is that strange phenomenon Pitch Lake, from which comes the asphalt to pave half the world's streets, and which, like some magical lake, is never emptied, replacing in a night all the pitch dug out during the day.

**LA GUAYRA, VENEZUELA**, is set against a background of dark mountains which seem to crowd it into the sea. The capital of the country is Caracas, the "City of Eternal June," here are dwellings of every conceivable hue, making rainbows of the narrow streets.

**CURACAO**, in the not distant day when revolutions in Venezuela were almost daily affairs, offered a convenient refuge for the unsuccessful aspirants to power.

**PANAMA** is a two days' sail from Curacao. The goal is Cristobal, the port of Colon, once sharing with Port Said, the reputation of being among the world's wickedest places. Due to its proximity to Cristobal and the watchful eyes of Uncle Sam its evil proclivities have lost their force, but it retains a fascination still in its narrow, irregular streets, its noisy cafes and its variety of strange people.

**JAMAICA**. The magnificence, the subtly splendid spell of the tropics, felt most distinctly in Jamaica, is inescapable. A climate which allows vegetation to grow to prodigious size, knowing no season, in utmost rankness, is strange to us. On the island are thousands of acres covered to the last inch, fields and mountain-sides, with heavy, gigantic leaf of the banana, or the slenderer fronds of the cocoanut palm. At work are countless blacks, Hindus and natives, in rags but happy and singing, cutting the great green bunches with their long sharp knives. At Kingston and Port Antonio we find delightfully modern hotels, in settings rarely equalled for beauty, with brilliant gardens surrounding them. Truly Jamaica is an epitome of the Tropics.



### No Opposition

As the time for election draws close it becomes quite apparent that there is no real opposition to Mayor Rolph in this community. This is all the more strange when we consider the length of time that he has served and the almost reckless daring which he has at times shown in defense of his opinions. If we take his attitude on the Wilcox case into consideration, we must agree that not many political candidates would dare to have been so determined with an election so close.

Taking the men who are posing as candidates for the mayoralty in opposition to James Rolph Jr. One is a mere tool of a political machine which must place itself on record or whimper itself into extinction. The Finn-Graney piece of political furniture is however an antique and fails to create any interest on the part of the mass of the people. The other candidate is known merely as a critical sort of person, interesting enough in a mild way, and in his way a useful citizen, but not of the calibre of which leaders are made and an impossibility for a metropolitan city with an important development just ahead.

It is certain that none of us are willing to hand over the reins of the city to a political boss. We have had some experience with gentlemen of that kind and we cannot say that we like it. On the other hand we cannot endure the thought of a dilettante critic posturing in the mayoral chair in times of stress when actual faith and ready sagacity become essential to the life of the city.

The fact is that the people have already made up their mind that there is but one candidate. With the opposition so poor even a less able incumbent would be safe. It is well for San Francisco that we have probably the ablest and most widely respected mayor in the world today. We should be idiots to part with him.

\* \* \*

### "Suicide" Ambition

Secretary Wilbur of the Navy says that while he is secretary he will not permit the department "to aid and abet any man who attempts to commit suicide." This was in connection with the request of Schlee and Brock that the Navy place a beacon in the Midway Islands to guide them on their trip over the Pacific.

The two aviators appear to be aggrieved and to complain that the navy did not co-operate with them in their venture. They have no real grievance. In the present state of aviation development it can hardly be expected of the government to go on record as favoring the attempts of private adventurers to accomplish their aims. To do so would be to make the government a partner in the enterprise and partially responsible for the ensuing disaster, if disaster comes. At present aviation attempts are private and the aviators must take their own risks.

On the other hand, the branding of flyers as ambitious for suicide is hardly the right attitude for a person connected with the national defense. These attempts may, in the long run, prove to be of the greatest importance in the development of what will undoubtedly be the most important means of transportation in the future. It is true that there have been some lamentable accidents and that good lives have been sacrificed. But there is no progress without such sacrifices and it is to the glory of the race that men are found ready and willing to take the chance of death in the pursuit of adventure.

### Trade With Latin America

At last, the possibilities of trade with Central and South America, on a large scale, are beginning to attract the attention of statesmen in Washington. It is none too soon. Lem Parton, who is well known here, points out that the recent long distance telephone conversation between President Coolidge and President Calles is regarded as being of great significance in that direction.

The fact is that there are signs that Europe is likely to enter upon a tariff policy which may seriously interfere with the market of a great portion of our manufactured goods and it becomes necessary to look for fresh markets. At all events, it is pointed out that there is a large increase in interest in Latin American trade and that no less than five bureaus have been formed in New York to deal with that matter.

As a collateral activity there has been a great increase during the past few years in the investment of American funds in Southern securities. Latin American loans which totalled but \$28,400,000 in 1919, had climbed to \$387,637,700 in 1926. The money is used for the development of hydro-electric power, mines, railroads, communication systems and industry.

These facts show that the Latin American countries are fast coming into the system of what we call "civilized countries." This means a great increase in wealth and a consequent demand for those commodities which we produce. The field is new but very promising. It may be that, with the proper development of trade with Latin America, we may render ourselves independent to a great extent of the tariff vagaries of European nations which are naturally jealous of our great prosperity.

\* \* \*

### The Mayor and Mr. Wilcox

There can be no doubt of the correctness of the position of the mayor in the controversy which has arisen between him and the supervisors with respect to the appointment of Delos F. Wilcox as expert on the San Francisco railroad question. The Mayor hits the nail right on the head in his statement that Mr. Wilcox is "an enthusiast on municipal ownership; but this is no longer an issue in San Francisco." And the further statement, "The physical problems should be clarified by engineering experts of the greatest skill and experience," is equally to the point.

There is no question that the railroad position in San Francisco is reaching a critical point. Franchises are soon to lapse and the situation calls for the best knowledge and the clearest thinking. The problem is an engineering problem and it is not a matter of the application of a theory of municipal ownership. To muddle it by the consideration of the abstract question is to render it still more perplexing. It is a practical question which calls for a practical solution.

Practical questions are not to be solved by the rhetorical oratory which supervisors are unfortunately too prone to employ in their efforts to tickle the ears of the masses. This heated atmosphere should be shunned by those who wish to arrive at sane and right decisions on the railroad question. In reality the affair is not political at all. It is a question of scientific calculation and justice. And such questions are not political, they are distinctly engineering questions.

## Local News of the Week at A Glance

### For Those Away From Home

Marriage certificates issued in San Francisco during September exceeded by 200 the number issued last September.

The Southern Pacific and Great Northern will purchase a site in Klamath Falls, Oregon, for a joint freight terminal, it was recently announced.

Father Ricard, of Santa Clara, "Padre of the Rains," predicts October as a month of alternate smiles and frowns. He does not predict anything like a storm until the middle of this month.

Plans for Columbus Day on October 12, to commemorate the 435th anniversary of the discovery of America, with a pretentious program, now are being made.

California is economically sound. A compilation of statistical data over a sixteen year period shows that California's net industrial income, including agriculture, lumbering, fishery products and value added by manufacturing, has increased from \$513,657,000 in 1909 to \$2,147,501,000 in 1925.

A vigorous drive against illegal motor vehicle lights will be started immediately by the chief of the California Division of Motor Vehicles, it is announced. The California Public Safety Conference will co-operate with him in the drive. Every automobile and motor truck must have two headlights during the period one-half hour after sunset until one-half hour before sunrise. Six types of lights are defined in the law: headlights, spotlights, tail lights, auxiliary lights and clearance lights.

What is considered to be one of the greatest regattas ever held on the Pacific Coast, took place during this past week at Stockton, to celebrate Congressional authorization of the \$6,000,000 Stockton deep water and inland harbor project. Diving and swimming contests by some of the most famous local champions, and boat races were the main features of the program.

Our newly created State Tax Commission, meeting at the Capitol for the first time, went on record as being opposed to making any change in the Federal tax laws that would react on California's State tax system. This move was aimed at certain Eastern organizations that are seeking the indorsement of California legislators in a move to urge Congress to repeal the Federal inheritance tax, leaving the field of estate taxation solely to the States.

The Associated Charities, with the help of other charitable institutions, maintained eight San Francisco families during the training period by the state re-educational and vocational department. Two men in the building trades, incapacitated by accidents, were taken in charge and educated as draftsmen and blue print men. A house painter has been retrained as an automobile painter, where he does not have to climb ladders.

Municipal Railway receipts for the week ending October 1, totaled \$68,203.45.

Disbursements of more than \$130,000 during July, August and September were paid out to retired city employees of San Francisco.

\* \* \*

The annual event of San Francisco Lodge No. 26, Loyal Order of Moose, the Mardi Gras Ball, to be held in the Auditorium, October 15, promises to have an attendance of 10,000, so it is announced.

\* \* \*

Registration of women for the first time in San Francisco history went over the 100,000 mark during the last week, according to Registrar Zemansky.

\* \* \*

Farmersville claims the oldest big game hunter in the State, this hunter being a woman. Mrs. M. L. Mason a few days ago, applied at Exeter for a hunting license and for two deer tags, giving her age as 75 years. She expects to bring back the limit of deer.

\* \* \*

The annual charity rummage sale, held each year by a group of society women, will take place October 14 in the Civic Auditorium, and treasure chests, wardrobes and attics are being turned topsy turvey these days to find some superfluous finery or trim talleurs with which to delight the less fortunate.

\* \* \*

The Republican National committeemen are dividing their sentiment among four cities—Cleveland, San Francisco, Minneapolis and Detroit, in connection with the meeting place to be chosen for the 1928 national convention.

\* \* \*

Early next summer will see the institution of an air line from San Francisco to Chicago; the ships to be flown by the Boeing Air Transport Company, Inc. of this city. Three twelve-passenger air liners designed to be more airworthy and offer more comforts than any yet produced in Europe or America, will be in service.

\* \* \*

Thursday of this week saw the first ground turned for construction of the new \$2,000,000 Fox Theater on the Market street gore block, bounded by Market, Hayes and Polk streets. Mayor Rolph officiated.

\* \* \*

A bus service over Silver avenue from Mission street to San Bruno avenue, to meet the demand of the Mission-Portola district, run by the Market Street Railway Company, was inaugurated last Thursday morning with a parade starting from Mission street and Silver avenue and proceeding to the Portola district, where numerous speeches were made.

\* \* \*

The Redwood Empire Association held its seventh annual meeting Friday in Santa Rosa. Today (Saturday) the association will depart from the Occidental Hotel in Santa Rosa, on a six day tour of the Redwood Empire counties. Representatives from the California Development Association, the San Francisco Convention and Tourist League, the S. F. Chamber of Commerce, Californians Inc., and the Better Business Bureau spoke on the subjects dearest to their hearts, generally speaking, the advancement of California and its industries.



By Antoinette Arnold

### Handsome Luncheon for Lovely Bride

Surely no bride, anywhere, was ever given a more attractive luncheon than the memorable event in compliment to Mrs. LeRoy Linnard, a beautiful June bride, wife of the manager of the Fairmont Hotel.

Mrs. D. M. Linnard, of Pasadena and San Francisco, wife of the prominent hotel man, whose name is held in high esteem through national and international hotel life; and Mrs. Le Roy Linnard, her daughter-in-law, presided jointly as hostesses at the reception and luncheon last Wednesday week.

Guests were received in the charming laurel court of the Fairmont. The luncheon took place in the mirrored grey room, exquisitely decorated for the occasion.

Round tables, placed at various points in the room, were artistically decorated with the season's rarest blossoms, tumbling baskets of gorgeous blue flowers, radiant autumn dahlias of vari-hued varieties, and roses, adding luster of matching colors, presented a picture of loveliness. In fact, the entire scene resembled a magnificent painting.

\* \* \*

### Gracious Hostesses

Mrs. D. M. Linnard sat at one of the large round tables, and Mrs. Le Roy Linnard presided at an adjacent table with guests.

In the center of the room stood a pedestal of flowers surrounded by palms and in each corner of the room were similar floral and shrubbery arrangements.

While guests were entranced with the lovely scene, spreading like a picture before them, it was really the graciousness of the hostesses which will make that particular luncheon ever remain a pleasant memory, in addition to the magnetic beauty of each detail.



MRS. B. M. BREEDON

### True Aristocrats

Mrs. D. M. Linnard wore an elegant gown of softly toned chiffon, subdued browns and autumn shades blended in its texture, a graceful strand of the material falling from her left shoulder. Her hair was especially fetching, and there was the air of the true aristocrat about this lovely lady.

Mrs. LeRoy Linnard, the bride, with her blue-blue eyes and blonde hair, certainly did look like a picture. She wore an exquisite chiffon gown of the very softest pastel tones and with her gown there was worn a cluster of her favorite flowers, lilies-of-the-valley, fastened just below the left shoulder.

The charm and modish simplicity of both hostesses was indeed a criterion of the born aristocrat!

In fact, the luncheon, in its exquisite completeness was like the fulfillment of some cherished ideal.

\* \* \*

### Bungalow Home

Mrs. D. M. Linnard, who spends most of her time in Pasadena, where she has a homelike bungalow in the grounds of the Huntington Hotel, often comes to San Francisco where she has many friends who welcome her at her other home here at the Fairmont.

Mr. and Mrs. Le Roy Linnard will soon occupy their bungalow, now being built on top of the Fairmont, where a view of unsurpassed range and beauty is to be obtained from their cottage windows.

### Women Leaders Chosen For Travel-Trade Show

Mrs. W. D'Egilbert, director of the Women's division of the Pacific Foreign Trade and Travel Exposition, has appointed her chairmen who will aid in making for the great success of the exposition, to be held in the Exposition Auditorium, November 11 to 20, with leaders of many nations participating.

Mrs. D'Egilbert's chairmen are as follows:

\* \* \*

### General Committee

General Committee—Mrs. Edward Dexter Knight, Mrs. J. E. Butterfield, Mrs. Marie Pernau Walsh, Dr. Susan H. Hamilton, Mrs. Mary Dey Bolde-mann.

Decorations — Mrs. William H. Weilbye.

Conventions—Mrs. Harry Kleugel. Speakers' Bureau—Mrs. Frederick H. Colburn.

Foreign Trade Hospitality — Mrs. Maude Hard-Ballance.

Woman's Board—Mrs. Edward C. Wright.

Consular Committee—Mrs. Gerald Campbell.

### Art, Publicity, Special Events

Mrs. D. E. F. Easton has special events. Mrs. Edith Smith, art; Miss Matilda Rosenfeld and Josephine Willson, publicity; Mrs. Elizabeth Drendell, American Legion Day, Mrs. Carl H. Wisewell, education. Music Committee—Mrs. Edward R. Place, chairman; Mrs. Helena Munn Redewill, Mrs. Francesca Vallejo McGettigan.

\* \* \*

### Woman's Board

Mrs. Edward C. Wright, president of the Woman's Board, will be aided by the following prominent women: Mrs. Phillip E. Bowles, first vice-president; Mrs. William Hinckley

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Taylor, second vice-president; Mrs. Charles W. Slack, third vice-president; Miss Laura L. McKinstry, fourth vice-president; Mrs. Gaillard Stoney, honorary secretary.

\* \* \*

**Special Days**

During the Foreign Travel and Trade Exposition there will be special days under the supervision of leaders well known here, as follows: Armistice Day, Mrs. William D'Egilbert, Mrs. Edward R. Place and the Woman's Board of the Panama Pacific International Exposition. American Legion Day, November 12, Mrs. Elizabeth Drendell; National and Service Clubs Day, November 13. Wives of the club presidents and appointed representatives, Mrs. E. W. Wilson, chairman.

\* \* \*

**Woman's Day**

Woman's Day—Mrs. W. W. Green, director general; Mrs. J. E. Butterfield, chairman. Reception committee, all Federated Club presidents and presidents and committees from all women's organizations, November 14.

Latin-American Countries Day, November 15—Wives of consuls of Latin-America and Mrs. B. C. Bremer.

French, Italian and Southern Europe Day, November 16—Wives of consuls of France and Italy and Miss Anna Stephanatos, for Greece.

\* \* \*

**British Empire Day**

British Empire Day, November 17—Mrs. Gerald Campbell, Mrs. Maude Hardy-Ballance, Mrs. Cain, Mrs. Musgrave.

Germany and Central Europe, November 18—Dr. Emil Wiehl, Miriam Margaret Krsak, Czecho-Slovakia; Mrs. A. S. Musante, Jugo-Slavia; Mrs. H. W. Glensor, Latvia.

\* \* \*

**International Day**

International Day, November 19—International Education Club, Miss Edna Houston, president; Mrs. Alice Wilson, Miss Irene Applas, general reception committee; Mrs. George A. McGowan, president International Salon of Art, chairman.

Oriental Day, November 20—Russia and Northern Europe—Mrs. An-ching Kung, Mrs. Ichitaro Shibata, Mrs. Finn Lund, Mrs. van Coenen



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Nob Hill  
A Smart Town House for a  
Day or a Year  
500 Rooms  
Tariff: From \$4 per day

Torchiana, Mrs. C. Furst Smith and wives of consuls of the various countries; Mrs. B. E. Grace, Mrs. Dan Sweeney, Indo-China.

\* \* \*

**Reception Committee**

General Reception Committee — Mrs. N. Lawrence Nelson, chairman; Mrs. George A. Mullin, Mrs. Kathleen Byrne, Mrs. Lillian Harris Coffin, Mrs. Charles M. Stern, Mrs. Alice Price, Mrs. Elizabeth W. Latham, Miss M. Cofferato, Mrs. Laurel C. Bias, Mrs. A. W. Stokes, Mrs. Marie Pernau Walsh, Mrs. W. W. Rednell, Mrs. A. E. Curtis, Miss Marie Louise Olsen, Mrs. F. O. McColloch, Mrs. Reigelhuth, Mrs. Josephine Swan White, Mrs. Genevieve Hailey, Mrs. William MacPherson Fitzhugh, Miss E. Jewell Perrin, Mrs. John Victor Gally.

There is every reason to predict a most successful exposition reminding us of the wonderful days of 1915, when San Francisco was the "center of the world."

Mrs. W. D'Egilbert, honorary director, has an able and efficient secretary assisting her in the big and interesting task of making the Travel and Trade Exposition successful. She is Miss Ada Teitel, secretary of the executive committee of Woman's Participation.

\* \* \*

**Mark Hopkins Stages Days of Old Spain**

Days of olden Spain will be brought to life the night of October 11, in Peacock Court and the Room of the Dons at the Hotel Mark Hopkins. That witchery brewed of the gay rattle of castanets, the dashing verve of a red rose correctly placed in a senorita's dusky hair, soft-strumming guitars and music shot with the fires of human emotions, will bind society in its spell.

For that night will mark a decided innovation in San Francisco entertainment. "Spanish Night" titles the

affair—first of a series, collectively known as "Fates of the Nations."

Interior decorators are transforming Peacock Court and the Room of the Dons into a typical Spanish atmosphere.

Senor Aguero will present an elaborate, colorful "Fantasia Espanola," for which he has engaged a special company of artists.

\* \* \*

**Card Party for The Children**

Society is interested today in the card party which is to be given at the Fairmont Hotel for the benefit of the fund for the school for subnormal children.

Mrs. B. M. Breeden, president of the San Francisco Archdiocesan Council of Catholic Women, and her constituents have received reservations for more than two hundred tables in the gold ballroom and the red room where the pretty tables will be placed for the card games.

Mrs. Breeden has just been re-elected to the office of president and it required a change in the constitution and by-laws in order to again place the same executive at the head of the organization. Her able work and the widespread activities of the council have been the urge which loyal workers placed before her that she might still "carry on" the noble work.

\* \* \*

**Hostesses**

Prominent among the leaders in this work are the active members who will preside at card tables and who will gladly receive more reservations from those who wish to enjoy a game and, at the same time helping a most deserving and worthy cause. Here are some of the names of committee chairmen and hostesses: Mesdames John Cunningham, Eugene Conlin, P. Bannan, Oscar Mansfeldt, Neil Henry, Leo Merle, Edward Kiel, A. S. Musante, W. S. Millerick, Arthur Sherry, Frank Silva, W. H. Wilson, J. J. O'Toole, Daniel F. Murphy, J. C. McInerney, E. E. Rossi, Arthur Mitendorf, O. Paulson, W. J. Kilgariff.

(Continued on Page 16)

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# PLEASURE'S WAND

OBEY NO WAND BUT PLEASURE'S  
— Tom Moore



By Josephine Young

## Theatre Arts Club

The fourth season of the Theatre Arts Club, Inc. of San Francisco, under the able direction of Talma-Zetta Wilbur, has added considerably more laurel to its splendid record.

This past week the Theatre Arts Club presented four excellent plays in the Community Theater, Sutter and Mason streets, carrying to fruition its aim in the intelligent production of significant plays intended for audiences of mature mentality.

\* \* \*

## Drums of Oude

A play by Austin Strong, "The Drums of Oude" was the first of the group of four plays by the Theatre Arts Club, Tuesday evening, September 27, with incidental music by Cyrus Trobbe. Those who took the leading parts were: Satan Stone, Morton Grey, Edward Steffen, Art Chabot, Sante Quattrin, Madaliene Sheenan.

Alexander Cameon played the bagpipes.

\* \* \*

"Hanging and Wiving," a passage in the lives of a girl and a woman, by J. Hartley Manners, had for its star players Katherine C. Creary, Marion E. Garthorne, Evelyn Hines and William S. Lord, all of whom essayed their roles with fine skill.

"The Delta Wife," the act which won one of the Samuel French awards at the fifth annual Little Theatre Tournament in New York in May of this year and which was written by Walter McClellan was played in histrionic intelligence by J. Philip Nathan and Talma-Zetta Wilbur, there being the two roles in this play of levee life in a far southern state.

\* \* \*

## Comedy Play

"One of Those Things," a comedy by George Kelly, was the fourth play of this group played by the company comprising the Theatre Arts Club with Robinson Farnsworth, James J. McCormick, Alyce Marean, Leta Schwartz and August Dellepiane in the cast.

The next production by these players is scheduled for the evening of Tuesday, October 25, and the dramas offered will be of the same high standard.

## Capitol

Marjorie Rambeau received a rousing welcome upon her return to San Francisco in the splendid drama of mother love entitled: "The Pelican," based upon the legend that a mother pelican gives up its life-blood when needed for her young.

The story of "The Pelican" provides dramatic moments of high and appealing tension and serves as a superior vehicle for the talented Marjorie Rambeau, giving her emotions full range and registering anew her place as an outstanding star on the legitimate stage.

She looks charming as the young mother of 20 in the first act. She is indeed as handsome as the mother of 38, when life with its turmoil has mellowed her wonderful nature and revealed the depths of character the story presents. Marjorie Rambeau also exhibits the power of repression when she leaves a strong scene entirely to the male players in the company to whom honors belong. Marjorie Rambeau has been classified by critics throughout the country as one of the very first American actresses, her part of the mother in "The Pelican" giving renewed proof of her art and her rightful place as a star of the first rank.

The production is carried out in every detail to artistic fulfillment, and Miss Rambeau's supporting cast is excellent.

Allen Vincent plays the role of the boy and wins his audience by his naturalness and dramatic intelligence.

Richard Lancaster takes the part of the husband. Herbert Hayes, Zeffie Tilbury, bring added distinction to the roles.

\* \* \*

## Lurie

"Oh Kay" comes to the Lurie Theater Monday night, October 10, with Elsie Janis and her company presenting the musical comedy that had a season's run in New York.

Guy Bolton and W. G. Wodehouse are responsible for the book and offer a comedy which is sure to bring satisfaction to those who wait for musical comedies of high caliber. Comedy roles are taken by James Donlan, John Roche and Jimmy Clemons surrounded by a company of one hundred clever singers, dancers and mirthful

## Amusements

NEXT WEEK

### ON THE STAGE

#### Alcazar, O'Farrell nr. Powell

"Pigs," Henry Duffy presentation of John Golden's comedy. May Buckley and Emerson Treacy in the cast.

#### Columbia, Eddy nr. Powell

"The Pelican," human drama starring Marjorie Rambeau.

#### Curran, Geary nr. Mason

"Gay Paree," musical and dancing production with Chic Sale and a chorus of 159.

#### Lurie, Geary nr. Mason

"Oh Kay," musical comedy featuring Elsie Janis opening Monday night.

#### President, McAllister nr. Market

"What Anne Brought Home," Henry Duffy comedy with Earl Lee starred in the role of the comedian.

\* \* \*

### VAUDEVILLE

#### Golden Gate, G. G. Ave. and Taylor

Ned Wayburn's Buds of '27; Harry Kahne, George McClellan in comedy. "The Prince of Headwaiters," Lewis Stone, screen star.

#### Orpheum, O'Farrell nr. Powell

Al Shean, Miss Lynn Canter. "Business Is Business," Dancing Venus "Marietta," Jessie Maker, William Redford Co. McCarthy Sisters. Two Harlequins.

#### Pantages, Market at Hyde

Sophie Tucker coming Saturday with her new bag of funny tricks.

Vaudeville acts, screen features, specialties.

#### Union Square, O'Farrell nr. Powell

Vaudeville—Pictures.

#### Wigwam, Mission nr. 22nd

Musical show—pictures.

\* \* \*

### ON THE SCREEN

DOWN TOWN

#### California, Market at 4th

"The Magic Flame," Ronald Colman and Vilma Blangy. Gino Severi music.

#### Cameo, Market opp. Fifth street

Tom Mix in "K and A. Train Robbery," Sat. Sandow, police dog, in "Call of the Wilderness," Sun. and Mon.

#### Casino, Ellis at Mason

Sat., "Devil's Dice" and "Eyes of the Totem." Sun., Mon., "The Nervous Wreck" and "Fools of Fashion." Tues., Wed., "Rose of the Bowers" and "Hey! Hey! Cowboy!" Thurs., Fri., "Michael Strogoff."

#### Granada, Market at Jones

Marion Davies in "The Fair Co-ed." Frank Jenks and his band.

#### Imperial, Market St. op. Jones

Harry Langdon comedy, "His First Flame." Hermie King and his band.

#### St. Francis, Market bet. 5th-6th.

Lillian Gish and Norman Kerry in "Annie Laurie."

#### Warfield, Market at Taylor

"American Beauty," Wallace Irwin story featuring Billie Dove and Lloyd Hughes. Return of Walt Roesner.

RESIDENCE DISTRICT

#### Alhambra, Polk St., nr. Green

Harrison Ford, Phyllis Haver, "No Control." Sat. Joseph Schildkraut, "His Dog," Sat. Clara Bow, "Rough House Rosie," Sun.

players. Music in the comedy scenes comes from Gershwin brothers, George and Ira, whose names are synonymous with success.

"Twinkle, Twinkle" now attracting big houses will have its final performance at the Lurie Theater this week. It features Nancy Welford and Joe Brown and Flo Lewis and is too good to miss!

\* \* \*

**President**

Anne's mother sent her out to buy two yards of crepe de chine and she came back with a husband. That is what started all of the excitement in "What Anne Brought Home," the unique comedy at the President. It starts its second week at the matinee Sunday.

Leneta Lane makes Anne, a wistful, resourceful young woman. Robert Adams is good as the diffident, but ever-willing husband. Earl Lee is a riot as the cantankerous "Uncle Henry." His is the real fun making role in the piece. Thomas Chatterton is his reliable self as the father of the household. Dorothy LaMar plays the mother with considerable cleverness. A part, created for laugh making purposes is that of the boastful Hardcastle, very well done by Ken Browne. Joan Warner and Claire Brandt are interesting as Anne's sisters and Charles Edler completes the cast in the part of J. T. Raymond. Henry Duffy deserves commendation for the production which has been cleverly executed under the direction of Walter Gilbert.

\* \* \*

**Alcazar**

"Pigs," Henry Duffy's latest Alcazar attraction, is a quaint play. The title gives no hint of its value as one of the most enjoyable comedies of the season. But the outbursts of laughter throughout the play have not been equalled at the O'Farrell street theater in many months.

May Buckley, adored by San Franciscans, gives a capital portrayal of the mother. Helen Keers' characterization of grandma is splendid as is everything she does. Edward C. Brooks gets his share of the laughs as "Uncle Hector." Others in the company include: William Macauley, Zeda Reed, Kenneth Gamet and Henry Caubisens.

\* \* \*

**Orpheum**

One promising program of the present season will be offered at the Orpheum Theater for the week beginning Saturday matinee when Al Shean, half of the celebrated team of Gallagher and Shean, and Miss Lynn Canter, prima donna of the Greenwich Village Follies, offer a new act

entitled "Business is Business," also Jack Laughlin's Dancing Venus, "Marietta," with a large company including Ray Williams, Gardener Reece, William Magnietti, Ann and Clarice Scovell, Steve Savage and Mae and Bob Carson, offering a colorful revue, song and novelty created and staged by Jack Laughlin; Marie Vero, schoolgirl coloratura, considered a vocal "find," and that clever entertainer, Hal Hart, who bills himself as an "Extra Added Detraction."

Other features of this new program will include: Jessie Maker and William Redford and their own company of five, in a comedietta entitled "High Lights"; Clara Barry and Orval Whitledge in "Jest for Awhile"; the McCarty Sisters, Clare and Alice, "Two Colleens from Musical Comedy"; and the Two Harlequins offering original entertainment.

\* \* \*

**Granada**

Marion Davies, who seems to be able to invent a new haircut for each one of her pictures, has affected the "college cut" for her new starring vehicle, "The Fair Co-ed," which comes to the Granada Theater, starting Saturday.

Miss Davies' roles in the majority of her pictures demanded that she completely change her personality, but in "The Fair Co-ed" her admirers will have the opportunity to see her as she really is—a typical American girl, the college co-ed of today.

On the stage Frank Jenks and his band will feature in a new Fanchon and Marco specialty idea.

\* \* \*

**St. Francis**

"Annie Laurie," the story of the Scotland lassie with Lillian Gish the star, follows the successful run of "The Cat and the Canary" at the St. Francis Theater. Norman Kerry plays opposite in this picture, as thrilling and pretty as the historical legends of old Scotland. It is splendidly staged and carried out in detail, with many bagpipe players appearing in picturesque settings. Henry Carey has an important place in the picture.

\* \* \*

**California**

"Ben Hur," the magnificent photoplay, starring Ramon Novarro and Francis X. Bushman as the rivals, finally has concluded its long run at the California Theater and will now be followed by Samuel Goldwyn's production, "The Magic Flame," featuring Ronald Colman and Vilma Banky, the stunning Hungarian screen star. This picture was directed by Henry King.

(Continued on Page 18)

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Here is reliable, economical and absolutely carefree heating for your home.

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## Finance

The Southern Pacific development department claims that shippers have saved more than a billion and a half dollars during the last six years by reductions in freight rates. "Meanwhile there have been tremendous gains in railway operating efficiency. The shipper has not only had lower rates, but trains carrying his goods are moving faster and schedules are more reliable than ever before, serious car shortage apparently is a thing of the past, and railway facilities have been vastly improved." All of which spells progress in capitals.

It is strange that one seldom thinks of the direct consumption of natural gas and yet that has increased enormously in the last few years. There has been an increase of 12 per cent in its use since 1925 in industrial operations alone. Domestic consumers used 22 per cent of natural gas in 1926, leaving 78 per cent for industrial consumption. In 1926 there were about 3,731,000 domestic consumers of natural gas.

The heavy trading in high priced San Francisco bank stocks is still the main feature of the market. This sends up the amount in value of transaction on the San Francisco Exchange tremendously so that the recent figures greatly overtop those of preceding years.

Oils are very variable and not strong. They open fractionally weak, develop some strength and then again at the close of the day run down. There seems to be no steam about them. The overproduction appears to have a debilitating effect.

Colonel Edwin Landon, in a recent speech to the Commonwealth Club, remarked that "the passage of a paper through the State Department is a fearful and wonderful proceeding; as many as twenty signatures of subordinates are required before it can get to the personal attention of the Secretary of State.

E. Guy Talbot, in a recent speech says: "There are three great dictatorships, Italy, Turkey and Russia. Perhaps Italy holds a more commanding position than she has ever done in all history. Mussolini is nursing ambitions to make the Mediterranean an Italian lake."

Twelve and a half million Turks, it has been said, dictated to the world shortly after the World War and the question is asked what about the chances of 400,000,000 Chinese? So far there is no need to worry, for the Chinese are very busy disposing of each other. They are too busy in fact, to buy as much as we should like to sell them.

John D. Galloway, consulting civil engineer, says of the Swing Johnson bill: "The waters of the river will be sent to the Imperial Valley without entering Mexico and the Mexicans can go without the water from the regulated river. This nation will use the river as it sees fit and rob the Mexican lands at its pleasure, if the bill passes. As a piece of high-handed outrage to a weak nation, the action proposed by the bill is on a par with the German invasion of Belgium." Pretty strong words, but there is more in them than many of our people are inclined to admit.

It is developing that there is a tremendous market in the class of two-or-more car owners.

# Political Hop-Offs

J. Emmett Hayden, supervisor, pulled the old ship, "Spirit of Supervisor," out of the hangar last week and is out scouting over the political course. Emmett has always flown a snappy plane and just as always landed safely at the finish of the flight—an augury of success in the November hop-off.

Andrew Porter, one of the latest out on the practice field, has a new boat this time labelled "Spirit of Auditor." That means a fight for Boyle.

If one more thing is necessary to make the November 8th flight a thrilling one, it is the entry of a flyer for Finn's job. Poligossip has it that friends of Supervisor Andrew J. Gallagher are importuning him to take off for sheriff. That would be a wow!

"The great rally of the citizens," said William F. Benedict, Rolph's campaign manager, "is to the standard set by Mayor Rolph in his clean administration. It is a rally which will bring out the solid, silent, home vote for Mayor Rolph."

Supervisor Lewis F. Byington, past grand president of the Native Sons of the Golden West, has declared for Maurice T. Dooling for District Attorney.

A women's rally was held yesterday at the San Francisco Women's Building. Mrs. Edwin J. Hanson, president of the women's committee, presided and the body declared for the re-election of Matthew Brady for district attorney.

One hundred thousand women voters registered! It's near that now and this is unprecedented. No wonder the various candidates are looking their best for the ladies' "once over."

Backers of Assessor R. L. Wolden in his round trip, non-stop flight to Assessorship, have opened headquarters at 4561 Mission street to cover the twenty-third assembly district. Also it seems Wolden is an old time semi-pro baseball player and has been endorsed by a club of the old timers in that pastime.

Maurice T. Dooling, candidate for district attorney, addressed the Public Spirit Club a few days ago on "Reform in Criminal Procedure," and in the course of his discourse showed keen insight into the failings of the code and the effect thereof on criminals and society.

Of the women groups, possibly the largest and most enthusiastic is that working out from Mayor Rolph's headquarters with Miss Alicia Morggrave as chairman.

Julius S. Godeau, the undertaker, has put up the fee to start for supervisor, and with his former practice at going up, figures to land in the prize money.

Chinese businessmen citizens have the old dragon out spouting fire for Spaulding for supervisor.

Frank W. Smith, 58 Sussex street, has organized a large war veterans' club in the twenty-fourth assembly district. So the gang's out there shouting the battle cry of "Jas. B. McSheehy for Assessor"—and it's some holler!

Assessment Equalization Demands  
Assessment Experience

RETAIN

## WOLDEN

ASSESSOR  
(Incumbent)



Choose your District Attorney as you do our own attorney

ELECT

## Maurice T. Dooling

District Attorney

November 8



Re-Elect

J. EMMET  
HAYDEN

SUPERVISOR

Chairman of the Auditorium Committee for Eight Years



RE-ELECT  
SUPERVISOR

## JESSE C. COLMAN

For a Business Administration



RE-ELECT  
J. B.

## BADARACCO

Supervisor

Better Streets — Peninsula Highways  
Commercial and Industrial  
Development

**Last Car Runs on Montgomery Street**

Mayor Rolph and Samuel Kahn, president of the Market Street Railways, officiated last Wednesday at a very interesting ceremony staged in front of the Russ building in the "Wall Street of the West," in the ceremonies attendant upon the running of the last car on Montgomery street.

A review of street cars, demonstrating various samples of vehicles, showing the advance made in the conveyances from the ones that were used in the 1860's up to the latest model "California" cars, was the main feature of the program.

The Market Street Railway has shown its usual spirit of progress in allowing the removal of the tracks from this center of San Francisco's financial operations, and credit should also be given to the North Central Improvement Association, who took the initiative in the program of purchasing the railway franchise and having the tracks removed from the street.

**Gridiron Battles**

By Lyman Martin

Last Saturday 38,000 people, more or less, went down to Stanford to see a preliminary football game between the Sons of Stanford Red and the little college of St. Mary's, across the bay in Oakland. It was acknowledged a tough hurdle for Stanford, yet few thought that it would mean any more than an opportunity to dope out Stanford's possibilities in the conference games to come later in the year. All of these good people remained to see one of the greatest displays of defensive football that was ever exhibited on this coast. They remained to see the Stanford champions of 1926 humbled by the score of 16 to 0. They remained to see a football game won by linemen who swarmed over Stanford's offensive plays and forced the Redshirts to fumble.

All of the sixteen points were made by linemen as the direct result of fumbles. It may be that Stanford has not had time to perfect their offense, but neither has St. Mary's.

The game was a bit rough. Football is not football unless it is just that. St. Mary's asked for no quarter and gave none. And they won the game through fight and the ability to follow the ball.

"To the victor belong the spoils," and to Slip Madigan, coach of St. Mary's belongs a heap of credit. He out foxed the foxy "Pop" Warner and his boys outplayed the Sons of Stanford Red, Pacific Coast champions of last year.

Over at the California Memorial Stadium last Saturday the Bears were staging a track meet at the expense of Nevada. The score was California 54, Nevada 0. Coach Nibs Price sent in about three separate teams during the contest to get a line on some of the vast gobs of material that he has sitting on the bench.

Most of the men looked exceptionally good. They tackled hard. Their plays ran smoothly and most important of all, they did not fumble.

This Saturday the football piece de resistance will be staged over at Berkeley when the Bears meet St. Mary's in the latter's second hard game within as many weeks.

The Golden Bears of California have been dubbed the mystery team, which title fits them exactly. They have played two games since the season started and they are just as hard to dope as they were at the beginning of the season.

They have beaten Santa Clara 13 to 6 and Nevada 54 to 0. But in neither game did they uncover anything startling for the scouts to see. It is noticeable, however, that a new spirit has been born over on the California campus. They have learned how to tackle. When a California man hits his opponent he stays down. When on the offensive, the California backs have been getting very good interference, an item that was lacking last year. The plays this year are running plans with plenty of capable ball carriers to do the trick. There is power in the backfield and strength in the line. Yet the team is still a mystery team.

The California management expects to sell out this week. It is estimated that over 75,000 fans will journey across the bay to see this game. Many will go to see the team that beat Stanford last week and many will go hoping to see a rejuvenation of the Bear.

From its performance last week St. Mary's is favored to win, but it will know that it has been in a battle. One thing that the Bears have practically eliminated from their repertoire is fumbling and that is how Stanford was beaten.

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Edited by Florence de Long

THE WAY OF SINNERS, by F. R. Buckley; The Century Co.; \$2.00.

There is always romance connected with a tale of the land of Italy—the land of Rome, Venice, Caesar, the Borgias and the de Medici, of arts and artists, the land of blue skies and sparkling water, and the equally sparkling Chianti, sweet liquid voices and melodious music. Italy has produced them and much more.

But our hero has no liking for such as these. He is made of sterner stuff, and his talents turn to the warfare which is also a product of the country. He is supposed to live two hundred years ago in the days when it was safer to be mighty than to be friendly. A friend one moment is a foe the next—or apt to be if some adversary comes along with a tempting offer; and the way of the mercenary soldier is precarious. He rates himself a bad man, and so he is if the death and disaster he has committed or caused to be committed is charged to his account.

From a poor shopkeeper's apprentice he is hurled at an early age into the maelstrom of adventure and warfare in which he finds his metier. From a common soldier, he rises to become the leader of larger and still larger forces of banditti who assume the roles of an Italian Robin Hood and his followers. The leader, however, appropriates a large percentage of the spoils for his own share, and our hero now becomes notoriously rich and powerful.

A certain innate sense of honor preserves him, during his earlier years from becoming an out and out profligate, but he does flirt rather desperately with the role when he becomes more mature. His pathway to peace is discovered purely through accident—and that "goes double." We hope that his penance, prescribed by the worthy abbot, will offset many of the crimes laid to his door.

\* \* \*

NOT FOR PUBLICATION, by Clara Sharpe Hough; The Century Co.; \$2.00.

The title, although a mighty good one, is somewhat misleading; as the important news and the letter which was held as a dastardly piece of blackmail are **both published**. But it would have been little less than a catastrophe for Dave Morley, as editor of the paper, to have allowed what he considered an attack of hysteria on the part of his wife to cause the scrapping of the news he had ferreted out. It was his own brain-child—the sort of "scoop" which comes only to those who possess ability of keen observation and deduction. He does not consider that there is any choice at all in the matter—until afterwards.

But Serena, who has affrightedly admitted her jealousy of the "Banner" and her fear of his choice of loyalty to the paper rather than his love for her, has her paralyzing moments of panic. When the rift which has opened between their feet threatens to become a yawning chasm, each struggles desperately for the old familiar ground, but the foothold is precarious and the way is steep and lonesome.

The author gives intimate details of a newspaper office while running at full blast which have evidently been learned at first hand, and interesting little snatches of gossip by the friends, of the friends, to the friends, are interspersed through.

# The Life of GEORGE STERLING

COMPILED

by ALBERT M. BENDER for

## November Overland-Monthly

Of paramount importance to the literary world, is the announcement of the Overland Monthly, California's initial literary venture, concerning November issue of Overland. Albert M. Bender, honorary editor of this particular issue and warm friend of Sterling, has gathered together a literary talent of a Nation as contributors to the number.

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| The mellow warmth of George Douglas.            | The young romanticism of Marie de L. Welch. |
| The deep sincerity of Idwal Jones.              |   |

All of these will be part of the extremely important writers contributing to the George Sterling issue. Miss B. Virginia Lee, Editor of Overland Monthly, suggests an immediate attention be given the ordering of copies.

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**Wolden for Assessor**

With the three contestants in the mayoralty struggle bringing up the heaviest of the heavy artillery and with the publicity men of every candidate on the ballot striving, vainly in most cases, to break into the news columns, the contest for the office of Assessor is receiving little attention in the public prints. And yet the public—that is to say, the voting public—knows that Assessor Russ Wolden is a candidate for retention in office. The Assessor has never been through a political campaign before and, while some of the old school boys shake their heads dolefully, saying that this places him under a handicap, it cannot be denied that his organization is making headway that is amazing. Being without campaign experience the Assessor has had nothing to unlearn and, unhampered by precedent, he has found new trails.

Twenty-five thousand personal pledge cards have been signed in the Assessor's favor. From this total have been selected the militant organization he has representing him in each district. The signed pledge cards secured by these workers are coming into the Assessor's campaign headquarters at the rate of two hundred and fifty daily. These in turn are verified, and a supplementary unit formed, following the verification. And, practically all of this work has been done through the medium of the U. S. Mail. In other words, the same routine that characterizes an intensive mail-order campaign by a merchandising institution, with verification, check-back and persistent follow-up is in progress, and has been in progress for the past seven weeks. Russ realizes that the day of political meetings is gone, and he knows that the most active and able campaigner cannot hope to personally appear before or come in contact with any consequential number of voters. As a result he has employed this thoroughly business-like method of acquainting the voters with his ambition to be retained in the office to which he was appointed on the death of the late John Ginty.

If Wolden is retained in office the joke will be upon the professional politicians, because even the detail-work of the fight that the Assessor is making is being handled by a man who is without political experience. To a wholly impartial observer it would appear that the secretary of the Wolden Campaign Committee is simply bringing into play, politically, the same methods that have met with success in the modern business world.

\* \* \*

**Living Prices And Electricity**

The cost of living in the United States in July, 1927, was 62% above the cost in 1914, while electricity in the home was 13% below the 1914 cost, according to the latest figures of the National Industrial Conference Board.

Since December, 1921, the index of the cost of living has fluctuated within comparatively narrow limits, the board states, the maximum noted in the period having been 71.8% above 1914 in November, 1925, and the minimum having been 54.5% above 1914 in August, 1922.

\* \* \*

Go the wrong way on a one-way street and you will find yourself at the wrong end of a one-way argument with a traffic cop.—Judge.

\* \* \*

John D. Rockefeller Sr. recently gave a policeman at Matawan, N. J., five shiny new dimes. Students of finance believe this to indicate another year of prosperity is ahead for America.—Judge.

\* \* \*

Hurry—I think I'll end my troubles forever.  
 Helen—Not thinking of committing suicide?  
 Hurry—No. Going to shoot the wife.—Cornell Widow.

# Petrol Paragraphs

By E. V. WELLER  
National Automobile Club



The Redwood Highway is still under control between Orick and Requa, but road conditions are rapidly improving.

After crossing the bridge at Orick, there will be encountered a stretch of about 100 feet of rough road, thence a good wide gravel road to the forks of the road to the Klamath. At this point, the old road, under control, is taken for about one-quarter of a mile. From there the new roadbed is used for two miles and, with the exception of three culvert crossings, the road is

graveled and in fine shape. From the end of this stretch to Boices, most of the road has been graded full width, but this has not been gravelled. From this point to the end of the construction work, conditions are unchanged.

There is no trouble in negotiating this road under ordinary conditions, but in the event of heavy rain, there is no question but that the road will be poor, and cars may have to be towed through by the tractors at work on the job.

\* \* \*

With the first suggestion of fall, and of wet weather, motorists should make a careful examination of certain parts of their cars. The top should be gone over for cracks and tears, and perhaps a coat of dressing applied. The rubber weather-strips and the rubber joints around the windshield and windows should be checked over. Most likely a new rubber sweep will be needed for the windshield wiper. In the case of an open car, it is most essential to check over all the curtains for tears, broken celluloid and torn or lost fasteners. A small amount of time given to these suggestions will obviate much annoyance and inconvenience when the rainy season actually arrives.

The completion of twelve paved dips between Mojave and Red Rock Canyon provides a much needed drainage system, supplying proper cross-drainage to ditches paralleling the highway. These will control the water from frequent cloudbursts in the mountains, and from the flows of the spillways of the Los Angeles aqueduct, and will greatly improve traveling conditions in that region.

\* \* \*

Construction work is under way on the Coast Highway beginning at a point eight miles north of San Juan Capistrano and continuing for three miles. The highway is being straightened, and a number of culverts are being installed. Two short stretches are under one-way control, and while conditions are not particularly bad at this time, motorists will experience some delay.

\* \* \*

Anxiety is relieved by word just received from Dr. S. M. Johnson, chairman of the Good Roads Board of the American Motorists Association, that Federal aid for highways will not be withdrawn from the states of Tennessee, North Carolina, Louisiana and Montana because of the failure of these states to pay certain amounts held by the Government to be due it on account of certain "Indian Bonds."



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# RADIO

By C. J. Pennington



By C. J. Pennington

## On the Air

Football charts for following the football games which are being broadcast every Saturday afternoon from KPO are now available at all "Red, Green and Cream" service stations of the Associated Oil Company of California, Oregon and Washington.

For those who wish to keep a close check on the important games reported from the playing field by the KPO announcer, the charts are available. They carry the new rule changes and directions as to how the games may be charted. The Associated Oil Company has sponsored the entire series of football games to be offered from KPO this season, and the schedule represents the most extensive and thorough series ever attempted out this way.

\* \* \*

Saturday afternoon, October 8, KPO will put on the air the California - St. Mary's game from the Memorial stadium in Berkeley. Jack Keough, KPO's sports director, will announce the game in full detail.

\* \* \*

The opera, "Shanewis," by Charles Wakefield Cadman, will be presented in radio version by the Caswell Opera Ensemble from KPO, the Hale-Chronicle station, on the evening of Thursday, October 20. George Von Hagel, former director of the Royal Opera in Stockholm, will direct the Caswell production. This lyrical work of Cadman is based on the book "The Robin Woman," by Nelle Richmond Eberhart, and tells of the trials of the Indian girl "Shanewis." The "Song of the Robin Woman" is the outstanding individual number of a lyric score which develops Oklahoma Indian thematic material.

The grand opera "Norma," by Bellini, will be presented over the Pacific Coast Network on Monday evening, October 10, from 8 to 9 p. m. under the direction of Max Dolin.

\* \* \*

The Raytheon Manufacturing Co. announces a new type voltage regulator tube, list price, \$4.00.

\* \* \*

The Pacific Coast Network will continue to broadcast on Sunday evening from 9 to 10 p. m., "Great Moments of History." For the program on Sunday, October 9, the program department has selected "Jamestown Virginia Settled." This is the story of the settling of Jamestown and will be presented before microphones in dialogue form.

The hardships of the sturdy pioneers who came from England expecting to find gold and only found savage Indians, will be related. Also the story of John Smith who made friends with the Indians and a glimpse of his love affair with Pocahontas will form the theme of this interesting drama.

The entire production is done to a symphonic orchestra background of appropriate music.

\* \* \*

"An Hour in Memory Lane," for Friday, October 14, from 10 to 11 p. m. over the Pacific Coast Network brings back many of the old song favorites of long ago.

A program of varied orchestral and vocal arrangements has been selected in hopes that every listener will recall some of the songs that he or she recalls from the past.

\* \* \*

A novelty program, "Plantation Jamboree," sponsored by the Sealy Mattress Company will be presented by the National Broadcasting Company over KGO, Oakland; KPO, San Francisco and KFI, Los Angeles, on September 20, from 8 to 8:30 p. m.

Popular Southern melodies of today will be the keynote of the program.

Calling Out the Reserves — Small Boy—"Quick, policeman. A man's been beating my father for more than an hour."

Policeman—"Why didn't you call me sooner?"

Small Boy—"Father was getting the best of it until a few minutes ago."—Kansas City Star.

## Programs for Next Week

KFRC—DON LEE  
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Sunday, October 9  
12 noon to 1:00 p. m.—Church service.  
5:00 to 6:00 p. m.—Organ recital.  
6:00 to 6:30 p. m.—Talk.  
6:30 to 7:30 p. m.—Twilight recital.  
8:30 to 10:30 p. m.—Walter Krausgrill's Orchestra.

Monday, October 10  
7:00 to 8:00 a. m.—Seal Rock program.  
8:00 to 9:00 a. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Household hints.  
11:30 to 12:00 noon—Amateur tryouts.  
12:00 to 1:00 p. m.—Sherman, Clay program.  
4:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:00 p. m.—Mac and his gang.  
6:00 to 6:20 p. m.—Joe Mendel and Pep Band.  
6:20 to 6:30 p. m.—Stage and screen, police reports.  
6:30 to 7:30 p. m.—The Ceciliaans.  
8:00 to 10:00 p. m.—Blue Monday Jamboree.  
10:00 to 12:00 p. m.—Mark Hopkins Orchestra.

Tuesday, October 11  
7:00 to 8:00 p. m.—Seal Rock program.  
8:00 to 9:00 a. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Doings of Dorothy.  
11:30 a. m. to 12:00 noon—Amateur tryout program.  
12:00 to 1:00 p. m.—Sherman, Clay concert.  
4:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:20 p. m.—Mac and his gang.  
6:20 to 6:30 p. m.—Stage and screen.  
6:30 to 7:30 p. m.—The Ceciliaans.  
8:00 to 8:30 p. m.—KFRC Radio Movie Club.  
8:30 to 9:30 p. m.—Walter Krausgrill's orchestra.  
9:30 to 12:00 p. m.—Mark Hopkins Dance Orchestra.

Wednesday, October 12  
7:00 to 8:00 p. m.—Seal Rock program.  
8:00 to 9:00 a. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Household hints.  
11:30 to 12:00 noon—Amateur tryout period.  
12:00 to 1:00 p. m.—Sherman, Clay concert.  
4:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:20 p. m.—Mac and his gang.  
6:20 to 6:30 p. m.—Stage and screen.  
6:30 to 7:30 p. m.—The Ceciliaans.  
8:00 to 9:00 p. m.—Maxwell House Coffee program.  
9:00 to 10:00 p. m.—KFRC Ensemble and soloists.  
10:00 to 12:00 p. m.—Mark Hopkins dance orchestra.

Thursday, October 13  
7:00 to 8:00 a. m.—Seal Rock program.  
8:00 to 9:00 a. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Doings of Dorothy.  
11:30 to 12:00 noon—Amateur tryouts.  
12:00 to 1:00 p. m.—Sherman, Clay program.  
4:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:20 p. m.—Mac and his gang.  
6:20 to 6:30 p. m.—Madame Marie's beauty talk.  
6:30 to 6:50 p. m.—The Ceciliaans.  
6:50 to 7:00 p. m.—Stage and screen.  
7:00 to 7:30 p. m.—The Ceciliaans.  
8:00 to 9:00 p. m.—Mona Motor Oil Co.  
9:00 to 10:00 p. m.—Program and songs.  
10:00 to 12:00 p. m.—Mark Hopkins dance orchestra.

Friday, October 14  
7:00 to 8:00 p. m.—Seal Rock program.  
8:00 to 9:00 p. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Hints to home-makers.  
11:30 to 12:00 noon—Amateur tryouts.  
12:00 to 1:00 p. m.—Sherman, Clay program.  
3:30 to 4:30 p. m.—Student hour.  
4:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:20 p. m.—Mac and his gang.  
6:20 to 6:30 p. m.—Stage and screen.  
6:30 to 7:30 p. m.—The Ceciliaans.  
8:00 to 9:00 p. m.—Musical Educational Series.  
9:00 to 10:00 p. m.—Walter Krausgrill's Orchestra.  
10:00 to 12:00 p. m.—Mark Hopkins dance orchestra.

Saturday, October 15  
7:00 to 8:00 a. m.—Seal Rock program.  
8:00 to 9:00 p. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:45 a. m.—Amateur tryouts.  
11:45 to 12:00 noon—Announcements of Sunday church sermons.  
12:00 to 1:00 p. m.—Sherman, Clay concert.  
4:30 to 5:30 p. m.—Hotel Mark Hopkins Orchestra.  
5:30 to 6:20 p. m.—Mac and his gang.  
6:20 to 6:30 p. m.—Stage and screen.  
6:30 to 7:30 p. m.—The Ceciliaans.  
8:00 to 12:00 p. m.—Mark Hopkins dance orchestra.

KYA—PACIFIC BROADCAST CORP.  
SAN FRANCISCO—309.1

Sunday, October 9  
11:00 a. m.—Church services.  
7:45 p. m.—Church services.

Monday, October 10  
7:00 to 8:00 a. m.—Golden Gate Crier.  
8:00 a. m.—Correct time.

2:30 to 2:00 p. m.—Cliff Concert Trio.  
 3:00 to 6:30 p. m.—Golden Gate Crier.  
 3:00 to 7:00 p. m.—Prize package period.  
 3:00 to 7:30 p. m.—Cliff Concert Trio.  
 3:00 to 10:00 p. m.—Studio program.  
 9:00 to 11:00 p. m.—The Golden Gate Amphions.  
 1:00 p. m.—Correct time.

**Tuesday, October 11**  
 3:00 to 8:00 a. m.—Golden Gate Crier.  
 3:00 a. m.—Correct time.  
 9:30 to 10:45 a. m.—Diet and health talk.  
 9:30 to 12:00 p. m.—Cliff Hotel Concert Trio.  
 9:00 to 5:00 p. m.—Studio program.  
 9:30 to 7:00 p. m.—Golden Gate Crier.  
 9:00 to 7:15 p. m.—"Magazine on the Air."  
 9:15 to 7:30 p. m.—Cliff Hotel Concert Trio.  
 9:00 to 10:00 p. m.—Studio program.  
 9:00 p. m.—Correct time.

**Wednesday, October 12**  
 3:00 to 8:00 a. m.—Golden Gate Crier.  
 3:00 a. m.—Correct time.  
 2:30 to 2:00 p. m.—Cliff Hotel Concert Trio.  
 3:00 to 7:00 p. m.—Golden Gate Crier.  
 3:00 to 7:30 p. m.—Cliff Hotel Concert Trio.  
 3:00 to 10:00 p. m.—Studio program.

**Thursday, October 13**  
 3:00 to 8:00 a. m.—Golden Gate Crier.  
 3:00 a. m.—Correct time.  
 2:30 to 2:00 p. m.—Cliff Hotel Concert Trio.  
 3:00 to 7:00 p. m.—Golden Gate Crier.  
 3:00 to 7:30 p. m.—Cliff Hotel Concert Trio.  
 3:00 to 9:00 p. m.—Regular weekly meeting "26th Squad."  
 3:00 to 10:00 p. m.—The Clarion Trio.

**Friday, October 14**  
 3:00 to 8:00 a. m.—Golden Gate Crier.  
 3:00 a. m.—Correct time.  
 6:30 to 10:45 a. m.—Diet and health talk.  
 2:30 to 2:00 p. m.—Cliff Hotel Concert Trio.  
 3:00 to 7:00 p. m.—Golden Gate Crier.  
 3:00 to 7:30 p. m.—Cliff Hotel Concert Trio.  
 3:00 to 9:00 p. m.—Studio program.  
 3:00 to 10:00 p. m.—KYA artists.  
 9:00 p. m.—Correct time.

**Saturday, October 15**  
 3:00 to 8:00 a. m.—Golden Gate Crier.  
 3:00 a. m.—Correct time.  
 2:30 to 2:00 p. m.—Cliff Hotel Concert Trio.  
 3:00 to 7:00 p. m.—Golden Gate Crier.  
 3:00 to 7:30 p. m.—Cliff Hotel Concert Trio.  
 3:00 to 10:00 p. m.—Studio program.  
 10:00 p. m.—Correct time.

**KPO—HALE BROTHERS AND THE CHRONICLE  
 SAN FRANCISCO—422**

**Sunday, October 9**  
 9:45 to 10:30 a. m.—Church services.  
 3:00 to 6:30 p. m.—Twilight hour.  
 3:00 to 6:30 p. m.—States Restaurant orchestra.  
 3:30 to 8:00 p. m.—Palace Hotel concert orchestra.  
 3:00 to 9:00 p. m.—National Broadcast Company.  
 9:00 to 10:00 p. m.—Fairmont Hotel concert orchestra.

**Monday, October 10**  
 6:45, 7:15 and 7:45 a. m.—Health exercises.  
 8:00 to 9:00 a. m.—Sperry Flour happy hour.  
 10:30 to 10:45 a. m.—Ye Towne Cryer service.  
 11:30 to 12:50 p. m.—Kane's Hawaiians.  
 12 noon—Time signals, Scripture reading.  
 12:50 p. m.—Stock market quotations.  
 1:00 to 2:00 p. m.—Organ recital.  
 3:30 to 5:30 p. m.—Organ recital.  
 5:30 to 6:00 p. m.—Children's hour.  
 6:00 to 6:30 p. m.—Ye Towne Cryer service.  
 6:30 to 7:00 p. m.—Organ recital.  
 7:00 to 7:30 p. m.—Lamp-light and book review.  
 7:30 to 8:00 p. m.—DX.  
 8:00 to 9:00 p. m.—Program by National Broadcasting.  
 9:00 to 10:00 p. m.—Program for Shell Company of California, KPO-KFI.  
 10:00 p. m. to 12 midnight—KPO's variety hour.

**Tuesday, October 11**  
 6:45, 7:15 and 7:45 a. m.—Health exercises.  
 8:00 to 9:00 a. m.—Sperry Flour happy hour.  
 10:30 to 10:30 a. m.—Domestic economist.  
 10:30 to 10:45 a. m.—Ye Towne Cryer service.  
 11:30 to 12:50 p. m.—Kane's Hawaiians.  
 12 noon—Time signals, Scripture reading.  
 12:50 p. m.—Stock market quotations.  
 1:00 to 2:00 p. m.—Organ recital.  
 3:30 to 5:00 p. m.—Organ recital.  
 4:30 to 5:30 p. m.—Palace Hotel concert orchestra.  
 5:30 to 6:00 p. m.—Children's hour.  
 6:00 to 6:30 p. m.—Ye Towne Cryer service.  
 6:30 to 7:30 p. m.—States Restaurant orchestra.  
 7:30 to 8:00 p. m.—DX.  
 8:00 to 9:00 p. m.—Dan Casey's Fireside Hour.  
 9:00 to 11:00 p. m.—National Broadcasting Company.

**Wednesday, October 12**  
 6:45, 7:15 and 7:45 a. m.—Health exercises.  
 8:00 to 9:00 a. m.—Sperry Flour happy hour.  
 10:30 to 10:45 a. m.—Ye Towne Cryer service.  
 11:30 to 12:50 p. m.—Kane's Hawaiians.  
 12 noon—Time signals, Scripture reading.  
 12:50 p. m.—Stock market quotations.  
 1:00 to 2:00 p. m.—Organ recital.  
 3:30 to 5:00 p. m.—Organ recital.  
 5:00 to 6:00 p. m.—Children's hour.  
 6:00 to 6:30 p. m.—Ye Towne Cryer service.  
 6:30 to 7:00 p. m.—States Restaurant orchestra.  
 7:00 to 7:30 p. m.—Athletics.  
 7:30 to 8:00 p. m.—DX.  
 8:00 to 9:00 p. m.—Atwater Kent Artists.  
 9:00 to 10:00 p. m.—National Broadcasting Company.  
 10:00 to 11:00 p. m.—Palace Hotel dance orchestra.

**Thursday, October 13**  
 6:45, 7:15 and 7:45 a. m.—Health exercises.  
 8:00 to 9:00 a. m.—Sperry Flour happy hour.  
 10:30 to 10:30 a. m.—Domestic economist.  
 10:30 to 10:45 a. m.—Ye Towne Cryer service.  
 11:30 to 12:50 p. m.—Kane's Hawaiians.  
 12 noon—Time signals, Scripture reading.  
 12:50 p. m.—Stock market quotations.  
 1:00 to 2:00 p. m.—Organ recital.  
 3:30 to 5:00 p. m.—Organ recital.  
 5:00 to 6:00 p. m.—Children's hour.  
 6:00 to 6:30 p. m.—Ye Towne Cryer service.  
 6:30 to 7:00 p. m.—Organ recital.  
 7:00 to 7:30 p. m.—Athletics.  
 7:30 to 8:00 p. m.—DX.  
 8:00 to 9:00 p. m.—Caswell hour.  
 9:00 to 10:00 p. m.—National Broadcasting Company.  
 10:00 to 11:00 p. m.—Palace Hotel dance orchestra.

**Friday, October 14**  
 6:45, 7:15 and 7:45 a. m.—Health exercises.  
 8:00 to 9:00 a. m.—Sperry Flour happy hour.  
 10:30 to 10:45 a. m.—Ye Towne Cryer service.  
 10:45 a. m.—Ninon, fashion critic.  
 11:30 a. m. to 12:45 p. m.—Kane's Hawaiians.  
 12 noon—Time signals, Scripture reading.  
 12:45 p. m.—Commonwealth luncheon at Palace Hotel.  
 1:30 to 2:00 p. m.—Organ recital.  
 4:00 to 5:00 p. m.—Organ recital.  
 5:00 to 6:00 p. m.—Children's hour.  
 6:00 to 6:30 p. m.—Ye Towne Cryer service.  
 6:30 to 7:00 p. m.—States Restaurant orchestra.  
 7:00 to 7:30 p. m.—Sports-on-the-air.  
 7:30 to 8:00 p. m.—DX.  
 8:00 to 9:00 p. m.—Program, the Calpet orchestra.  
 9:00 to 11:00 p. m.—National Broadcasting Company.

**Saturday, October 15**  
 6:45, 7:15 and 7:45 a. m.—Health exercises.  
 8:00 to 9:00 a. m.—Sperry Flour happy hour.  
 10:00 to 10:30 a. m.—Domestic economist.  
 10:30 to 10:45 a. m.—Ye Towne Cryer service.  
 11:30 to 12:50 p. m.—Kane's Hawaiians.  
 12 noon—Time signals, Scripture reading.  
 12:50 p. m.—Stock market quotations.  
 1:00 to 2:00 p. m.—Organ recital.  
 3:30 to 5:00 p. m.—Organ recital.  
 5:00 to 6:00 p. m.—Children's hour.  
 6:00 to 6:30 p. m.—Ye Towne Cryer service.  
 6:30 to 7:00 p. m.—States Restaurant orchestra.  
 7:30 to 8:00 p. m.—DX.  
 8:00 to 9:00 p. m.—National Broadcasting Company.  
 9:00 to 11:00 p. m.—KPO Dance Orchestra.  
 11:00 to 12:00 p. m.—Palace Hotel Dance Orchestra.

**KFWI—RADIO ENTERTAINMENTS, INC.  
 SAN FRANCISCO—267**

**Sunday, October 9**  
 12:30 to 1:30 p. m.—Organ recital.  
 7:50 to 9:00 p. m.—Church services.  
 9:00 to 10:00 p. m.—Laura Ellen Windsor and pupils.  
 10:00 to 12:00 p. m.—Clyde Cooper's orchestra.

**Monday, October 10**  
 8:20 to 10:27 a. m.—Breakfast program.  
 10:27 to 10:30 a. m.—U. S. weather reports.  
 10:30 to 11:00 a. m.—Fashion hints.  
 11:00 to 12:00 p. m.—Organ recital.  
 12:00 to 1:00 p. m.—Luncheon program.  
 4:00 to 5:00 p. m.—KFWI tea party.  
 5:00 to 5:30 p. m.—Construction reports.  
 5:30 to 6:00 p. m.—Theatrical announcements.  
 6:00 to 7:00 p. m.—Dinner hour concert.  
 7:00 to 7:15 p. m.—Sports by Geo. T. Davis.  
 7:15 to 7:30 p. m.—Advertising talk.  
 8:00 to 9:00 p. m.—Clyde Cooper's orchestra.  
 9:00 to 9:30 p. m.—Geo. Taylor and Clem Kennedy.  
 9:30 to 10:00 p. m.—Darnelle Sisters.  
 10:00 p. m.—Weather and police reports.  
 10:03 to 12:00 p. m.—Clyde Cooper's Roof Garden orchestra.

**Tuesday, October 11**  
 7:00, 7:30 and 8:00 a. m.—Health exercises.  
 8:20 to 10:27 a. m.—Breakfast program.  
 10:27 to 10:30 a. m.—U. S. weather reports.  
 10:30 to 11:00 a. m.—Beauty hints.  
 12:00 to 12:30 p. m.—Musical luncheon program.  
 12:30 to 1:00 p. m.—Organ recital.  
 1:00 to 1:30 p. m.—Country store.  
 1:30 to 2:00 p. m.—Cowell Dein, piano and banjo.  
 5:00 to 5:30 p. m.—Construction reports.  
 5:30 to 6:00 p. m.—Theatrical announcements.  
 6:00 to 7:00 p. m.—Dinner hour concert.  
 7:00 to 7:15 p. m.—Sports by Geo. T. Davis.  
 7:15 to 7:30 p. m.—KFWI Builders of Progress Club.  
 8:00 to 9:00 p. m.—Clyde Cooper's orchestra.  
 9:00 to 10:00 p. m.—Barnes, Vaudeville Agency.  
 10:00 p. m.—Weather and police reports.  
 10:03 to 11:00 p. m.—Clyde Cooper's orchestra.  
 11:03 to 12:00 p. m.—Zezz Black's mysterious hour.

**Wednesday, October 12**  
 7:00, 7:30 and 8:00 a. m.—Health exercises.  
 8:20 to 10:27 a. m.—Breakfast program.  
 10:27 to 10:30 a. m.—U. S. weather reports.  
 10:30 to 11:00 a. m.—Cynthia Grey's column.  
 11:00 to 12:00 p. m.—Organ recital.  
 12:00 to 12:30 p. m.—Luncheon program.  
 12:30 to 1:00 p. m.—Organ recital.  
 1:00 to 1:30 p. m.—Country store.  
 5:00 to 5:30 p. m.—Construction reports.  
 5:30 to 6:00 p. m.—Theatrical announcements.  
 6:00 to 7:00 p. m.—Louis Donato and Jack Kelsey.  
 7:00 to 7:15 p. m.—Sports by Geo. T. Davis.  
 7:15 to 7:30 p. m.—Studio program.  
 8:00 to 9:00 p. m.—Clyde Cooper's Orchestra.

9:00 to 10:00 p. m.—Clifford Schneider, baritone.  
 10:00 p. m.—Weather and police reports.  
 10:03 to 12:00 p. m.—Clyde Cooper's orchestra.

**Thursday, October 13**  
 7:00, 7:30 and 8:00 a. m.—Health exercises.  
 8:20 to 10:27 a. m.—Breakfast program.  
 10:27 to 10:30 a. m.—U. S. weather reports.  
 10:30 to 11:00 a. m.—Fashion hints by Babette.  
 12:00 to 12:30 p. m.—Luncheon program.  
 12:30 to 1:00 p. m.—Organ recital.  
 1:00 to 1:30 p. m.—Country store.  
 4:00 to 5:00 p. m.—KFWI tea party.  
 5:00 to 5:30 p. m.—Construction reports.  
 5:30 to 6:00 p. m.—Theatrical announcements.  
 6:00 to 7:00 p. m.—Dinner hour program.  
 7:00 to 7:15 p. m.—Sports by Geo. T. Davis.  
 7:15 to 7:30 p. m.—Kenneth A. Millican.  
 8:00 to 9:00 p. m.—Studio program.  
 9:00 to 9:30 p. m.—Gloria Del Rae.  
 9:30 to 11:00 p. m.—Bill Bennett.  
 11:00 to 12:00 p. m.—Clyde Cooper's orchestra.  
 11:30 a. m. to 1:00 p. m.—Luncheon concert.

**Friday, October 14**  
 7:00, 7:30 and 8:00 a. m.—Exercise hour.  
 8:20 to 10:27 a. m.—Breakfast program.  
 10:27 to 10:30 a. m.—U. S. weather reports.  
 10:30 to 11:00 a. m.—Beauty hints.  
 11:00 to 12:00 p. m.—Organ recital.  
 12:00 to 12:30 p. m.—Musical luncheon program.  
 12:30 to 1:00 p. m.—Organ recital.  
 1:00 to 1:30 p. m.—Country store.  
 1:30 to 2:00 p. m.—Cowell Dein, banjo and piano.  
 4:00 to 5:00 p. m.—KFWI tea party.  
 5:00 to 5:30 p. m.—Construction reports.  
 5:30 to 6:00 p. m.—Theatrical announcements.  
 6:00 to 7:00 p. m.—Program.  
 7:00 to 7:15 p. m.—Sports by Geo. T. Davis.  
 7:15 to 7:30 p. m.—Talk.  
 8:00 to 9:00 p. m.—Clyde Cooper's orchestra.  
 9:00 to 10:00 p. m.—California Sunshine Boys.  
 10:00 p. m.—Weather and police reports.  
 10:03 to 12:00 p. m.—Clyde Cooper's orchestra.  
 12:00 to 12:30 p. m.—Luncheon program.

**Saturday, October 15**  
 7:00, 7:30 and 8:00 a. m.—Exercise hour.  
 8:20 to 10:27 a. m.—Musical breakfast program.  
 10:27 to 10:30 a. m.—U. S. weather reports.  
 10:30 to 11:00 a. m.—Cynthia Grey's column.  
 12:00 to 12:30 p. m.—Luncheon program.  
 12:30 to 1:00 p. m.—Organ recital.  
 1:00 to 1:30 p. m.—Country store.  
 5:00 to 5:30 p. m.—Construction reports.  
 5:30 to 6:00 p. m.—Theatrical announcements.  
 6:00 to 7:00 p. m.—Dinner hour concert.  
 7:00 to 7:15 p. m.—Sports by Geo. T. Davis.  
 7:15 to 7:30 p. m.—Geo. Taylor and Clem Kennedy.  
 8:00 to 9:00 p. m.—Athena Alexandroff, soprano.  
 9:00 to 12:00 p. m.—Clyde Cooper's orchestra.  
 12:00 to 2:30 a. m.—KFWI hour of mirth.

**KLX—OAKLAND TRIBUNE  
 OAKLAND—508**

**Monday, October 10**  
 5:00 p. m.—Martha Lee.  
 5:30 to 6:30 p. m.—Brother Bob's club.  
 6:30 to 7:00 p. m.—Dinner concert.  
 7:00 to 7:30 p. m.—Amusement information.



**GOLF EQUIPMENT FOR  
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Private Instruction By Appointment

**California  
 Sport Shop**

474 POST STREET  
 near Mason  
 SAN FRANCISCO, CALIF.

## Society

(Continued from Page 5)

Misses Marie Hayden, Leila Hamilton, Mary Carmichael, and Miss Lacy.

\* \* \*

The Misses Adelia and Winifred Leet of San Jose were joint hostesses at a dinner Thursday evening, September 22, preceding the performance of Il Trovatore

\* \* \*

The affair was given in the Roof Lounge of the Cliff Hotel, and complimented Miss Doris Elizabeth Bailly, whose engagement to Mr. William Frederick Dohrman was announced this week at an elaborate luncheon at her home on Laurel and Jackson streets.

In addition to the hostesses and the bride elect, those attending the dinner were:

Miss Jean Bailly and Messrs. William F. Dohrman, Paul Dulfer, Raymond Brady and Maxwell McNutt.

\* \* \*

Father Robert Sesnon, M.A., who has just returned after a residence of two years in Rome, will give an informal talk in the Paul Elder Gallery Tuesday afternoon, October 11, at 2:30 o'clock, on Vocal Expression, Verbal Expression and Pantomimic Expression. He will also give selected readings from Joyce Kilmer, Francis Thompson, and Shakespeare's "Julius Caesar." If time will permit, he will also give some of his impressions of Rome and of the great Mussolini.

\* \* \*

Mrs. Hugh Brown will read "The Field God," a "poor white" drama, by Paul Green, in the Paul Elder Gallery Thursday afternoon, October 13, at 2:30 o'clock. Paul Green is one of the foremost dramatists of the day and in "The Field God" he gives superb character delineation coupled with fine drama.

\* \* \*

An exhibition of etchings and lithographs by Alfred Hutty is to open in the Paul Elder Gallery October 10. Formerly well known as a painter, Alfred Hutty has, during the last four years, rapidly risen into prominence as an etcher. His use of free line is notable. We have rarely in America produced an artist so sensitive to its possibilities and so gifted in its use.

\* \* \*

Interesting visitors from Paris, France, are Mr. and Mrs. Pierre Lepaulle, who are at the Cliff Hotel.

Mr. Lepaulle, who is a member of the French bar, also holds the degree of Doctor of Law of Harvard University. He will deliver two lectures at the University of California on contrasts between American and European law.

8:00 to 9:00 p. m.—Special program.  
9:00 to 10:00 p. m.—Weekly meeting of Lake Merritt Ducks.

## Tuesday, October 11

2:45 p. m.—Baseball.  
5:30 to 6:30 p. m.—Brother Bob.  
6:30 to 7:00 p. m.—Dinner concert.  
7:00 to 7:30 p. m.—Amusement information.  
8:00 to 9:00 p. m.—Program.

## Wednesday, October 12

2:45 p. m.—Baseball.  
5:00 p. m.—Martha Lee.  
6:30 to 7:00 p. m.—Dinner concert.  
7:00 to 7:30 p. m.—Amusement information.  
8:00 to 9:00 p. m.—Educational program.  
9:00 to 10:00 p. m.—Special program.

## Thursday, October 13

2:45 p. m.—Baseball.  
5:30 to 6:30 p. m.—Brother Bob.  
6:30 to 7:00 p. m.—Dinner concert.  
7:00 to 7:30 p. m.—Amusement information.

## Friday, October 14

2:45 p. m.—Baseball.  
5:00 p. m.—Martha Lee  
5:30 to 6:30 p. m.—Brother Bob.  
6:30 to 7:00 p. m.—Dinner concert.  
7:00 to 7:30 p. m.—Amusement information.  
8:00 to 9:30 p. m.—Special program.  
9:30 to 10:30 p. m.—Athens Athletic club orchestra.

## Saturday, October 15

2:15 p. m.—Football.  
6:30 to 7:00 p. m.—Dinner concert.  
7:00 to 7:30 p. m.—Amusement information.

KGO—GENERAL ELECTRIC  
OAKLAND—334

## Sunday, October 9

11:00 a. m.—Church service.  
6:30 to 7:30 p. m.—Dinner concert program.  
7:30 p. m.—Weather and baseball.  
7:35 to 9:00 p. m.—Church service.  
9:00 to 10:00 p. m.—National Broadcasting Company.

## Monday, October 10

11:30 a. m. to 1:00 p. m.—Hotel Leamington concert.  
12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
5:30 to 6:00 p. m.—KGO Kiddies' Klub.  
6:00 to 6:45 p. m.—Dinner concert program.  
6:45 p. m.—"What's Happening in the World."  
7:03, weather; 7:06, baseball; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).  
8:00 to 9:00 p. m.—National Broadcasting Company.  
9:00 to 9:20 p. m.—"Chats About New Books."

## Tuesday, October 11

11:30 to 1:00 p. m.—Hotel Leamington concert.  
12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
2:00 to 3:00 p. m.—Pacific Radio Trade Association concert.  
6:00 to 6:55 p. m.—Dinner concert program.  
6:55, news; 7:03, weather; 7:06, baseball; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).  
8:00 to 9:00 p. m.—(Oakland studio)—The Pilgrims.  
9:00 to 10:00 p. m.—National Broadcasting Company.  
10:00 to 11:00 p. m.—National Broadcasting Company.

## Wednesday, October 12

11:30 to 1:00 p. m.—Hotel Leamington concert.  
12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
2:00 to 3:00 p. m.—Pacific Radio Trade Association concert.  
6:00 to 6:30 p. m.—Dinner concert program.  
6:30, weather; 6:33, baseball.  
6:35 to 7:30 p. m.—Farm program.  
8:00 to 9:00 p. m.—Vaudeville.  
9:00 to 10:00 p. m.—National Broadcasting Company.  
10:00 to 12:00 p. m.—Lynn Pryor's Orchestra.

## Thursday, October 13

11:30 to 1:00 p. m.—Hotel Leamington concert.  
12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
2:00 to 3:00 p. m.—Pacific Radio Trade Association concert.  
5:00 to 6:00 p. m.—"Friend to Boys."  
6:00 to 6:55 p. m.—Dinner concert program.  
6:55 to 7:00 p. m.—National Broadcasting Company.  
7:00, news; 7:03, weather; 7:06, baseball; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).  
8:00 to 9:00 p. m.—KGO players.  
9:00 to 10:00 p. m.—National Broadcasting Company.  
10:00 to 12:00 p. m.—Hotel St. Francis dance orchestra.

## Friday, October 14

11:10 a. m.—Homemaking talk.  
11:30 a. m. to 1:00 p. m.—Hotel Leamington concert.  
12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
5:30 p. m.—Wise man from the Land-O-Health.  
6:00 to 6:45 p. m.—Dinner concert program.  
6:45 to 6:55 p. m.—"Weekly Financial Review."  
6:55, news; 7:03, weather; 7:06, baseball; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).  
8:00 to 9:00 p. m.—Western Artist Series.  
9:00 to 10:00 p. m.—National Broadcasting Company.  
10:00 to 11:00 p. m.—National Broadcasting Company.

## Saturday, October 15

11:00 to 12:00 p. m.—St. Francis Dance Orchestra.  
11:30 a. m. to 1:00 p. m.—Hotel Leamington concert.  
12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
6:00 to 7:00 p. m.—Majestic Ball Room Orchestra.  
7:00 to 7:15 p. m.—Weather, news, market reports.  
7:15 to 7:30 p. m.—Weekly sport review.  
8:00 to 9:00 p. m.—National Broadcasting Company.  
10:00 p. m. to 1:00 a. m.—Wilt Gunzendorfer's Band.

KFI—EARLE C. ANTHONY, INC  
LOS ANGELES—468 METERS

## Sunday, October 9

10:00 a. m.—Morning services.  
5:30 p. m.—Thelma Brown.  
6:30 to 7:00 p. m.—Boris Myronoff, concert pianist.  
7:00 p. m.—Aeolian organ recital.  
8:00 p. m.—Packard classic hour.  
9:00 p. m.—National Broadcasting Company.  
10:00 p. m.—Pat O'Harro and his serenaders.

## Monday, October 10

5:30 p. m.—Matinee program.  
6:00 p. m.—Florence Sanger.  
6:15 p. m.—Radiatorial.  
6:30 p. m.—Camut male quartet.  
7:00 p. m.—Gene Johnston's Music Box hour.  
8:00 p. m.—National Broadcasting Company.  
9:00 p. m.—Shell Company of California.  
10:00 p. m.—Program the Aeolians dance orchestra.

## Tuesday, October 11

5:30 p. m.—The Dragon Hawaiians.  
6:00 p. m.—Florence Sanger.  
6:15 p. m.—Prox-Knox.  
6:30 p. m.—Vest Pocket period.  
7:00 p. m.—Eva Pkwatt.  
8:00 p. m.—Classic program.  
9:00 p. m.—National Broadcasting Company.  
10:00 p. m.—National Broadcasting Co.

## Wednesday, October 12

10:45 to 11:05 a. m.—Gold Medal Folks.  
5:30 p. m.—Sebastians Cotton Club Orchestra.  
6:15 p. m.—Radiatorial period.  
6:30 p. m.—Bill Funk and his Packard Six Orchestra.  
7:30 p. m.—Nick Harris detective stories.  
8:00 p. m.—Popular program.  
9:00 p. m.—National Broadcasting Company.  
10:00 p. m.—Kolia Nexin, Gypsy tenor.

## Thursday, October 13

5:30 p. m.—Elkin's and Hite's Dixieland Orchestra.  
6:15 p. m.—Radiatorial period.  
6:30 p. m.—Don Parker, Popular Pianist.  
7:00 p. m.—Program by the University of Southern California.  
8:00 p. m.—Program of semi-classical music.  
9:00 p. m.—National Broadcasting Company.  
10:00 p. m.—Program of modern classical music.

## Friday, October 14

10:45 to 11:05 a. m.—Gold Medal Folks.  
5:30 p. m.—Matinee program.  
6:00 p. m.—Florence Sanger.  
6:15 p. m.—Radiatorial period.  
6:30 p. m.—Clarice Russell, blues singer.  
7:00 p. m.—Program by Paul Roberts.  
8:00 p. m.—Glee Club singers.  
9:00 p. m.—National Broadcasting Company.  
10:00 p. m.—N. B. C. program.

## Saturday, October 15

2:00 p. m.—Football game.  
5:30 p. m.—Strangers Senior Club Orchestra.  
6:00 p. m.—Florence Sanger.  
6:15 p. m.—Radiatorial period.  
6:30 p. m.—Vest Pocket program.  
7:00 p. m.—Henry Starr, pianist and vocalist.  
7:30 p. m.—Felipe Delgado, Spanish Baritone.  
8:00 p. m.—National Broadcasting Company.  
9:30 p. m.—Program by Mrs. Crossman.  
10:00 p. m.—Packard Radio Club.  
11:00 p. m.—KFI Midnight Frolic.

KJR—NORTHWEST RADIO CO.  
SEATTLE—348

## Sunday, October 9

7:45 to 8:00 p. m.—Twilight Organ Hour.  
8:00 to 9:30 p. m.—Evening services.  
9:30 to 11:00 p. m.—Concert orchestra.

## Monday, October 10

6:00 to 6:30 p. m.—Time signals, sport news.  
6:30 to 7:00 p. m.—KJR junior hour.  
7:00 to 10:00 p. m.—Studio program.  
10:00 p. m.—Time signals.

## Tuesday, October 11

6:00 to 6:30 p. m.—Time signals, sports news.  
6:30 to 7:00 p. m.—KJR junior hour.  
7:00 to 10:00 p. m.—Studio program.  
10:00 p. m.—Time signals.  
10:00 to 11:00 p. m.—Vic Meyers' dance orchestra.

## Wednesday, October 12

6:00 to 6:30 p. m.—Time signals, sport news.  
6:30 to 7:00 p. m.—KJR Junior Hour.  
7:00 to 10:00 p. m.—Studio program.  
10:00 p. m.—Time signals.

## Thursday, October 13

6:00 to 6:30 p. m.—Time signals, sport news.  
6:30 to 7:00 p. m.—KJR junior hour.  
7:00 to 9:00 p. m.—Studio program.  
9:00 to 10:00 p. m.—Concert orchestra.  
10:00 p. m.—Time signals.

(Continued on Page 18)

**AIR LINES**

By Lieut. Blaine Stubblefield



Lieutenant Blaine Stubblefield

Motive power in air transportation has two functions to perform: 1, it must drive the craft and its cargo to its destination; 2, it must support the weight of the craft and its cargo in the air during the time of transit.

This second fact incurs an expense with which motor and rail transportation are not concerned. The weight of ground vehicles is supported by the earth. Aircraft and their loads are supported by power, fuel, which costs money. But aircraft require no roadways to be built and maintained at great expense. Airways cost nothing, except for a beacon light every twenty miles or so.

Automobile accidents in New York City alone during the first six months of 1927 caused more casualties than all American aircraft combined during the same period.

Packages up to 50 pounds in weight may be sent by air mail at the regular letter rate of ten cents per half ounce. The size of air mail packages must not be greater than 84 inches girth, plus length. Measure the girth (all four sides in inches) and to that add the length in inches. If the total is 84 inches or less (and the weight is 50 pounds or less) the package will be accepted for air mailing.

An air mail letter may contain as many as five sheets of thin standard size letter paper (plus envelope) and still weigh a half ounce or less. A letter page, typed single space, may carry as many as 500 words—2500 words on five pages. That is, a long message to Chicago in 21 hours or to New York in 31 hours for ten cents.

If an air mail letter weighs a fraction more than a half ounce, it requires postage for a full ounce—20 cents. If it weighs a fraction more than one ounce, it requires postage for an ounce and a half—30 cents, and so forth.

Air mail letters may be forwarded. That is, an air mail letter for a person who has left the address given, may be re-addressed and re-mailed 'without additional postage. If the letter is finally returned to the sender, it will travel by train mail.

Nearly everybody now knows that San Francisco is the western terminus of a transcontinental air line. Not all, however, know that we are the headquarters of a Pacific coast air mail, passenger and express line, running a year-round daily schedule between Seattle and Los Angeles, touching all coast cities. Air mail poundage is increasing consistently on all coast lines, north south, and east.

Airplanes on the San Francisco-Chicago transcontinental route can scratch through the Sierra Nevada by the railway pass to Reno at an altitude of about 8000. If the mountains are covered with clouds so that the peaks cannot be seen, the pilots rise to an altitude of more than 13,000 feet, thus clearing the entire range.

Not a pass on the entire route reaches quite 10,000 feet altitude. The Wasatch mountains just east of Salt Lake City come within two or three hundred feet of it, and Sherman Hill, this side of Cheyenne, is almost as high.

Many prospective passengers on trans-mountain air lines inquire about the altitudes with much concern, believing that they will be unpleasantly affected by light atmosphere. The effect of high altitude is mostly suggestion; passengers who are not aware of the height at which they are flying seldom notice any change. Most flyers, if they ascend and descend gradually, can notice no difference at any practicable altitudes.

**Art at the Capitol**

Charles Henry Grant, marine artist of San Francisco, listed in "Who's Who in America," will talk on Franz Hals and Rembrandt next Thursday afternoon (October 13) in the Crocker Art Gallery at Sacramento, the occasion being the annual fall program given by the Ladies' Museum Association, an auxiliary of the Crocker Gallery.

Mr. Grant was appointed as "the official artist for the United States Navy" on its trip a few summers ago, to the Antipodes.

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**Radio**

(Continued from Page 16)

**Friday, October 14**

6:00 to 6:30 p. m.—Time signals, sport news.  
 6:30 to 7:00 p. m.—KJR junior hour.  
 7:00 to 8:00 p. m.—Studio program.  
 8:00 to 9:00 p. m.—John Hopper trio.  
 9:00 to 10:00 p. m.—Studio program.  
 10:00 p. m.—Time signals.  
 10:00 to 11:00 p. m.—Vic Meyers' dance orchestra.  
**Saturday, October 15**  
 6:00 p. m.—Time signals.  
 6:00 to 6:30 p. m.—Sport news, News items.  
 6:30 to 7:00 p. m.—KJR Junior Hour.  
 7:00 to 10:00 p. m.—Studio program.  
 10:00 p. m.—Time signals.  
 10:00 to 12:00 p. m.—Vic Meyers Dance Orchestra.

**KGW—MORNING OREGONIAN  
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**Sunday, October 9**

7:00 to 9:00 p. m.—Evening Church services.  
 9:00 to 10:00 p. m.—N. B. C. program.  
 10:00 to 11:00 p. m.—Little Symphony orchestra.

**Monday, October 10**

6:00 to 7:00 p. m.—Dinner concert.  
 7:00 to 7:30 p. m.—Educational talk.  
 7:30 to 7:45 p. m.—Instrumental entertainment.  
 7:45 to 8:00 p. m.—Travel talk.  
 8:00 to 9:00 p. m.—N. B. C. program.  
 9:00 to 10:00 p. m.—Concert.  
 10:00 to 12:00 p. m.—Dance frolic.

**Tuesday, October 11**

6:00 to 7:00 p. m.—Dinner concert.  
 7:30 to 7:45 p. m.—Utility service.  
 7:45 to 8:00 p. m.—Golf chat.  
 8:00 to 9:00 p. m.—Educational program.  
 9:00 to 10:00 p. m.—N. B. C. program.  
 10:00 to 12:00 p. m.—Dance music.

**Wednesday, October 12**

6:00 to 6:30 p. m.—Children's program.  
 6:30 p. m.—Dempsey-Tunney fight through N. B. C.  
 7:30 to 7:45 p. m.—Utility service.  
 8:00 to 9:00 p. m.—Concert.  
 9:00 to 10:00 p. m.—N. B. C. Program.

**Thursday, October 13**

6:00 to 7:00 p. m.—Dinner concert.  
 7:00 to 7:30 p. m.—Good Humor orchestra.  
 7:30 to 8:00 p. m.—Concert.  
 8:00 to 9:00 p. m.—Concert.  
 9:00 to 10:00 p. m.—N. B. C. program.

**Friday, October 14**

6:00 to 7:00 p. m.—Dinner concert.  
 7:30 to 8:00 p. m.—Program.  
 8:00 to 9:00 p. m.—Concert.  
 9:00 to 10:00 p. m.—N. B. C. Program.  
 10:00 to 10:30 p. m.—Concert.  
 10:30 to 12:00 p. m.—Keep Growing Wiser Order of Hoot Owls.

**Saturday, October 15**

6:00 to 7:00 p. m.—Dinner concert.  
 8:00 to 9:00 p. m.—National Broadcasting Company.  
 10:00 to 12:00 p. m.—Dance music.

**Statement of the Ownership, Management, Circulation, etc., required by the Act of Congress of August 24, 1912.**

Of San Francisco News Letter, published weekly at San Francisco, California, for October 1, 1927. State of California City and County of San Francisco ss.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared Frederick A. Marriott, who, having been duly sworn according to law, deposes and says that he is the publisher of the San Francisco News Letter and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Name of— Post office address— Publisher, F. A. Marriott, 268 Market Street, San Francisco.

Editor, E. F. Ross, 268 Market St., San Francisco. Managing Editor, E. F. Ross, 268 Market Street, San Francisco.

Business Manager, F. A. Marriott, 268 Market Street, San Francisco.

2. That the owner is: Frederick A. Marriott, 268 Market Street, San Francisco.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: None.

F. A. MARRIOTT, Publisher.

Sworn to and subscribed before me this 29th day of September, 1927. (Seal) A. W. HEALEY,

Notary Public in and for the City and County of San Francisco, State of California. (My commission expires August 29, 1929)

**Pleasure's Wand**

(Continued from Page 7)

**Warfield**

"American Beauty," a Wallace Irwin story featuring Billie Dove and Lloyd Hughes, will be the screen attraction this week, starting Saturday at the Warfield theater.

Carey Wilson adapted Irwin's story for the screen and produced it, as well, for First National Pictures. A splendid supporting cast is seen in this picture, including Walter McGran, Margaret Livingston, Lucien Prival, Al St. John, Edythe Chapman, Alice White, Yola d'Avril, Loretta Young. With the return to San Francisco of Walt Roesner, popular conductor, Loew's Warfield Theater is to offer one of its biggest shows of the season commencing Saturday. With Roesner again in charge of stage festivities a number of well known personalities have been engaged for the new production which will be personally supervised by Fanchon and Marco and have the title of "Back Home."

\* \* \*

**Cameo**

The popular Cameo Theater on Market street, opposite Fifth, will today screen Tom Mix in the "K and A Train Robbery," with thrills and daring adventure as part of the story. This cosy theater with its other fine films, also presents Sunday and Monday "Call of the Wilderness," with Sandow, the police dog, the star in the picture.

\* \* \*

**Golden Gate**

Ned Wayburn's Buds of 1927, a musical and dancing revue composed of young people trained and developed in Ned Wayburn's studio in New York, are featured at the Golden Gate Theater.

Harry Kahne, mentalist, Naomi Ray and Eddie Harrison, presenting a vaudeville skit "Spring is Here," share honors on the program.

Two other numbers: George McClellan, in comedy offering; Haynes, Lehman and Kayser in "Three Little Playmates," fill out the vaudeville entertainment.

On the screen will be Lewis Stone and an all star cast, in the feature photoplay "The Prince of Headwaiters."

\* \* \*

**Imperial**

The attraction starting Saturday at the Imperial Theater will be Harry Langdon in "His First Flame." It is a corking good comedy full of fun and thrills.

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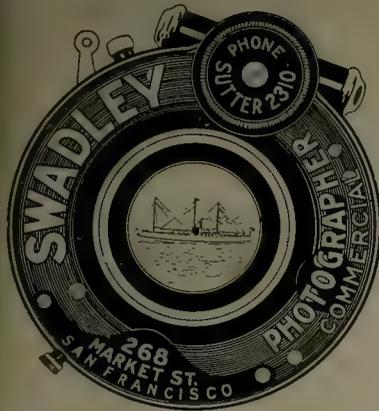
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**IN THE SUPERIOR COURT**

of the State of California, in and for the  
City and County of San Francisco

Margaret Vanderhoogt, Plaintiff, vs. John W. B.  
Vanderhoogt, Defendant.  
No. 184626.

Action brought in the Superior Court of the State  
of California in and for the City and County of San  
Francisco, and the complaint filed in the office of the  
County Clerk of said City and County.

The people of the State of California send greeting  
to: John W. B. Vanderhoogt, Defendant.

You are hereby required to appear in an action  
brought against you by the above-named Plaintiff in  
the Superior Court of the State of California, in and  
for the City and County of San Francisco, and to  
answer the Complaint filed therein within ten days  
(exclusive of the day of service) after the service on  
you of this summons, if served within this City and  
County; or if served elsewhere within thirty days.

The said action is brought to obtain a judgment  
and decree of this Court dissolving the bonds of mar-  
trimony now existing between plaintiff and defend-  
ant, on the grounds of defendant's wilful desertion  
and wilful neglect, also for general relief, as will  
more fully appear in the Complaint on file, to which  
special reference is hereby made.

And you are hereby notified that unless you appear  
and answer as above required, the said Plaintiff will  
take judgment for any money or damages demanded  
in the complaint as arising upon contract or will  
apply to the Court for other relief demanded in the  
complaint.

Given under my hand and the Seal of the Superior  
Court of the State of California, in and for the City  
and County of San Francisco.

Dated this twenty-seventh day of July, 1927.

H. I. MULCREVY, Clerk.

By J. J. RAFFERTY, Deputy Clerk.

(Seal)

Austin Lewis, 473 Mills Bldg., San Francisco,  
Attorney for Plaintiff.

**Pleasure's Wand**  
(Continued from Page 18)

**Pantages**

Sophie Tucker, a world-favorite comedienne, and one of San Francisco's own "pets" will be the headliner at Pantages this week, starting Saturday, with her own new bag of tricks. She carries lots of sunshine 'neath her bonnet and freely passes it around to those who know how to cherish permanent rays of fun. There will be other attractions at this theatre. But don't miss seeing and hearing radiant Sophie Tucker.

\* \* \*

**Alhambra**

Harrison Ford and Phyllis Haver star in "No Control," today's screen feature at the Alhambra; also there will be Joseph Schildkraut in "His Dog," with Julia Faye and Sally Rand, the principals.

Clara Bow, the "It" girl, will be seen Sunday, October 9, in "Rough House Rosie," and there will be October comedy news reels. "Service for Ladies" features Adolph Menjou in a three-day run October 10, 11 and 12. Then comes Milton Sills, Thursday and Friday of next week in "Framed."

**Air Mail Progress**

Nearly 300,000 letters and parcels were sent by air mail between all coast cities in September, according to the monthly traffic report of A. K. Humphries, vice-president, Pacific Air Transport, made public today. The total weight was 7365 pounds, a gain over the preceding month of 565 pounds, or 8 per cent, plus.

Improved facilities for overcoming treacherous weather, so that fast schedules are kept despite fog, rain and sleet, is believed to account for the increasing patronage of the air mail service between coast cities. Extra planes are stationed at strategic points in southern California and the airmail is rushed to these planes when the airport is fog-bound.

To combat adverse weather in the Pacific Northwest, the report states, a specially built motorcycle with side car, manned by a former race driver, is held in readiness to speed the mail and connect with the southbound plane beyond the bad weather area.

\* \* \*

A yard of silk,  
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Makes a girl a frock  
And a man a fool.—Pink 'Un.

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## Salon of International Art

Arthur Upham Pope, advisory curator of Mohammedan art, Chicago Art Institute, gave an interesting talk on this subject yesterday evening (Friday) in the gold room of the Fairmont Hotel, under the auspices of the Salon. Syud Hossain, editor of the New Orient, was also a speaker on this occasion, comparing the Western art to the Persian and Indian, with illustrations. Supper was served after the program.

"What nationality are you?"  
"Three-fourths German."  
"What's the other fourth?"  
"A wooden leg."

\* \* \*

"Yes, sir. We women are going to clean up politics, the stage, and the movies."

"Good. What about the dishes in the sink?"

\* \* \*

A troupe of Shakespearian actors of extremely uncertain financial standing was lounging in the lobby of a small town hotel. The manager entered and addressed the leading man of the company.

"Don't forget. We're playing 'Hamlet' tonight," he announced.

"Hamlet, eh?" replied handsome Harry. "All right, but I can't play Hamlet with this three-day beard. Gimme twenty-five cents for a shave."

The manager reeled slightly. "Twenty-five cents! Oh, hell! We'll play Macbeth."

\* \* \*

Squash Him Gently—"So you are using balloon tires now."

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\* \* \*

Fisherman's Luck—"I think the man you married is a fine-looking fellow."

"Ah, but you should have seen the one that got away."

—Everybody's Weekly.

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The MINERAL DEVELOPMENT COMPANY, location of principal place of business, San Francisco, California.

Notice is hereby given that at a meeting of the Directors held on the 4th day of October, 1927, an assessment of one-half cent per share was levied upon the issued capital stock of the corporation payable immediately in legal money of the United States, to the Secretary, at the office of the company, Room 245, Monadnock Building, San Francisco, Calif.

Any stock on which this assessment shall remain unpaid on the 12th day of November, 1927, will be delinquent and advertised for sale at public auction, and unless payment is made before, will be sold on Tuesday the 13th day of December, 1927, to pay the delinquent assessment, together with costs of advertising and expense of sale.

M. J. SEELY, Secretary.

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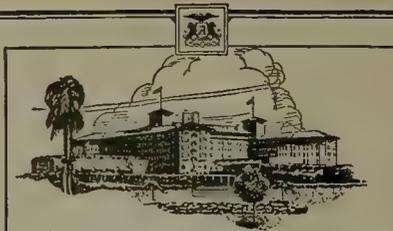
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theater and 25 smart shops within the  
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the great Panama Canal; visit Balboa, Cristobal and historic old Panama.  
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# SAN FRANCISCO News Letter

ESTABLISHED JULY 20, 1856

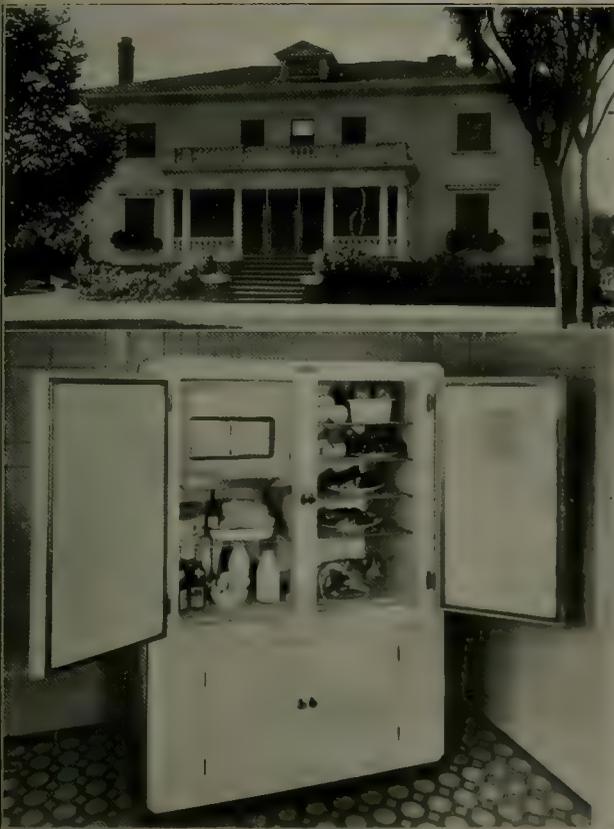
\$5.00 PER YEAR

PRICE 10 CENTS

SAN FRANCISCO

Saturday, October 15, 1927

LOS ANGELES



Frigidaire equipment in the home of C. S. Howard,  
Warren Road, San Mateo

FRIGIDAIRE  
CORPORATION

San Francisco  
871 MISSION

Oakland  
1962 BROADWAY

IF YOU OWNED A FRIGIDAIRE YOU,  
TOO, WOULD UNDERSTAND WHY

*There are more than Half a Million  
Frigidaire in homes and stores today*

MORE FRIGIDAIRE IN USE THAN ALL OTHER  
ELECTRIC REFRIGERATORS COMBINED

**Howard Automobile Company**

LARGEST DISTRIBUTOR OF AUTOMOBILES IN THE WORLD

VAN NESS AVE AT CALIFORNIA ST

DEPT. ANTWERP



EXHIBIT 1

SAN FRANCISCO, CAL. September 29, 1927.

Frigidaire Corporation,  
871 Mission Street,  
San Francisco,  
California.

Gentlemen:

Knowing that Frigidaire was a product of  
General Motors, quite naturally, I expected a lot of my  
Frigidaire.

I never knew what real refrigeration was  
until you installed Frigidaire in my home. Food preservation  
is no longer a problem, and we thoroughly enjoy the frozen des-  
serts which we make in the freezing trays.

Frigidaire actually saves me money too. The  
operating cost is much less than we formerly paid for ice, and no  
food is wasted; in fact it is the best investment I have ever  
made, in the line of household equipment.

Yours very truly,

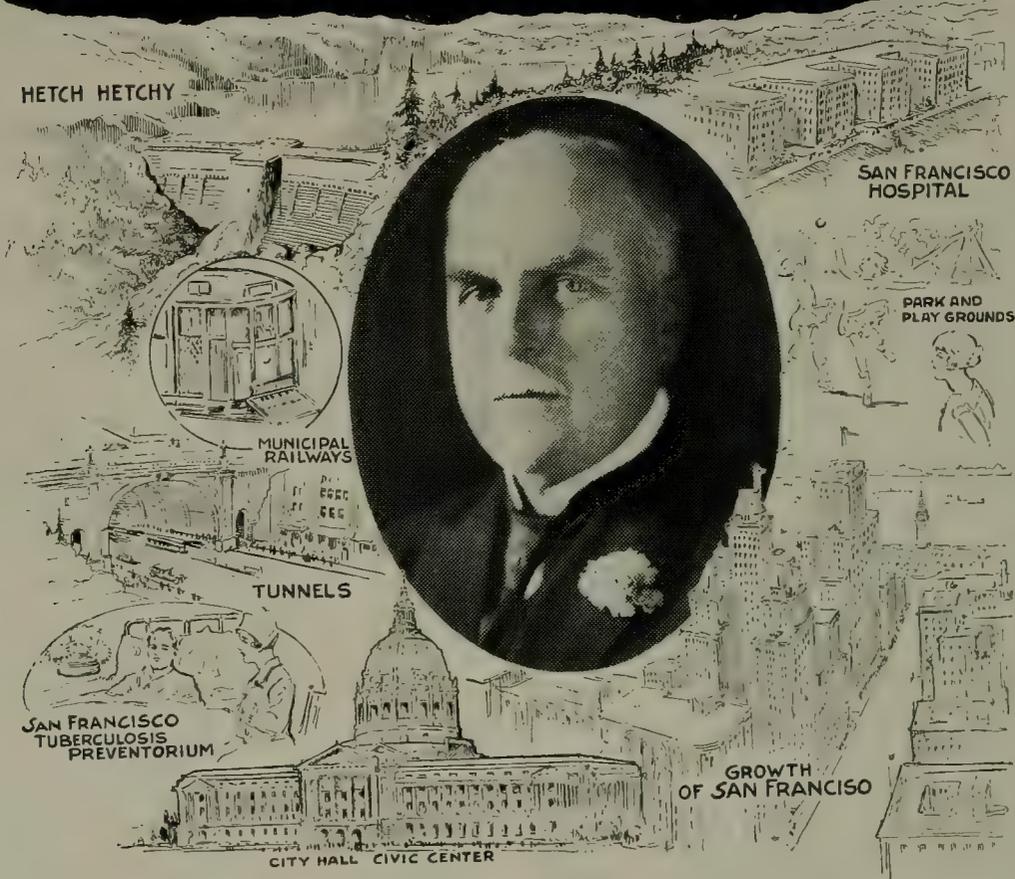
*C. S. Howard*

CC-1

# FRIGIDAIRE

PRODUCT OF GENERAL MOTORS

# BUILD WITH ROLPH



## **Bossism Destroys~Clean Government Builds**

Bossism Stifles Business~Clean Government makes Prosperity

Bossism Retards Civic Growth~Clean Government Increases Population

Bossism Brings Crime Waves~Clean Government Protects the Home

Bossism Exists *by the* Spoils System~Clean Government Supports Civil Service

*Don't be misled by a third Candidate*

**A Vote for any other Candidate than Rolph  
is a Vote for Bossism *and* Rolph's Chief Opponent**



# SAN FRANCISCO NEWS LETTER



Devoted to the Leading Interests of California and the Pacific Coast

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Vol. CIX

SAN FRANCISCO, CALIF., OCTOBER 15, 1927

No. 42

## Panama Mail Cruise

A cruise to New York by way of the Spanish-Americans, aboard a Panama Mail liner from San Francisco or Los Angeles is a joy and remembrance that will last a lifetime.

Through tropic seas these palatial liners of the Panama Mail fleet voyage. The vessels are especially built for semi-tropical cruising. All cabins are outside and are equipped with beds, not berths. The cuisine of the vessels is maintained at the highest standard and the food and service compare favorably with the best hotels in the land.

From the time of sailing until the completion of the voyage, a period of twenty-eight days, the cruise is replete with entertainment aboard ship, shore excursions to lands of strange people and enchantment.

### Winter Cruise

On December 17, a cruise party will leave San Francisco aboard the liner Venezuela with the party limited to one hundred persons. This is the first of two cruises that the Panama Mail Line has arranged, the second one to leave San Francisco aboard the liner Ecuador on January 9, 1928.

The cruise party aboard the liner "Venezuela" on December 17, and on January 9, will be a water and rail tour. Visits will be made to seven countries in a period of seven weeks and the sea voyage and land tour will cover 7000 miles.

The first stop on foreign shores will be Manzanillo, Mexico. Quaint, old and beautifully set in a land-locked harbor, the town is picturesquely situated among sharp hills. Then on to Guatemala City, the "Paris of Central America." Here will be found modern hotels and tennis clubs. This city, lying in the lap of a magnificent valley

rimmed in by Emerald hills and guarded by blue mountain peaks, offers everything a modern city has to offer and more; for in spite of its twentieth century comforts and habits and customs of the people, the tourist is received with a welcome that is provincial in its warmth by these people of the Spanish-Americans.

The passage through the Panama Canal, with visits to Old Panama City and the wonderful engineering feat of the canal, will rouse in the breasts of all who behold this waterway a thrill for the engineering ability of American engineers.

### Capital of Cuba

Havana, gay pleasure capital of Cuba, will be in the height of merry-making when the tour parties arrive there. From Havana the party will proceed to Miami, Florida, where they will be taken on a 700-mile automobile parlor car tour of the state, visiting all of the pleasure resorts and beauty spots of this delightful winter playground.

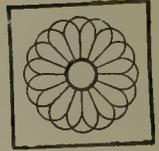
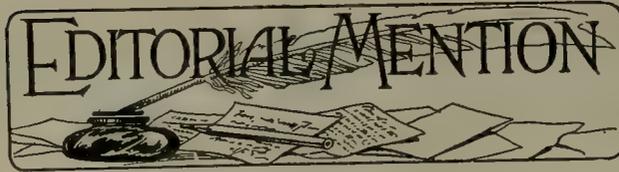
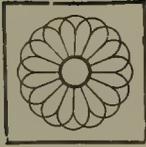
Then aboard a de luxe train for a trip through Louisiana, reaching New Orleans for the gay Mardi Gras, where all business activities suspend during the week's gaiety.

An all day motor tour over the Apache trail to Phoenix has been arranged when the party reaches Arizona.

The sea and rail tour is to be conducted by a tour manager who will attend to all details incident to hotel accommodations, automobiles, sightseeing guides, etc., relieving the party of the usual petty annoyances connected with traveling in strange lands.

All information of the December and January tours will be furnished by the Panama Mail Steamship Company, No. 2 Pine street, San Francisco or 548 South Spring street, Los Angeles.





### Brisbane and Mayor Rolph

Arthur Brisbane, editor for William Randolph Hearst, in a speech entitled "Giants of the Past and Giants of the Present," which he presented before the Chamber of Commerce last Friday, said in part:

"You have a mayor who is known by everyone, and you have had the intelligence to keep him for sixteen years. He has an opponent—I don't know who he is. Speaking as a newspaper man, if Mr. Hearst had an editor who had done his work faithfully and well for sixteen years, he wouldn't throw him out to experiment with a new and untried man; and if he had a managing editor who was not doing his work well, he would not wait sixteen years to throw him out."

This is a remarkable tribute coming from a man who is such an important part of that fountain of information operated by William Randolph Hearst.

To the thinking San Franciscan, who has been reading the headlines during this mayoralty campaign, this wonderful tribute to Mayor Rolph is all the more fraught with significance. Whatever may be said of Hearst's policies, it is certain that no Hearst organ will ever stand for the return of boss rule.

Bossism and the spoils system, on which it exists, are the most formidable foes of municipal ownership, for which the Hearst papers are firmly pledged. It is because of the danger of bossism that many business men are opposed to municipal ownership of public utilities.

This statement of Mr. Brisbane's was not given publicly in the local Hearst press, which is again significant to the thinking reader. Is it possible that there is a rift in the Hearst organization, that influences with a "Daily News" psychology are endeavoring to control the policy of the local Hearst papers in defiance to William Randolph Hearst and Arthur Brisbane?

It is unthinkable to the intelligent San Franciscan that the Hearst papers should fail to support Mayor James Rolph Jr. at a time when his chief opponent is the figure-head of an ominous political machine, with its tentacles already throttling the legislatures and many other important state and federal offices.

It is clear that Mayor Rolph would have betrayed his city into the hands of a dangerous political machine had he failed to make himself a candidate for re-election.

Fortunately, however, the machine has been so evident in the campaign against Mayor Rolph that the citizenry has been alarmed. As a consequence, it appears today that Mayor James Rolph Jr. will be carried into office by the greatest vote he has ever received, on the simple logic of the statement of Arthur Brisbane that it is an intelligent city that keeps a good executive in office.

\* \* \*

### Fall Weather

Now is the time to drink to the full the beauty and glory of this land. Never was San Francisco more lovely than it is in these October days. This year they are particularly beautiful and the city itself is more strikingly glorious than ever before. The new buildings which have made the sky line so much bolder and richer have contributed greatly to this result.

The remarks of tourists, as they come in the morning from the train at Oakland, bear testimony to the effect which the light mist, melting away into color, makes upon

these traveled and discriminating people. They crowd the upper deck and look with fascination upon a scene which even to the oldest dweller, never grows familiar. The Twin Peaks stand in the background of a picture which they have never seen the like of elsewhere.

The eye sweeps the bay and sees the mists curling away from the Golden Gate and Alcatraz standing out with its lighthouse, for all the world like a storied Italian island in the Bay of Naples. And then beyond rise the hills of Marin with Tamalpais standing guard in purple glory, as the sun climbs. The Berkeley hills are glowing in the light and Diablo far away closes the picture.

And what is admirable in the morning becomes indescribably more wonderful in the evening. The colors are more intense; scarlets and blues trail from the Gate to the back of the city and pile up wonder after wonder of color and cloud effect. The lights come out and the sky scrapers add their contribution to the magic.

Now is the time to see those things before the winter rains come and the spring, which we call winter, catches us up.

\* \* \*

### Canada Advances

The position which our northern neighbor has achieved will be greeted with great enthusiasm by the people of this country, for there is a tender spot in all American hearts for the gallant folk of the Dominion. At one leap Canada has bounded into a position of leadership in the world. She is to be the representative of the small nations. She is also to be the spokesman for the dominions and commonwealths of the British Empire as well as for India. This is a very responsible job, and the shouldering of such a responsibility is a testimonial to the force and integrity of the Canadian people.

Canada has her minister at Washington and the good feeling and hearty co-operation between the governments of Ottawa and Washington need no statement; they stand written in the history of the last hundred years. Moreover, the economic bonds between the two countries grow constantly stronger. The United States is fast becoming the banker of Canada. In fact, if we take the amount of investment as our guide, we find an investment of about three billion American dollars to two billions of British. This discrepancy cannot help but continue in view of the proximity of the peoples and the great wealth of the United States. Of the same race as ourselves, dominated by the same political and economic views, facing to a great extent the same problems, our friendship is lasting and indubitable.

Whatever Canadians are, they stand the friends of this country, as well as of the Empire to which they belong. Whatever increases the power of the Dominion of Canada is a pleasure and advantage to this country.

\* \* \*

### Fire Prevention Week

The blaze in a Third street lodging house brought death to five persons the first part of this week, when the Eugene Hotel, twice officially designated as a "firetrap" and operating without a formal permit, was swept by fire.

Three of the people who managed to rush down the front and rear stairways, or leap from their windows, were seriously burned and injured.

## Local News of the Week at A Glance

### For Those Away From Home

The plans for widening Valencia street were finally given sanction at the board of supervisors meeting held Monday.

Bills for issuance of War Memorial bonds to provide immediate funds for work, were favorably passed upon this week, at a supervisors' meeting.

Superior Judge Shortall restored to duty this week, after ten years of litigation, as hoseman of the San Francisco Fire Department, one Arthur J. Landtbon, who was expelled August 16th, 1917.

The principal theme before the twentieth annual convention of the California Association of Insurance Agents, which is to be held in Sacramento November 3rd, 4th and 5th, will be: "Financial Institutions as Insurance Agents."

The Hotel Mark Hopkins will inaugurate the season's Fashion Salon, in Peacock Court Monday, October 17, at the tea hour. Reservations for the Fashion Salon indicate that these affairs given by the Mark Hopkins and the Junior League bid fair to become fashion's rendezvous.

Group life insurance cannot be issued to a trade union in Washington under the State law, according to an opinion forwarded by the Attorney General's office to the Insurance Commissioner. The California insurance law defines group insurance, but places no restriction on the writing of labor unions.

State officials and directors of the American River Hydro-Electric Company held a preliminary conference at Sacramento last Thursday, looking toward the lease of the state-owned Folsom dam site, and discussed plans for the building thereon of a dam and reservoir works involving approximately \$10,000,000.

Australia's best known and most popular aviator, Kingsford Smith, arrived at Mills Field, San Francisco's municipal airport, Tuesday evening, with his crew of four men. His giant tri-motored Fokker monoplane will receive a final overhauling before the transpacific flight, which is tentatively set for next Tuesday.

A statement given out by the various organizations of the building trades, last Wednesday, announced that they hereby reaffirm the 1927 wage scale in the building trades of San Francisco bay district as fixed by the impartial wage board December 9, 1926, and pledge their best efforts to maintain the same for the year 1928.

Director of Public Works, Bert B. Meek, stated at Sacramento this week that the stage is being set for the greatest highway program in California's history. Mr. Meek believes in building roads for permanency, thus avoiding the periodical upkeep. His program is extensive and comprehensive and if carried out, will mean a wonderful progress for California highways.

A financial expert who has just returned to San Francisco after an extensive visit to a number of irrigation districts, throughout California and Oregon, says: "One is impressed, among other things, with the come-back that farm land values have made from their low point of a few years ago. Farm lands are moving in nearly every

farming community in California and prices are tending higher.

Chief of Police Daniel J. O'Brien, in co-operation with Frank G. Snook of the division of motor vehicles and the California Public Safety Conference, announced last Wednesday the beginning of a drive against lack of lights on motor vehicles. O'Brien's idea is to prevent as many accidents as possible by requiring trucks to display proper red lights and clearance lights and to stop the practice of driving "one-eyed" cars.

The running time between San Francisco and Los Angeles will be cut down considerably, when the California Highway Development Association's plans for a high speed, double-track highway between these cities will be consummated. The project will be submitted to the voters at the next election. Details for the method of financing this proposed new highway, will be announced in the near future.

The Co-operative Club of San Francisco, a service organization which has functioned quietly for several months, will make itself known to the world this Saturday evening at a large banquet at the Fairmont. The club's membership will be limited to 100 men, one from each business and profession. The club stands for loyalty to country, upholding the Constitution, for the benefiting of mankind and for maintaining and improving the dignity and character of industry.

The Bank of Italy and its auxiliary, the National Bank-Italy Company, announced this week an increase of \$90,000,000 in capital, making the combined capital account approximately \$200,000,000. This increase is declared to be a record transaction in the United States and makes this institution the largest in the world. The directors also announced a 25 per cent stock dividend to go to all stockholders of record on October 25th.

Germany, Italy and various Scandinavian countries will have an opportunity to see certain phases of San Francisco on the screen, when films which have been "shot" during the last few days will be displayed in Europe. Under the direction of Californians, Inc., expert German cameramen have been taking pictures of Golden Gate Park, Lincoln Park, Seal Rocks, Mission Dolores, Chinatown, Mount Tamalpais and Muir Woods, and the football game at the Berkeley stadium last Saturday.

District Forester S. B. Show announced this week that forest lookouts and airplane patrols will be kept up until danger of fire is passed. This on account of no heavy rain falling in the mountains this autumn. October 10th is the usual date for discontinuing fire-prevention work.

San Francisco's foreign trade led the entire Pacific Coast, during the first eight months of the current year, having gained \$8,154,274 over the two-thirds of 1926.

Two important phases of the bridge questions go on the November ballot. The desire of the public will be determined by the vote on two proposals, one of which provides that the proposed transbay bridge between San Francisco and Alameda is financed, constructed, held and operated under public ownership, and the other demands that the said bridge be constructed by private capital; but that the people may take over the bridge after completion and place it under public ownership and control.



By Antoinette Arnold

### Society Turns Toward Many Charitable Events

Busy days for society!

Many big charities in view—and oh, so short a time for them all. But, with society's usual vim and energy much is being achieved in "consideration of the unfortunates."

With hearts as big as their wide-open purses, and intelligent direction toward the raising of funds, there has been any number of fashionable affairs engaging the attention of leaders.

The Infant Shelter luncheon yesterday, Friday, October 14, at the Palace Hotel, was the most recent of these splendid affairs. Mrs. Randolph Whiting, chairman of the committee, and Mrs. Charles J. Deering, Mrs. H. E. Meyer Jr., Mrs. Ernest J. Mott, Mrs. H. F. Dunbar, Mrs. Robert Clarke, Dr. Adelaide Brown and a group of prominent women have been eagerly working for the great success of their campaign funds for the Shelter, the aim behind their big idea.

\* \* \*

### Grape Festival Yields Splendid Returns

The annual Grape Festival, which was given recently for the orphans home in Marin county, proved a success, according to late reports and many needed additions and building requirements will now be advanced in this venture—one of society's pet projects of the year.

\* \* \*

### Little Folks Benefitted

The card party given this past week at the Fairmont Hotel for the benefit of the subnormal children proved of the greatest society successes of the season.

Every available space in the gold ballroom and the red room of the Fairmont was filled with tables for the players, and that means plenty of real cash for the little subnormals, the

inspirational beneficiaries. Mrs. B. M. Breeden, Mrs. Eugene Conlin, Miss Mary Carmichael, Mrs. J. Cunningham, Miss Marie Hayden, Mrs. Neil Henry, Mrs. Oscar Mansfield, Miss Marie Lacey, Mrs. Frank Silva, Mrs. Arthur Sherry, Mrs. E. Rossi, Mrs. J. J. O'Toole, Mrs. Joseph McEnerney, Mrs. W. S. Millerick, Mrs. Leo Merle, Miss Hamilton, Mrs. D. F. Murphy, Mrs. A. Mittendorf, Miss Marie Hamilton were just some of the co-workers and there were no less than two hundred and fifty hostesses for the card party.

A splendid substantial sum was raised for the event. Many beautiful articles made by the children, themselves were presented as favors to the guests.

\* \* \*

### California Assembly

One of the most attractive of the pretty dancing parties given by the California Club Assembly took place last night, Friday, October 14, in the newly renovated club rooms of the California Club on Clay street. Mrs. A. Forester Hilton is chairman of this assembly and she puts into each event some of her own personality, making real hospitality the word as well as providing lovely dancing parties and entertainment for the guests. The next dance will be given on November 11, as these events are scheduled one for each month during the season.

\* \* \*

### They're Engaged

Miss Nancy Marie Butler surprised a group of friends with news of her engagement to Elwyn Arthur Thompson at an attractive tea given recently at the Hotel Mark Hopkins. The table was decorated with lilies of the valley and begonias in the pastel hues. Gold engraved cards bearing the announcement were presented to the guests.

\* \* \*

### Wedded

Miss Helen Anneitta Clancy became the bride of Gordon Wilson Dennis at high noon Saturday, October 1, at the home of her parents, Mr. and Mrs. Robert John Clancy of Union terrace, in the presence of relatives and a few close friends. Dean J. Wilmer Gresham officiated. The bride was given in marriage by her father.

### Distinguished Visitors

Among interesting visitors at the Fairmont hotel the last week were General Sir John Asser of London former governor and commander-in-chief of Bermuda, and Lady Asser who are enjoying a trip around the world. General Asser is a distinguished veteran of several British wars and was for several years a member of the Sudan Government Council and is a Pasha in Egypt. Lady Asser is the daughter of James Wetherspoon of New York. Prior to their sailing on the Tenyo Maru for Japan they were honor guests at a number of social affairs.

\* \* \*

### Critic Leaving for Europe, Honor Guest

Ildwal Jones, dramatic critic, who is leaving next week with his wife and little daughter for a year's tour of Europe, was honored by his fellow critics with a charming dinner dance at the Aladdin studio tiffin room Tuesday evening, the hosts being Mr. and Mrs. Curran D. Swint and Mr. and Mrs. A. F. Gillaspay and among the guests were George Warren and Edith Bristol.

\* \* \*

### Laurel Hall

Mrs. Frank Panter, president of Laurel Hall Club, presided over an elaborate card party given in the Fairmont Hotel last week. It was a delightful affair, with hundreds of smartly attired women seated at the tables.

Mrs. G. R. Puckett was chairman of the day, assisted by Mrs. A. G. Stoll, Mrs. Emma Krebs, and a number of other prominent members.

\* \* \*

Mrs. John Farnham will preside over the meeting on Wednesday, October 19, when "Books of the Hour" will be discussed by Josephine Bartlett, an authority on literature. Mrs. Bartlett will speak of the most recent publications and outline the gen-

### SANTA MARIA INN

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HOWARD T. BLETHEN, Proprietor

eral trend of the books which she commends to the large group of readers.

Mrs. John Jury, former president, will have charge of the musical events, presenting Elvira Johnson, Maurine Miller and Florence Lancaster in a trio of instrumental and vocal selections.

Mrs. Edward J. Dollard, Mrs. W. C. Kempton will be reception hostesses.

\* \* \*

**Nuptials, Rites at Church Altar**

Miss Florence Catherine Barton became the bride of Charles Francis Ruggles on Wednesday morning, the ceremony being celebrated with a nuptial mass at 9 o'clock at St. Mary's Paulist Church. Father Mallen officiated at the ceremony, and afterwards there was a reception and wedding breakfast for the immediate family and a few intimate friends in the gray room at the Fairmont Hotel.

\* \* \*

Mrs. E. C. Garratt, of Oakland, gave a bridge luncheon Saturday afternoon in honor of her daughter, Mrs. George W. Vilas. Mrs. Vilas is now visiting her mother in Oakland but will return shortly to her home in Shanghai.

The table was very attractively decorated with flowers and after luncheon Mrs. Garratt's guests played bridge in the Roof Garden.

\* \* \*

Mr. and Mrs. J. L. Ostlund gave a dinner at the Whitcomb Hotel on Saturday evening celebrating the fiftieth anniversary of the founding of the Swedish Mission Church.

\* \* \*

Mrs. Charles W. Peterson of Claremont, Oakland, assembled a group of her friends at a luncheon given at the Fairmont Hotel in honor of Mrs. Robert Shingle of Honolulu, and Mrs. D. M. Linnard of Pasadena, both visitors in the city, the former being enroute to New York where her daughter, Miss Melvia Shingle will enter a fashionable boarding school. The luncheon table had for decoration a large basket of yellow roses. Those present included besides the complimented guests: Mrs. George Beckley, Mrs. Louis Bloch, Mrs. James Hines, Mrs. Z. Malaby.



**HOTEL MARK HOPKINS**  
Nob Hill  
A Smart Town House for a Day or a Year  
500 Rooms  
Tariff: From \$4 per day

Mrs. Squire Varick Mooney, who has recently taken an apartment at the Fairmont hotel, gave a dinner party to a few friends on Monday evening. Cards were enjoyed during the evening.

\* \* \*

Miss Rosita Thibault, one of the belles of San Salvador, who with her aunt, Mrs. Rosano Ruano, has been spending the summer at the Fairmont hotel, entertained a group of friends informally at tea on Monday in Laurel Court.

\* \* \*

Mr. and Mrs. Alpheus Fuller Williams and family, of England and South Africa, are among recent arrivals of interest at the Clift Hotel, for a three weeks' stay. In the party are Mr. Gardner Williams, just graduated from Cambridge, M. James Williams, Mr. Alpheus Fuller Williams Jr., Mr. Robin Williams, Mr. Thomas Stratton and Miss Doreen Trevor.

Mr. Williams, who is general manager of the Kimberly diamond mines, has resided in South Africa for a number of years.

\* \* \*

The distance from San Francisco to Chicago via the transcontinental air mail route is 1915 miles, according to a profile map just issued by Boeing Air Transport, Inc.

\* \* \*

Mrs. Ella Cantor was hostess at a luncheon given at the Fairmont Hotel on Saturday (September 24) entertaining as her guests the members of the Congenials Club which was organized twenty years ago, hence the name. Cards completed the afternoon. Among those present were: Mrs. Charles Scharff, Mrs. Benjamin Scharff, Mrs. Julia Bressler, Mrs. Millie Lindner, Mrs. Mattie Frey, Mrs. John Heilbuth, Mrs. L. Lowenstein, Mrs. Sarah Label, Mrs. Jennie Crown, Mrs. Ernest Ulman.

Installation of officers of the County Council of American Legion Auxiliary was held at a dinner given in the Italian room of the Whitcomb Hotel on Tuesday evening. Mrs. Anita B. Claridge acted as hostess. Those present at the dinner were:

**MESDAMES**

- |                    |                     |
|--------------------|---------------------|
| Anne Huston        | Selma Wolf          |
| Estelle Shepheard  | Sophie Rogell       |
| Evelyn Wilson      | Mary Holt           |
| Elizabeth Drendell | Miriam Feathers     |
| Maude Royse        | Clara Perata        |
| Thelma Jackson     | Elizabeth Schriener |
| Rose Bunch         | Bessie M. Rees      |
| Ruth M. Trompeter  | Isobel Ransome      |
| Mabel Roseheim     | Jessie Robinson     |
| Ethel Flynn        | Emily E. Grant      |

**MISSES**

- |                |              |
|----------------|--------------|
| Susan Phillips | Emma Irwin   |
| Helen Lynn     | Mary Roheige |

\* \* \*

Mr. George McNear Sr. has returned to San Francisco and has taken an apartment at the fashionable Park Lane on Nob Hill, where he will make his home for the winter.

\* \* \*

The reception given by Paul Elder last Saturday night in honor of the Golden Gate Branch Pen Women was a brilliant affair. Mrs. Grace Sanderson Michie, the president, gave a talk thanking Mr. Elder for his courtesy and told of the work of Pen Women. Nancy Buckley, California poet, read some of her beautiful poems, and was warmly greeted by the writers in attendance.

George Douglas, editorial writers, critic and book authority, gave one of his scholarly addresses. The reception committee included Gertrude Atherton, Nancy Buckley, Annie Laurie, Mrs. Hugh Brown, Charles Caldwell Dobie, John Hamlin, Thomas Nunan, George Douglas.

\* \* \*

**Assembly Dances**

Mrs. A. Forrester Hilton, chairman of the California Club Assembly, presided over the first of the season's dances in the lovely renovated club home, 1750 Clay street, last Friday night.

where you pay no more for the

**BEST FLOWERS**

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# PLEASURE'S WAND

OBEY NO WAND BUT PLEASURE'S  
— Tom Moore



By Josephine Young

## Many Good Shows

Marjorie Rambeau captured the town anew with her portrayal of the mother part in "The Pelican."

This is an exceptional play and proves the dramatic powers of Miss Rambeau beyond anything, I think, that has been given here in many a day.

The story itself is highly dramatic, tempered with pathos and moments of intensity.

It deals with the legend of the pelican who, upon necessity, sacrifices its own life-blood for its young. There is much to stir the emotions in "The Pelican," without harrowing up one's sympathies.

\* \* \*

## Columbia

The Columbia will, this coming week, offer to theater-goers, another excellent play "The Vortex," by the brilliant play actor, Noel Coward, in which Marjorie Rambeau will again be the star.

Others in the company are Allan Vincent, Richard Bartlett, Zeffie Tilbury, Herbert Hayes, Richard Lancaster. Much is made of the stage settings in all of the Rambeau plays, adding considerably in the way of atmosphere and environment.

Perhaps I am one of those who constantly consider background in stage productions; but, to me it means half the play.

\* \* \*

## Curran

"Gay Paree" continues at the Curran theater this week only.

For, although the Curran has been packed ever since the opening of the Messrs. Shubert 1927 edition of the New York Winter Garden Revue, western tour bookings now make it imperative that the show close October 22.

Charles "Chic" Sale is the leading comedian presenting his hick impersonations, seasoned with sublimity and reaching out to the heart as well as filling the eyes with laughter.

Rita Gould, prima donna, Alice Boulden, Douglas Leavitt, William Montgomery and dozens of singing and dancing girls appear in the show. There are any number of tableaux or "scenes" as modern programs bill

them, "A Beautiful Fan," being one feature.

\* \* \*

## Lurie

"Oh Kay" with John Roche and Kathleen Kidd, James Donlan and Jimmie Clemons appearing as principals, opened at the Lurie theater Monday night.

The music of "Oh Kay" is by George Gershwin. The lyrics are by Ira Gershwin, working in unison and intelligent harmony in many musical shows. The book is the work of P. G. Wodehouse and Guy Bolton. Herhold Davis and Homer Curran are the producers. "Oh Kay" had a long run in New York and opened the new Mayan theater in Los Angeles.

A company of 100 appear in the musical comedy. Some of the principals in addition to those already specified include: Doris Eaton, a ravishing beauty; Denis d'Auburn, Ann Martin, the Neilson sisters and Henry Hall.

\* \* \*

## President

"What Anne Brought Home" is the laughter drawing-card at the President theater on McAllister street near Market and Jones, where the Henry Duffy players are creating considerable mirth and, at the same time, presenting something clever and dramatic.

Of course the theme surrounds romantic inclinations—without which there would be no real tenderness, in any play. So there is much sentiment but the laugh's the thing; for "What Anne Brought Home" is no mystery.

\* \* \*

## Alcazar

If you haven't seen "Pigs" at the Alcazar theater, be sure to go; and better still, have a little theater party all your own—for you will certainly spend one of the happiest evenings you have known. The comedy is clever, sparkling and full of verve.

May Buckley, a San Francisco actress, plays the mother role. She tugs at one's heart all the time—she's so sensible and so wholesome and blessed with the grace of humor.

Gay Seabrook is the dearest kind of the modern flapper.

Emerson Treacy is a Henry Duffy

## Amusements

NEXT WEEK

### ON THE STAGE

#### Alcazar, O'Farrell nr. Powell

"Pigs," Henry Duffy presents the John Golden comedy starring May Buckley and Emerson Treacy.

#### Columbia, Eddy nr. Powell

"The Pelican," featuring Marjorie Rambeau Oct. 15, 16; "The Vortex," beginning Oct. 17.

#### Curran, Geary nr. Mason

"Gay Paree," musical show with Chick Sales the comedian.

#### Lurie, Geary nr. Mason

"Oh Kay," John Roche, Kathleen Kidd.

#### President, McAllister nr. Market

"What Anne Brought Home," Henry Duffy comedy.

#### Community Playhouse, "The Players' Guild"

"Fanny's First Play," Oct. 15, 20, 21 and 22.

\* \* \*

### VAUDEVILLE

#### Golden Gate, G. G. Ave. and Taylor

Maddock's Tricks, miniature revue. Fred Ardath, "Men Among Men," Barderlaugs, acts; "Convoy," on the screen, Nay film. "The Monologist," mystery act.

#### Orpheum, O'Farrell nr. Powell

Big bill this week. Adele Rowland, "Story Songs"; Nancy Gibbs, Jue Fong, Pepita Granados.

#### Pantages, Market at Hyde

"The Joy Girl," Olive Borden, Rinaldo Brothers, Swanson Sisters, Passeri's "Romantic Revue." Jack Strouse, comedy sketch.

#### Union Square, O'Farrell nr. Powell

Vaudeville—pictures.

#### Wigwam, Mission nr. 22nd

Musical show—pictures.

\* \* \*

### ON THE SCREEN

DOWN TOWN

#### Cameo, Market opp. Fifth street

Change of pictures—educational films.

#### Casino, Ellis at Mason

"Almost a Lady," "Spangles," double-bill Sat. "Rubber Tires," and "Down the Stretch," double bill. Sun. "The Yankee Clipper," Tues. Wed., William Boyd, Elinor Fair.

#### Granada, Market at Jones

"Alias the Lone Wolf," Bert Lytell, Lois Wilson.

#### Imperial, Market St. op. Jones

Milton Sills, "Hard-Boiled Haggerty."

#### St. Francis, Market bet. 5th-6th.

"The Blood Ship," tale of San Francisco water front. Jacqueline Logan, Richard Arlen, Hobart Bosworth. "Annie Laurie" ends Friday night.

#### Warfield, Market at Taylor

"Spring Fever," William Haines, Joan Crawford.

### RESIDENCE DISTRICT

#### Alhambra, Polk St., nr. Green

Bebe Daniels, "Senorita," Sat. Olive Borden, Gertrude Astor, "Country Beyond," Sun. "The Night of Love," Mon. and Tues., Ronald Colman, Vilma Banky, "Running Wild," Wed., Thurs. W. C. Fields, Mary Brian, "The World at Her Feet," Florence Vidor, Fri.

favorite among theater patrons. In fact the whole cast presents a mighty good performance!

\* \* \*

**Orpheum**

Adele Rowland, well known star, is back in vaudeville and is to top the new bill at the Orpheum theater which starts this Saturday matinee. Miss Rowland is a popular musical comedy star and will present a program of songs. In private life Miss Rowland is Mrs. Conway Tearle, wife of the famous motion picture star.

Another feature at the Orpheum this coming week is the presentation of "Dear Little Rebel," a musical romance of the South in Civil War days, which introduces Nancy Gibbs, the Welsh star. Miss Gibbs will be supported by a cast of eleven Broadway players, including Robert Vernon, P. J. O'Connor and Dick Traut.

Ray and Dot Dean will present a hilarious comedy skit called "Alpheus Pure and Simple," said to resemble the doings of a comic strip. Pepita Granados, Spanish dancer, known as "The Queen of the Castenets," and Harry Holbrook, baritone, have a skit called "A Spanish Serenade," in which they are assisted by A. F. Luftric at the piano.

Other features will include the Chinese tenor, Jue Fong, who will offer songs; Bordner and Boyer Company in a novelty turn called "Jumping Around"; "Amateur Nite in London," a laughing hit and other acts.

\* \* \*

**Golden Gate**

The Golden Gate Theater has a quadruple headline bill for the new show starting Saturday. Maddock's Tricks, The Monologist, Hal Hart and Fred Ardath are the principal attractions.

Maddock's Tricks, a miniature revue with a cast of fourteen, featuring Wally Crisham, Josephine Fontaine and the Rotunno Brothers, is a combination of diversified tricks.

The Monologist is a surprise number. Hal Hart demonstrates himself as a comedian at the beginning of his act, and at the end a wire walker.

Fred Ardath, Earle Hall and Grace Osborn appear in a comedy sketch, "Men Among Men."

The McCarthy Sisters, Clare and Alice, known as "Two Colleens from Musical Comedy," and The Barderlangs, fill out the program.

On the screen, Lowell Sherman, Dorothy Mackaill and William Collier Jr. head the cast in the picture "Convoy," a history of the navy at war.

\* \* \*

**Granada**

Baffling mystery thrills and romance are features of "Alias the Lone Wolf" with Bert Lytell playing the

hero of this Louis Joseph Vance adventure.

Lois Wilson plays the heroine, assuming the part of a French girl. In the supporting cast are: Paulette Duval, Ned Parks, William V. Mong and James Mason. Scenes aboard an ocean liner and plots and interplots are part of the story.

The Granada presents stage attractions of unusual entertainment.

\* \* \*

**Imperial**

"Hard-Boiled Haggerty" comes to the Imperial theater Saturday with Milton Sills the star, playing opposite him being Molly O'Day.

Arthur Stone, Mitchell Lewis, George Fawcett, Yola d'Avril and Lucien Prival.

\* \* \*

**St. Francis**

"Annie Laurie" starring Lillian Gish is screened at the St. Francis theater.

Norman Kerry plays the principal male role and, as head of the warring clans he becomes lover and protector all in consequential turn, and is all that is satisfactory by his motion picture admirers.

Scenic effects are gorgeous.

Dramatic moments intense.

The story closely follows the trend of the well known song—with the hills of bonny Scotland, and heather daintiness surrounding the lovers in the story.

"The Blood Ship" will follow "Annie Laurie" at the St. Francis Saturday, showing San Francisco water front scenes. Norman Springer wrote the story. In the cast are Jacqueline Logan, Richard Arlen, Hobart Bosworth, Arthur Rankin.

\* \* \*

**Warfield**

"Spring Fever," featuring William Haines and Joan Crawford, will be screened at the Warfield theater beginning with Saturday's performances. Golf, love and trickery are outstanding events in this comedy drama.

Walt Roesner has returned as leader of the Warfield orchestra after a tour of eastern cities where he paid flying visits with Paul Whiteman and Paul Ash—formerly of San Francisco.

The stage numbers of Fanchon and Marco ideas are peppy and picturesque with a lot of pretty creatures to hold the interest. In fact the Warfield stage presentations are quite the lures of this motion picture theater.

\* \* \*

**Players' Guild**

"Fanny's First Play" will be on the stage at the Community Playhouse Saturday matinee and Saturday eve-

(Continued on Page 18)

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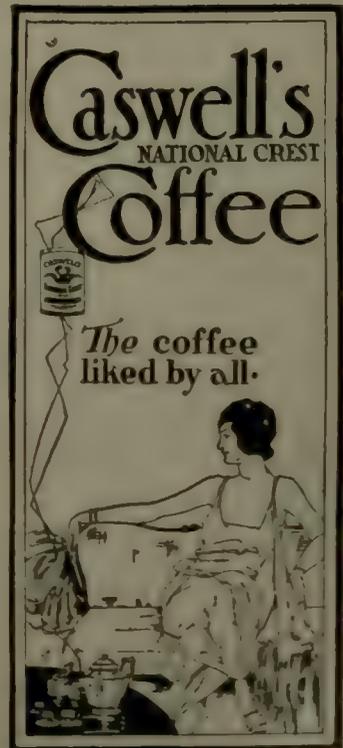


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## Finance

Dr. H. F. True complains that we are not spending enough on health activities. He says that Los Angeles spends \$750,000 in carrying out health activities and San Francisco spends only \$98,000. The answer would seem to be that Los Angeles has to spend more.

The United States Department of Commerce is trying to co-ordinate industry and metal production. This will lead to the development of better economic and technologic progress in the metal industry and would represent a national gain of great importance.

Volume of business on the San Francisco Stock Exchange for the past fiscal year attained record proportions. New records were achieved both in volume of shares traded in and the market values of securities. Each year for the past ten years has seen a new record established.

The Stock Exchange has initiated a new plan for the stamping out of fraud in the investment field. They will concentrate their information in a clearing house and thus create a medium through which the records of fraudulent stock transactions will become available for the purpose of detecting guilty parties and protecting the innocent.

Lloyd Bertaud, pilot of the lost plane "Old Glory" was at one time worker for the P. G. and E. in the gas department. The superintendent of the North Beach gas plant advanced the first money for his flying lessons. He took his first lessons from a man called Patterson in Alameda and afterwards took lessons with the Christoffersons, who considered that they had taught him all they could in five lessons.

According to the National Industrial Conference Board, the national per capita tax is 11.5 or \$11.5 on each dollar of income. In California, however, we pay nearly twice as much, for State Controller Riley declares that out of every dollar earned in this state 21.4 cents goes in taxes. That seems to be a pretty big average and it would appear as if there were some mistake about it.

Shippers of grapes throughout the state will be urged to adopt the program of the California Vineyardist Association which calls for the shipment of not more than 60% of the approved car requirements so as to avert a serious drop in the price of grapes in the eastern markets.

Locomotives are constantly growing larger and better. The general superintendent of the motive power for the Southern Pacific announces that "No. 60,000," a new type of three cylinder locomotive carrying 350 pounds boiler pressure in place of the usual 200 to 215 pounds, is on the Pacific Coast. This is the 60,000th locomotive engine built by the Baldwin Locomotive Works.

"Mayor James Rolph Jr. has been the outstanding exponent of practical municipal ownership in San Francisco. The municipal railways developed under the Rolph administration are models for all municipal ownership students in the United States." The foregoing statement was made by Eugene J. Sullivan of the Electrical Workers.

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## Political Hop-Offs

Another club has been organized at 527 Columbus avenue to push ahead the cause of Supervisor Badaracco. Stephen Malestesta is president and the secretary is State Senator Victor Canepa.

The Union Labor Rolph Club held a rousing meeting in the Mission Rolph headquarters last week and the unionists can't see how the old "Spirit of Sunny Jim" will not streak out there a big winner.

Mayor Rolph certainly had the old ship going through the stunts last week—all night-flying at that. He touched at the following points: Mission Rolph Club, Primrose Club, Forest Hill Rolph Club, Women's Rolph Club, Unione Sportiva Hall, dedication of new tennis court, Judson avenue and Phelan avenue, and swooped down in glory to the barbecue out at Hunter's Point. Lindbergh take notice!

In a recent statement Russel L. Wolden has illustrated the efficiency of his office by drawing attention to the fact that out of 430,000 assessments, only 78 taxpayers applied for a revision and of these only 5 were allowed by the Board of Supervisors sitting as an equalization committee. That's handling the control sticks, we'll say.

John H. McCallum, former harbor commissioner and civic leader, is out with the following boost for Maurice T. Dooling for district attorney: "On rare occasions the voters of San Francisco are offered exceptional political bargains and in the case of the coming election I note one contest in which the purchasing power of a vote is certain to obtain maximum values." The bargain he refers to is the acquisition by the citizens of the services of Maurice Dooling as district attorney.

With the slogan of "The Father of Municipal Music" and "The Man Who Put San Francisco on the Musical Map," music lovers of this city are lining up solidly behind the flight of Emmett Hayden for re-election as supervisor.

Fred Suhr has joined the supervisorial flight and with his excellent record as former supervisor as an experience and a model to set forth, he has a splendid chance to be one of the chosen nine on November 8th. Among the prominent men and women official sponsors of his candidacy are J. E. Scully, Harold Brunn, M. D., F. E. Rathjens, M. R. Ottinger, Timothy E. Treacy and Mildred J. Pollok.

Jesse C. Colman, supervisor, has joined the ranks in the getaway for re-election. Supervisor Colman has made a very good supervisor and his present record should stand him in good stead in the coming race. It should be the policy of the voters to retain in office or elevate to higher emoluments public servants who have served them well.

With the solid support of the downtown businessmen and many of the representative labor men behind him, J. Emmett Hayden is conceded a sure winner in the coming municipal race.

Carl W. Miles, of the firm of Miles & Scott, 582 California street, a successful business man and a world-war veteran, has made his getaway for supervisorial honors.

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RE-ELECT

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# JESSE C. COLMAN

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RE-ELECT

J. B.

# BADARACCO

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It is better to abandon transatlantic flights on shore than in mid-ocean.—Norfolk Virginian-Pilot.

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Stunt-flying will stunt flying.—Wall Street Journal.

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**JULIUS S. GODEAU**

FOR  
SUPERVISOR



VOTE FOR  
(Supervisor)

**James B. McSheehy**

FOR  
Assessor

He Is Capable, Honest and  
Conservative

ELECT

FRED

**S U H R**

SUPERVISOR

## Gridiron Battles

By Lyman Martin  
Bearding the Bear

"All Hail to California."

So runs the hymn of the State University over at Berkeley. After last Saturday's game they had several "All Hails" coming to them.

Last year they were kicked around from pillar to post and finished last in the Conference race. They simulated the fabled houn' dog more than a ferocious bear. This year, all that will be changed if last Saturday's performance is any criterion of what is to come. The Bear is a nasty old cuss to beard in his den. Even the Saints dared to tread there and got scratched aplenty for their temerity.

The Bear is cunning. The Bear is shifty. The Bear can hold when holding is necessary. When the Bear hits, his opponents stay down. The Bear is stubborn. The Bear is fast. The Bear has learned the fundamentals of football well. The Bear is a darned good football team.

Last Saturday over 70,000 people trekked across the bay to see an early season football classic. Many of these pilgrims went to see St. Mary's continue on their rampage of toppling over the larger universities hereabouts and incidentally to land the undisputed championship of the West. There, too, were many California supporters hoping to see an improved team from the remnants of the 1926 wreckage. All remained to marvel at the reborn growl of the Bear.

The Saints gave all that they had, but it was not enough. It may have been that the Saints were handicapped from injuries incurred the previous week. Yet they were beaten and were not disgraced in the beating, for California has come a long ways back toward the teams that graced that institution in 1920, 1921, 1922, 1923 and 1924.

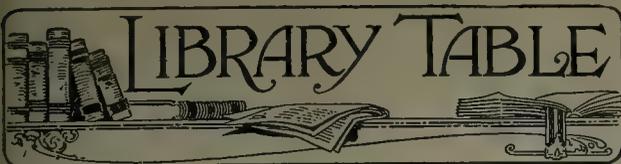
The backfield of the Bears worked smoothly in most of the plays. They had the punch when it was needed. They had an interference that can be well developed before the season is over, they had plenty of finesse and they have a world of material. Coach "Nibs" Price has not disclosed all of his plays as yet, nor has he taken advantage of all of his material.

The race in the Conference this year is going to be a tight one. From present indications California has as good a chance to win it as any, judging from the dope now available.

\* \* \*

Down at the Stanford Farm this week the Redshirts are playing hosts to the Trojans from the University of Southern California. Stanford last year won the Conference Championship, but they have come far from acting the part of champions in their games so far this season. If Stanford can whip themselves into shape this week the Trojans will be sent home declaiming that we are not very hospitable up here, but Stanford will have to improve this week and improve a great deal. Should U. S. C. win, it will be up to California again to bring home the bacon and we have a hunch that California is capable of doing just that.

The Bears this week will be up in Portland playing the University of Oregon so that the stellar attraction hereabouts for this week is down on the farm.



By Eleanore F. Ross

THE BACCHANTE, by Robert Hichens; Cosmopolitan Book Corporation. Price \$2.50.

"The Play's the thing," in this latest book by the author of "The Garden of Allah," and we are rather bored with the play all through this recital of the woes and triumphs of the heroine as an actress on the London stage.

Some wise philosophies there are, given in Hichens' inimitable manner; many satirical jibes at sophisticated English "society" as he sees it, but on the whole "The Bacchante" falls short as a demonstration of this author's genius.

That he understands the pain of those who are set apart from the rest of the herd, by their particular talents, is shown in the following paragraph:

"... he seemed to see a cruel process, life brutally preparing human beings to be of use in the service of art. Others couldn't be of use. Let them alone! Let them be happy! It isn't necessary that they should know the dream and the burden, the dark ways and the lit up peaks."

THOSE QUARRELSOME BONAPARTES, by Robert Gordon Anderson; The Century Company; Price \$2.50.

There appears to be an epidemic of books relating the private and public life of Napoleon, Josephine and the other Bonapartes; subjects, apparently always of interest to the reading public.

Previous biographers have seldom given the graphic completeness of this history by Robert Gordon Anderson. Here you mingle with his family—his admirable mother, turbulent brothers, fascinating sisters, a strange assembly, down even to that great old man, his uncle, the arch deacon, and the martial friends who climbed to the top from poverty, with him.

Napoleon has endured as one of the greatest generals and emperors the world has ever known, but in this latest biography, he appears as a law maker also, revising and improving many of the unjust amendments to do with the French jurisdiction of his time, and showing a broad-mindedness, especially, towards the laws in connection with women's welfare.

SATURDAY'S CHILDREN, by Maxwell Anderson; Longmans, Green & Co.; Price \$2.00.

"What we wanted," says poor Bobby, in "Saturday's Children," after her marriage goes on the rocks; "was a love affair, just to be together and let the rest go hang—and what we got was a house and bills and general hell. Do you know what I think a love affair is? It's when the whole world is trying to keep two people apart—and they insist on being together. And when they get married, the whole world pushes them together so they just naturally fly apart. I want my love affair back. I want hurried kisses and clandestine meetings and a secret lover. I don't want a house; I want a husband. I want a lover!"

So well summed up, so frankly expressing what a great many women really desire, that it is a pity the author makes us wade through so much twaddle to gain a few real truths.

# The Life of GEORGE STERLING

COMPILED

by ALBERT M. BENDER for

## November Overland-Monthly

Of paramount importance to the literary world, is the announcement of the Overland Monthly, California's initial literary venture, concerning November issue of Overland. Albert M. Bender, honorary editor of this particular issue and warm friend of Sterling, has gathered together a literary talent of a Nation as contributors to the number.

### Such is Overland's gift to Western Literature

Each of the writers gives a portrait, intimate and lasting of the poet. Each of them was a friend of the poet. Each of them mourns his departure.

- |   |   |
|---|---|
| The satirical wit of Henry Mencken.             | The colored vision of Witter Bynner.        |
| The gentle philosophy of Edwin Markham.         | The charming delicacy of Gertrude Atherton. |
| The pithy wisdom of Charles Erskine Scott Wood. | The fresh insight of S. Bert Cooksley.      |
| The ripened Culture of Ina Coolbrith.           | The intimate sweetness of Sara Bard Field.  |
| The clean swiftness of Robinson Jeffers.        | The cool balance of James D. Phelan.        |
| The mellow warmth of George Douglas.            | The young romanticism of Marie de L. Welch. |
| The deep sincerity of Idwal Jones.              |   |

All of these will be part of the extremely important writers contributing to the George Sterling issue. Miss B. Virginia Lee, Editor of Overland Monthly, suggests an immediate attention be given the ordering of copies.

35c single copy mailed to your door, or start your subscription to Overland with November issue. One whole year for \$2.50 including the November-Sterling issue.

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356 Pacific Building  
San Francisco, Calif.

B. Virginia Lee, Editor

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## From Brighter Pens Than Ours

Time remains the champion flyer of them all.—Beloit News.

\* \* \*

Fortunately we shall be dead before the world erects its first bronze of a statesman in plus fours.—Waco News-Tribune.

\* \* \*

In Egypt a plate over the door means there is a marriageable girl in the house. In America a flivver in front of the house says it.—Publishers Syndicate.

\* \* \*

“Chicago has the largest furniture-exhibition building in the world.” This is in case the “Mayflower” descendants ever decide to show all the original pieces.—Detroit News.

\* \* \*

I believe that the members of the dental profession are the only men who can tell a woman to open or close her mouth and get away with it.—Chicago Daily News.

\* \* \*

Nine Russians were shot by the Bolsheviks the other morning on a charge of being British spies, but there hasn't been a single parade of protest in Boston or New York.—Dallas News.

\* \* \*

Modern fiction, says critic, runs too much to love. Yes, and modern love runs too much to fiction.—Wall Street Journal.

\* \* \*

King George, of England, sold out an entire booth of flowers at a recent charity fete. The fete was in Scotland. We'd call it a feat.—San Diego Union.

\* \* \*

It's strange. Men would have too much sense to fly over land with a plane equipped to alight only on water.—Chattanooga Times.

\* \* \*

“The Mississippi carried 50,000,000 tons of freight in the last twelve months.” This is exclusive of all barns, schoolhouses, floating live stock, etc.—Detroit News.

\* \* \*

We read that a Kansas man was killed by a bolt of lightning while taking a drink of bootleg whisky, but how do they know the lightning killed him?—Philadelphia Inquirer.

\* \* \*

A New York patrolman rescued nineteen persons from a stranded launch by swimming out to them on horseback. At last a use has been found for the mounted police.—American Lumberman (Chicago).

\* \* \*

A British statesman wants to cut League of Nations employees' salaries. It might be a good idea to put them on a peace-work basis.—New York Evening Post.

\* \* \*

If only the fittest survive, those who dropt out must have been a sorry lot.—Los Angeles Times.

\* \* \*

Because a girl refused to marry him a man in Essex has stayed at home for fifty years; but we've known a man to do that just because the girl did marry him.—Punch.

\* \* \*

Aviation advances despite all disasters. Like truth, when crushed to earth, it rises again.—Virginian-Pilot.

\* \* \*

If Mr. Coolidge doesn't choose to run he better not try to cross any of our down-town streets.

—American Lumberman.

# Petrol Paragraphs

By E. V. WELLER

National Automobile Club

The vacation activities have ceased for the year in the Russian River country, but Indian summer has brought to the river and its environs a charm that far exceeds that of the summer months. The following route is suggested.

Follow the Redwood highway to Petaluma and Cotati, thence via the Gravenstein highway to Sebastopol, Forestville and Guerneville. Five miles of new concrete highway was built through Pocket Canyon between Forestville and Guerneville during the past season, and it is one of the finest stretches of highway in the state, being wide, turns well banked, easy grades and a splendid surface, all of which combine to enable the motorist to thoroughly enjoy the scenic aspects of the country.

The first part of the trip leads through Petaluma, noted for its chicken raising industry. The largest incubator factory in the world is located in Petaluma, and here also is another sight which probably cannot be duplicated anywhere in the world, a "Poultry Drug Store" looking like an ordinary pharmacy, but devoted exclusively to remedies for chickens, ducks and geese.

Sebastopol is the home of the Gravenstein apple, the earliest apple on any market, and the road passes for miles through well kept orchards. After leaving Forestville the road enters Pocket Canyon and follows its course until Guerneville is reached.

From Guerneville continue along the Russian river to Monte Rio, a distance of 4.5 miles. This part of the road is only fair, being rough and cut up in places, and a few narrow stretches will be encountered.

Monte Rio is just across the river from the main road. After visiting this point, where, in spite of the lateness of the season, there is still considerable activity, recross the river and continue on the north side of the river to Duncan Mills and Markhams Ferry. This is a good dirt and gravel road, which leads from the canyon of the river into small valleys, until the mouth of the Russian river is reached.

Retrace the road for about 2 miles, then turn to the right for three-tenths of a mile over a narrow winding dirt road down to Markham's Ferry.

The route leaves the ocean at Bodega Bay and continues through Bodega Road, Valley Ford and Tomales. A short distance beyond Tomales is Tomales Bay and the shoreline of this interesting stretch of water is followed to Pt. Reyes. Minor construction is still under way between Tomales and Marshall. From Marshall on there is an exceptionally good gravel road.

Continue through Pt. Reyes to Olema and Tocaloma, Lagunitas and San Geronimo. This is the stretch of road which was closed to travel during the past season, but the results of the work more than repay for the inconvenience caused by the closing of the road, which was formerly a narrow, winding road and is now wide enough at practically all places for three cars to pass abreast. The road surface, while dusty in heavy traffic, is exceptionally smooth. There are numerous attractive picnicking and camping spots along Paper Mill Creek between Tocaloma and Lagunitas, and along San Geronimo Creek between Lagunitas and San Geronimo.

The trip covers about 200 miles, and could be made in one day. One and one-half or two days, however, give sufficient time in which to make numerous side trips, and to thoroughly enjoy the many scenic attractions to be found in this section.



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# RADIO

By C. J. Pennington



By C. J. Pennington

## On the Air

Lajos Fenster, assistant concert master of the San Francisco Symphony Orchestra, will be heard in a recital on KFRC, San Francisco, Thursday night, October 20, between 9 and 10 o'clock.

Fenster is a violinist of wide repute and will be remembered as conductor of the Cadillac-LaSalle orchestra, a frequent feature of KFRC's programs.

\* \* \*

"Bobs," for many years a famous sports writer on western newspapers, has deserted the press in favor of the radio microphone and is now to be heard on KFRC every Monday and Thursday evening from 6:30 to 7:30 in interesting sport talks.

In addition to bringing prominent celebrities of the athletic world before the "mike," "Bobs" explains the new rules of the different games, incidents of the track field, gymnasium comments and criticisms of football and baseball, boxing and golfing, personal items of present and yesteryear sportsmen and basketball activities of schools and colleges.

\* \* \*

With the dx season already commencing, scores of listeners in distant eastern cities are reporting fine reception of KPO's programs. Reports were received by the station management during the past ten days from New York City, Chicago, Detroit and Baltimore. Other letters commenting on the excellent reception of KPO features were received from Ottawa, Canada, and from New Zealand.

\* \* \*

KPO's variety programs of the nights of November 7 and 21 will be devoted to the California State and district auditions of the Atwater Kent

National Radio Audition. During the November 7 session, all the winning young men and women from the contests held throughout the state of California will try out for the right to represent California at the district audition, which will be held at KPO on the evening of November 21. On this evening one boy and one girl will be chosen as having the finest singing voices in the west, and will be sent to New York, all expenses paid, where the final national audition will be held sometime in December. The variety programs on November 7 and 21 will, as usual, begin at 10 p. m.

\* \* \*

"Aguinaldo's Capture" has been selected for presentation during the "Great Moments in History" hour over the Pacific Coast Network of the National Broadcasting Company Sunday evening from 9 to 10 p. m. Pacific time.

\* \* \*

Under the direction of Max Dolin, the National Opera Company will present "Romeo and Juliet," through the Pacific Coast Network of the National Broadcasting Company on Monday evening, October 17, from 8 to 9 p. m.

\* \* \*

The Eveready hour, to be heard on Tuesday, October 18 from 9 to 10 p. m. Pacific time, over the Pacific Coast Network of the National Broadcasting Company will again bring to radio audiences the ever popular "Rounders" under the direction of Dudley Chambers. Besides this the Eveready Orchestra will be heard in many of the popular orchestral selections of the day.

\* \* \*

"Caballero's Way" by O. Henry, will be presented by the National Players under the direction of William Rainey over the Pacific Coast Network Wednesday evening, October 19 from 9 to 10 p. m.

\* \* \*

"An Hour in Memory Lane" will be presented over the Pacific Coast Network of the National Broadcasting Company, Friday evening, October 21 from 10 to 11 p. m. Pacific time.

Saturday Night Revue will be on the Pacific Coast Network from 8 to 9 p. m. Saturday evening, October 22.

A revue of the outstanding hits of the National Broadcasting Company's program for the week will be offered. Bits from the opera, "The Vagabonds," the drama and "Memory Lane" will constitute the program.

## Programs for Next Week

KFRC—DON LEE  
SAN FRANCISCO—454

### Sunday, October 16

12 noon to 1:00 p. m.—Church service.  
5:00 to 6:00 p. m.—Organ recital.  
6:00 to 6:30 p. m.—Talk.  
6:30 to 7:30 p. m.—Twilight recital.  
8:30 to 10:30 p. m.—Walter Krausgrill's Orchestra.

### Monday, October 17

7:00 to 8:00 a. m.—Seal Rock program.  
8:00 to 9:00 a. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Household hints.  
11:30 to 12:00 noon—Amateur tryouts.  
12:00 to 1:00 p. m.—Sherman, Clay program.  
4:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:00 p. m.—Mac and his gang.  
6:00 to 6:20 p. m.—Joe Mendel and Pep Band.  
6:20 to 6:30 p. m.—Stage and screen, police reports.  
6:30 to 7:30 p. m.—The Ceciliaans.  
8:00 to 10:00 p. m.—Blue Monday Jamboree.  
10:00 to 12:00 p. m.—Mark Hopkins Orchestra.

### Tuesday, October 18

7:00 to 8:00 p. m.—Seal Rock program.  
8:00 to 9:00 a. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Doings of Dorothy.  
11:30 a. m. to 12:00 noon—Amateur tryout program.  
12:00 to 1:00 p. m.—Sherman, Clay concert.  
4:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:20 p. m.—Mac and his gang.  
6:20 to 6:30 p. m.—Stage and screen.  
6:30 to 7:30 p. m.—The Ceciliaans.  
8:00 to 8:30 p. m.—KFRC Radio Movie Club.  
8:30 to 9:30 p. m.—Walter Krausgrill's orchestra.  
9:30 to 12:00 p. m.—Mark Hopkins Dance Orchestra.

### Wednesday, October 19

7:00 to 8:00 p. m.—Seal Rock program.  
8:00 to 9:00 a. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Household hints.  
11:30 to 12:00 noon—Amateur tryout period.  
12:00 to 1:00 p. m.—Sherman, Clay concert.  
4:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:20 p. m.—Mac and his gang.  
6:20 to 6:30 p. m.—Stage and screen.  
6:30 to 7:30 p. m.—The Ceciliaans.  
8:00 to 9:00 p. m.—Maxwell House Coffee program.  
9:00 to 10:00 p. m.—KFRC Ensemble and soloists.  
10:00 to 12:00 p. m.—Mark Hopkins dance orchestra.

### Thursday, October 20

7:00 to 8:00 a. m.—Seal Rock program.  
8:00 to 9:00 a. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Doings of Dorothy.  
11:30 to 12:00 noon—Amateur tryouts.  
12:00 to 1:00 p. m.—Sherman, Clay program.  
4:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:20 p. m.—Mac and his Gang.  
6:20 to 6:30 p. m.—Madame Marie's beauty talk.  
6:30 to 6:50 p. m.—The Ceciliaans.  
6:50 to 7:30 p. m.—Stage and screen.  
7:00 to 7:30 p. m.—The Ceciliaans.  
8:00 to 9:00 p. m.—Tons Motor Oil Co.  
9:00 to 10:00 p. m.—Program and songs.  
10:00 to 12:00 p. m.—Mark Hopkins dance orchestra.

### Friday, October 21

7:00 to 8:00 p. m.—Seal Rock program.  
8:00 to 9:00 p. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Hints to home-makers.  
11:30 to 12:00 noon—Amateur tryouts.  
12:00 to 1:00 p. m.—Sherman, Clay program.  
3:30 to 4:30 p. m.—Student hour.  
4:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:20 p. m.—Mac and his gang.  
6:20 to 6:30 p. m.—Stage and screen.  
6:30 to 7:30 p. m.—The Ceciliaans.  
8:00 to 9:00 p. m.—Musical Educational Series.  
9:00 to 10:00 p. m.—Walter Krausgrill's Orchestra.  
10:00 to 12:00 p. m.—Mark Hopkins dance orchestra.

### Saturday, October 22

7:00 to 8:00 a. m.—Seal Rock program.  
8:00 to 9:00 p. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:45 a. m.—Amateur tryouts.  
11:45 to 12:00 noon—Announcements of Sunday church sermons.  
12:00 to 1:00 p. m.—Sherman, Clay concert.  
1:00 to 5:30 p. m.—Hotel Mark Hopkins Orchestra.  
5:30 to 6:20 p. m.—Mac and his gang.  
6:20 to 6:30 p. m.—Stage and screen.  
6:30 to 7:30 p. m.—The Ceciliaans.  
8:00 to 12:00 p. m.—Mark Hopkins dance orchestra.

KYA—PACIFIC BROADCAST CORP.  
SAN FRANCISCO—309.1

### Sunday, October 16

11:00 a. m.—Church services.  
7:45 p. m.—Church services.

### Monday, October 17

7:00 to 8:00 a. m.—Golden Gate Crier.  
8:00 a. m.—Correct time.

12:30 to 2:00 p. m.—Cliff Concert Trio.  
 6:30 to 6:30 p. m.—Golden Gate Crier.  
 7:00 to 7:00 p. m.—Prize package period.  
 7:00 to 7:30 p. m.—Cliff Concert Trio.  
 8:00 to 10:00 p. m.—Studio program.  
 10:00 to 11:00 p. m.—The Golden Gate Amphions.  
 11:00 p. m.—Correct time.

**Tuesday, October 18**  
 7:00 to 8:00 a. m.—Golden Gate Crier.  
 8:00 a. m.—Correct time.  
 10:30 to 10:45 a. m.—Diet and health talk.  
 12:30 to 2:00 p. m.—Cliff Hotel Concert Trio.  
 4:00 to 5:00 p. m.—Studio program.  
 5:30 to 7:00 p. m.—Golden Gate Crier.  
 7:00 to 7:15 p. m.—"Magazine on the Air."  
 7:15 to 7:30 p. m.—Cliff Hotel Concert Trio.  
 8:00 to 10:00 p. m.—Studio program.  
 10:00 p. m.—Correct time.

**Wednesday, October 19**  
 7:00 to 8:00 a. m.—Golden Gate Crier.  
 8:00 a. m.—Correct time.  
 12:30 to 2:00 p. m.—Cliff Hotel Concert Trio.  
 5:30 to 7:00 p. m.—Golden Gate Crier.  
 7:00 to 7:30 p. m.—Cliff Hotel Concert Trio.  
 8:00 to 10:00 p. m.—Studio program.

**Thursday, October 20**  
 7:00 to 8:00 a. m.—Golden Gate Crier.  
 8:00 a. m.—Correct time.  
 12:30 to 2:00 p. m.—Cliff Hotel Concert Trio.  
 5:30 to 7:00 p. m.—Golden Gate Crier.  
 7:00 to 7:30 p. m.—Cliff Hotel Concert Trio.  
 8:00 to 9:00 p. m.—Regular weekly meeting "26th Squad."  
 9:00 to 10:00 p. m.—The Clarion Trio.

**Friday, October 21**  
 7:00 to 8:00 a. m.—Golden Gate Crier.  
 8:00 a. m.—Correct time.  
 10:30 to 10:45 a. m.—Diet and health talk.  
 12:30 to 2:00 p. m.—Cliff Hotel Concert Trio.  
 5:30 to 7:00 p. m.—Golden Gate Crier.  
 7:00 to 7:30 p. m.—Cliff Hotel Concert Trio.  
 8:00 to 9:00 p. m.—Studio program.  
 9:00 to 10:00 p. m.—KYA artists.  
 10:00 p. m.—Correct time.

**Saturday, October 22**  
 7:00 to 8:00 a. m.—Golden Gate Crier.  
 8:00 a. m.—Correct time.  
 12:30 to 2:00 p. m.—Cliff Hotel Concert Trio.  
 5:30 to 7:00 p. m.—Golden Gate Crier.  
 7:00 to 7:30 p. m.—Cliff Hotel Concert Trio.  
 8:00 to 10:00 p. m.—Studio program.  
 10:00 p. m.—Correct time.

**KPO—HALE BROTHERS AND THE CHRONICLE  
 SAN FRANCISCO—422**

**Sunday, October 16**  
 9:45 to 10:30 a. m.—Church services.  
 5:00 to 6:00 p. m.—Twilight hour.  
 6:00 to 6:30 p. m.—States Restaurant orchestra.  
 6:30 to 8:00 p. m.—Palace Hotel concert orchestra.  
 8:00 to 9:00 p. m.—National Broadcast Company.  
 9:00 to 10:00 p. m.—Fairmont Hotel concert orchestra.

**Monday, October 17**  
 6:45, 7:15 and 7:45 a. m.—Health exercises.  
 8:00 to 9:00 a. m.—Sperry Flour happy hour.  
 10:30 to 10:45 a. m.—Ye Towne Cryer service.  
 11:30 to 12:50 p. m.—Kane's Hawaiians.  
 12 noon—Time signals, Scripture reading.  
 12:50 p. m.—Stock market quotations.  
 1:00 to 2:00 p. m.—Organ recital.  
 3:30 to 5:00 p. m.—Organ recital.  
 5:30 to 6:00 p. m.—Children's hour.  
 6:00 to 6:30 p. m.—Ye Towne Cryer service.  
 6:30 to 7:00 p. m.—Organ recital.  
 7:00 to 7:30 p. m.—Lamp-light hour and book review.  
 7:30 to 8:00 p. m.—DX.  
 8:00 to 9:00 p. m.—Program by National Broadcasting.  
 9:00 to 10:00 p. m.—Program for Shell Company of California, KPO-KFI.  
 10:00 p. m. to 12 midnight KPO's variety hour.

**Tuesday, October 18**  
 6:45, 7:15 and 7:45 a. m.—Health exercises.  
 8:00 to 9:00 a. m.—Sperry Flour happy hour.  
 10:30 to 10:45 a. m.—Domestic economist.  
 10:30 to 10:45 a. m.—Ye Towne Cryer service.  
 11:30 to 12:50 p. m.—Kane's Hawaiians.  
 12 noon—Time signals, Scripture reading.  
 12:50 p. m.—Stock market quotations.  
 1:00 to 2:00 p. m.—Organ recital.  
 3:30 to 5:00 p. m.—Organ recital.  
 5:30 to 6:00 p. m.—Palace Hotel concert orchestra.  
 6:00 to 6:30 p. m.—Children's hour.  
 6:30 to 7:00 p. m.—Ye Towne Cryer service.  
 6:30 to 7:30 p. m.—States Restaurant orchestra.  
 7:30 to 8:00 p. m.—DX.  
 8:00 to 9:00 p. m.—Dan Casey's Fireside Hour.  
 9:00 to 11:00 p. m.—National Broadcasting Company.

**Wednesday, October 19**  
 6:45, 7:15 and 7:45 a. m.—Health exercises.  
 8:00 to 9:00 a. m.—Sperry Flour happy hour.  
 10:30 to 10:45 a. m.—Ye Towne Cryer service.  
 11:30 to 12:50 p. m.—Kane's Hawaiians.  
 12 noon—Time signals, Scripture reading.  
 12:50 p. m.—Stock market quotations.  
 1:00 to 2:00 p. m.—Organ recital.  
 3:30 to 5:00 p. m.—Organ recital.  
 5:30 to 6:00 p. m.—Children's hour.  
 6:00 to 6:30 p. m.—Ye Towne Cryer service.  
 6:30 to 7:00 p. m.—States Restaurant orchestra.  
 7:00 to 7:30 p. m.—Athletics.  
 7:30 to 8:00 p. m.—DX.  
 8:00 to 9:00 p. m.—Atwater Kent Artists.  
 9:00 to 10:00 p. m.—National Broadcasting Company.  
 10:00 to 11:00 p. m.—Palace Hotel dance orchestra.

**Thursday, October 20**  
 6:45, 7:15 and 7:45 a. m.—Health exercises.  
 8:00 to 9:00 a. m.—Sperry Flour happy hour.  
 10:30 to 10:45 a. m.—Domestic economist.  
 10:30 to 10:45 a. m.—Ye Towne Cryer service.  
 11:30 to 12:50 p. m.—Kane's Hawaiians.  
 12 noon—Time signals, Scripture reading.  
 12:50 p. m.—Stock market quotations.  
 1:00 to 2:00 p. m.—Organ recital.  
 3:30 to 5:00 p. m.—Organ recital.  
 5:00 to 6:00 p. m.—Children's hour.  
 6:00 to 6:30 p. m.—Ye Towne Cryer service.  
 6:30 to 7:00 p. m.—Organ recital.  
 7:00 to 7:30 p. m.—Athletics.  
 7:30 to 8:00 p. m.—DX.  
 8:00 to 9:00 p. m.—Caswell hour.  
 9:00 to 10:00 p. m.—National Broadcasting Company.  
 10:00 to 11:00 p. m.—Palace Hotel dance orchestra.

**Friday, October 21**  
 6:45, 7:15 and 7:45 a. m.—Health exercises.  
 8:00 to 9:00 a. m.—Sperry Flour happy hour.  
 10:30 to 10:45 a. m.—Ye Towne Cryer service.  
 10:45 a. m.—Ninon—Fashion critic.  
 11:30 a. m. to 12:45 p. m.—Kane's Hawaiians.  
 12 noon—Time signals, Scripture reading.  
 12:45 p. m.—Commonwealth luncheon at Palace Hotel.  
 1:30 to 2:00 p. m.—Organ recital.  
 4:00 to 5:00 p. m.—Organ recital.  
 5:00 to 6:00 p. m.—Children's hour.  
 6:00 to 6:30 p. m.—Ye Towne Cryer service.  
 6:30 to 7:00 p. m.—States Restaurant orchestra.  
 7:00 to 7:30 p. m.—Sports-on-the-air.  
 7:30 to 8:00 p. m.—DX.  
 8:00 to 9:00 p. m.—Program, the Calpet orchestra.  
 9:00 to 11:00 p. m.—National Broadcasting Company.

**Saturday, October 22**  
 6:45, 7:15 and 7:45 a. m.—Health exercises.  
 8:00 to 9:00 a. m.—Sperry Flour happy hour.  
 9:00 to 10:30 a. m.—Domestic economist.  
 10:30 to 10:45 a. m.—Ye Towne Cryer service.  
 11:30 to 12:50 p. m.—Kane's Hawaiians.  
 12 noon—Time signals, Scripture reading.  
 12:50 p. m.—Stock market quotations.  
 1:00 to 2:00 p. m.—Organ recital.  
 3:30 to 5:00 p. m.—Organ recital.  
 5:00 to 6:00 p. m.—Children's hour.  
 6:00 to 6:30 p. m.—Ye Towne Cryer service.  
 6:30 to 7:00 p. m.—States Restaurant orchestra.  
 7:30 to 8:00 p. m.—DX.  
 8:00 to 9:00 p. m.—National Broadcasting Company.  
 9:00 to 11:00 p. m.—KPO Dance Orchestra.  
 11:00 to 12:00 p. m.—Palace Hotel Dance Orchestra.

**KFWI—RADIO ENTERTAINMENTS, INC.  
 SAN FRANCISCO—267**

**Sunday, October 16**  
 12:30 to 1:30 p. m.—Organ recital.  
 7:50 to 9:00 p. m.—Church services.  
 9:00 to 10:00 p. m.—Laura Ellen Windsor and pupils.  
 10:00 to 12:00 p. m.—Clyde Cooper's orchestra.

**Monday, October 17**  
 8:20 to 10:27 a. m.—Breakfast program.  
 10:27 to 10:30 a. m.—U. S. weather reports.  
 10:30 to 11:00 a. m.—Fashion hints.  
 11:00 to 12:30 p. m.—Organ recital.  
 12:30 to 1:00 p. m.—Luncheon program.  
 4:00 to 5:00 p. m.—KFWI tea party.  
 5:00 to 5:30 p. m.—Construction reports.  
 5:30 to 6:00 p. m.—Theatrical announcements.  
 6:00 to 7:00 p. m.—Dinner hour concert.  
 7:00 to 7:15 p. m.—Sports by Geo. T. Davis.  
 7:15 to 7:30 p. m.—Advertising talk.  
 8:00 to 9:00 p. m.—Clyde Cooper's orchestra.  
 9:00 to 9:30 p. m.—Geo. Taylor and Clem Kennedy.  
 9:30 to 10:00 p. m.—Darnelle Sisters.  
 10:00 p. m.—Weather and police reports.  
 10:03 to 12:00 p. m.—Clyde Cooper's Roof Garden orchestra.

**Tuesday, October 18**  
 7:00, 7:30 and 8:00 a. m.—Health exercises.  
 8:20 to 10:27 a. m.—Breakfast program.  
 10:27 to 10:30 a. m.—U. S. weather reports.  
 10:30 to 11:00 a. m.—Beauty hints.  
 12:00 to 12:30 p. m.—Musical luncheon program.  
 12:30 to 1:00 p. m.—Organ recital.  
 1:00 to 1:30 p. m.—Country store.  
 1:30 to 2:00 p. m.—Caswell, Deim, piano and banjo.  
 5:00 to 5:30 p. m.—Construction reports.  
 5:30 to 6:00 p. m.—Theatrical announcements.  
 6:00 to 7:00 p. m.—Dinner hour concert.  
 7:00 to 7:15 p. m.—Sports by Geo. T. Davis.  
 7:15 to 7:30 p. m.—KFWI Builders of Progress Club.  
 8:00 to 9:00 p. m.—Clyde Cooper's orchestra.  
 9:00 to 10:00 p. m.—Barnes Vaudeville Agency.  
 10:00 p. m.—Weather and police reports.  
 10:03 to 11:00 p. m.—Clyde Cooper's orchestra.  
 11:00 to 12:00 p. m.—Zez Black's mysterious hour.

**Wednesday, October 19**  
 7:00, 7:30 and 8:00 a. m.—Health exercises.  
 8:20 to 10:27 a. m.—Breakfast program.  
 10:27 to 10:30 a. m.—U. S. weather reports.  
 11:00 to 12:00 a. m.—Cynthia Grey's column.  
 12:00 to 12:30 p. m.—Luncheon program.  
 12:30 to 1:00 p. m.—Organ recital.  
 1:00 to 1:30 p. m.—Country store.  
 5:00 to 5:30 p. m.—Construction reports.  
 5:30 to 6:00 p. m.—Theatrical announcements.  
 6:00 to 7:00 p. m.—Louis Donato and Jack Kelsey.  
 7:00 to 7:15 p. m.—Sports by Geo. T. Davis.  
 7:15 to 7:30 p. m.—Studio program.  
 8:00 to 9:00 p. m.—Clyde Cooper's Orchestra.

9:00 to 10:00 p. m.—Clifford Schneider, baritone.  
 10:00 p. m.—Weather and police reports.  
 10:03 to 12:00 p. m.—Clyde Cooper's orchestra.

**Thursday, October 20**  
 7:00, 7:30 and 8:00 a. m.—Health exercises.  
 8:20 to 10:27 a. m.—Breakfast program.  
 10:27 to 10:30 a. m.—U. S. weather reports.  
 10:30 to 11:00 a. m.—Fashion hints by Babette.  
 12:00 to 12:30 p. m.—Luncheon program.  
 12:30 to 1:00 p. m.—Organ recital.  
 1:00 to 1:30 p. m.—Country store.  
 4:00 to 5:00 p. m.—KFWI tea party.  
 5:00 to 5:30 p. m.—Construction reports.  
 5:30 to 6:00 p. m.—Theatrical announcements.  
 6:00 to 7:00 p. m.—Dinner hour program.  
 7:00 to 7:15 p. m.—Sports by Geo. T. Davis.  
 7:15 to 7:30 p. m.—Kenneth A. Millican.  
 8:00 to 9:00 p. m.—Studio program.  
 9:00 to 9:30 p. m.—Glora Del Rae.  
 9:30 to 11:00 p. m.—Bill Bennett.  
 11:00 to 12:00 p. m.—Clyde Cooper's orchestra.  
 11:30 a. m. to 1:00 p. m.—Luncheon concert.

**Friday, October 21**  
 7:00, 7:30 and 8:00 a. m.—Exercise hour.  
 8:20 to 10:27 a. m.—Breakfast program.  
 10:27 to 10:30 a. m.—U. S. weather reports.  
 10:30 to 11:00 a. m.—Beauty hints.  
 11:00 to 12:00 p. m.—Organ recital.  
 12:00 to 12:30 p. m.—Musical luncheon program.  
 12:30 to 1:00 p. m.—Organ recital.  
 1:00 to 1:30 p. m.—Country store.  
 1:30 to 2:00 p. m.—Cowell Deim, banjo and piano.  
 4:00 to 5:00 p. m.—KFWI tea party.  
 5:00 to 5:30 p. m.—Construction reports.  
 5:30 to 6:00 p. m.—Theatrical announcements.  
 6:00 to 7:00 p. m.—Program.  
 7:00 to 7:15 p. m.—Sports by Geo. T. Davis.  
 7:15 to 7:30 p. m.—Talk.  
 8:00 to 9:00 p. m.—Clyde Cooper's orchestra.  
 9:00 to 10:00 p. m.—California Sunshine Boys.  
 10:00 p. m.—Weather and police reports.  
 10:03 to 12:00 p. m.—Clyde Cooper's orchestra.  
 12:00 to 12:30 p. m.—Luncheon program.

**Saturday, October 22**  
 7:00, 7:30 and 8:00 a. m.—Exercise hour.  
 8:20 to 10:27 a. m.—Musical breakfast program.  
 10:27 to 10:30 a. m.—U. S. weather reports.  
 10:30 to 11:00 a. m.—Cynthia Grey's column.  
 12:00 to 12:30 p. m.—Luncheon program.  
 12:30 to 1:00 p. m.—Organ recital.  
 1:00 to 1:30 p. m.—Country store.  
 5:00 to 5:30 p. m.—Construction reports.  
 5:30 to 6:00 p. m.—Theatrical announcements.  
 6:00 to 7:00 p. m.—Dinner hour concert.  
 7:00 to 7:15 p. m.—Sports by Geo. T. Davis.  
 7:15 to 7:30 p. m.—Geo. Taylor and Clem Kennedy.  
 8:00 to 9:00 p. m.—Athena Alexandroff, soprano.  
 9:00 to 12:00 p. m.—Clyde Cooper's orchestra.  
 12:00 to 2:30 a. m.—KFWI hour of mirth.

**KLX—OAKLAND TRIBUNE  
 OAKLAND—508**

**Monday, October 17**  
 5:00 p. m.—Martha Lee.  
 5:30 to 6:30 p. m.—Brother Bob's club.  
 6:30 to 7:00 p. m.—Dinner concert.  
 7:00 to 7:30 p. m.—Amusement information.



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8:00 to 9:00 p. m.—Special program.  
9:00 to 10:00 p. m.—Weekly meeting of Lake Merritt Ducks.

### Tuesday, October 18

2:45 p. m.—Baseball.  
5:30 to 6:30 p. m.—Brother Bob.  
6:30 to 7:00 p. m.—Dinner concert.  
7:00 to 7:30 p. m.—Amusement information.  
8:00 to 9:00 p. m.—Program.

### Wednesday, October 19

2:45 p. m.—Baseball.  
5:00 p. m.—Martha Lee.  
6:30 to 7:00 p. m.—Dinner concert.  
7:00 to 7:30 p. m.—Amusement information.  
8:00 to 9:00 p. m.—Educational program.  
9:00 to 10:00 p. m.—Special program.

### Thursday, October 20

2:45 p. m.—Baseball.  
5:30 to 6:30 p. m.—Brother Bob.  
6:30 to 7:00 p. m.—Dinner concert.  
7:00 to 7:30 p. m.—Amusement information.

### Friday, October 21

2:45 p. m.—Baseball.  
5:00 p. m.—Martha Lee  
5:30 to 6:30 p. m.—Brother Bob.  
6:30 to 7:00 p. m.—Dinner concert.  
7:00 to 7:30 p. m.—Amusement information.  
8:00 to 9:30 p. m.—Special program.  
9:30 to 10:30 p. m.—Athens Athletic club orchestra.

### Saturday, October 22

2:15 p. m.—Football.  
6:30 to 7:00 p. m.—Dinner concert.  
7:00 to 7:30 p. m.—Amusement information.

### KGO—GENERAL ELECTRIC OAKLAND—394

#### Sunday, October 16

11:00 a. m.—Church service.  
6:30 to 7:30 p. m.—Dinner concert program.  
7:30 p. m.—Weather and baseball.  
7:35 to 9:00 p. m.—Church service.  
9:00 to 10:00 p. m.—National Broadcasting Company.

#### Monday, October 17

11:30 a. m. to 1:00 p. m.—Hotel Leamington concert.  
12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
5:30 to 6:00 p. m.—KGO Kiddies' Klub.  
6:00 to 6:45 p. m.—Dinner concert program.  
6:45 p. m.—"What's Happening in the World."  
7:03, weather; 7:06, baseball; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).  
8:00 to 9:00 p. m.—National Broadcasting Company.  
9:00 to 9:20 p. m.—"Chats About New Books."

#### Tuesday, October 18

11:30 to 1:00 p. m.—Hotel Leamington concert.  
12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
2:00 to 3:00 p. m.—Pacific Radio Trade Association concert.  
6:00 to 6:55 p. m.—Dinner concert program.  
6:55, news; 7:03, weather; 7:06, baseball; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).  
8:00 to 9:00 p. m.—(Oakland studio)—The Pilgrims.  
9:00 to 10:00 p. m.—National Broadcasting Company.  
10:00 to 11:00 p. m.—National Broadcasting Company.

#### Wednesday, October 19

11:30 to 1:00 p. m.—Hotel Leamington concert.  
12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
2:00 to 3:00 p. m.—Pacific Radio Trade Association concert.  
6:00 to 6:30 p. m.—Dinner concert program.  
6:30, weather; 6:33, baseball.  
6:35 to 7:30 p. m.—Farm program.  
8:00 to 9:00 p. m.—Vaudeville.  
9:00 to 10:00 p. m.—National Broadcasting Company.  
10:00 to 12:00 p. m.—Lynn Pryor's Orchestra.

#### Thursday, October 20

11:30 to 1:00 p. m.—Hotel Leamington concert.  
12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
2:00 to 3:00 p. m.—Pacific Radio Trade Association concert.  
5:00 to 6:00 p. m.—"Friend to Boys."  
6:00 to 6:55 p. m.—Dinner concert program.  
6:55 to 7:00 p. m.—National Broadcasting Company.  
7:00, news; 7:03, weather; 7:06, baseball; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).  
8:00 to 9:00 p. m.—KGO players.  
9:00 to 10:00 p. m.—National Broadcasting Company.  
10:00 to 12:00 p. m.—Hotel St. Francis dance orchestra.

#### Friday, October 21

11:10 a. m.—Homemaking talk.  
11:30 a. m. to 1:00 p. m.—Hotel Leamington concert.  
12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
5:30 p. m.—Wise man from the Land-O-Health.  
6:00 to 6:45 p. m.—Dinner concert program.  
6:45 to 6:55 p. m.—"Weekly Financial Review."  
6:55, news; 7:03, weather; 7:06, baseball; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).  
8:00 to 9:00 p. m.—Western Artist Series.  
9:00 to 10:00 p. m.—National Broadcasting Company.  
10:00 to 11:00 p. m.—National Broadcasting Company.

### Saturday, October 22

11:00 to 12:00 p. m.—St. Francis Dance Orchestra.  
11:30 a. m. to 1:00 p. m.—Hotel Leamington concert.  
12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
6:00 to 7:00 p. m.—Majestic Ball Room Orchestra.  
7:00 to 7:15 p. m.—Weather, news, market reports.  
7:15 to 7:30 p. m.—Weekly review.  
8:00 to 9:00 p. m.—National Broadcasting Company.  
10:00 p. m. to 1:00 a. m.—Wilt Gunzendorfer's Band.

### KFI—EARLE C. ANTHONY, INC LOS ANGELES—468 METERS

#### Sunday, October 16

10:00 a. m.—Mornink services.  
5:30 p. m.—Thelma Brown.  
6:30 to 7:00 p. m.—Boris Myronoff, concert pianist.  
7:00 p. m.—Aeolian organ recital.  
8:00 p. m.—Packard classic hour.  
9:00 p. m.—National Broadcasting Company.  
10:00 p. m.—Pat O'Harro and his serenaders.

#### Monday, October 17

5:30 p. m.—Matinee program.  
6:00 p. m.—Florence Sanger.  
6:15 p. m.—Radiatorial.  
6:30 p. m.—Gamut male quartet.  
7:00 p. m.—Gene Johnston's Music Box hour.  
8:00 p. m.—National Broadcasting Company.  
9:00 p. m.—Shell Company of California.  
10:00 p. m.—Program the Aeolians dance orchestra.

#### Tuesday, October 18

5:30 p. m.—The Dragon Hawaiians.  
6:00 p. m.—Florence Sanger.  
6:15 p. m.—Prox-Knopf.  
6:30 p. m.—Vest pocket period.  
7:00 p. m.—Eva Olwatti.  
8:00 p. m.—Classic program.  
9:00 p. m.—National Broadcasting Company.  
10:00 p. m.—National Broadcasting Co.

#### Wednesday, October 19

10:45 to 11:05 a. m.—Gold Medal Folks.  
5:30 p. m.—Sebastians Cotton Club Orchestra.  
6:15 p. m.—Radiatorial period.  
6:30 p. m.—Bill Funk and his Packard Six Orchestra.  
7:30 p. m.—Nick Harris detective stories.  
8:00 p. m.—Popular program.  
9:00 p. m.—National Broadcasting Company.  
10:00 p. m.—Kolia Negin, Gypsy tenor.

#### Thursday, October 20

5:30 p. m.—Elkin's and Hite's Dixieland Orchestra.  
6:15 p. m.—Radiatorial period.  
6:30 p. m.—Don Parker, Popular Pianist.  
7:00 p. m.—Program by the University of Southern California.  
8:00 p. m.—Program of semi-classical music.  
9:00 p. m.—National Broadcasting Company.  
10:00 p. m.—Program of modern classical music.

#### Friday, October 21

10:45 to 11:05 a. m.—Gold Medal Folks.  
5:30 p. m.—Matinee program.  
6:00 p. m.—Florence Sanger.  
6:15 p. m.—Radiatorial period.  
6:30 p. m.—Clarice Russell, blues singer.  
7:00 p. m.—Program by Paul Roberts.  
8:00 p. m.—Glee Club singers.  
9:00 p. m.—National Broadcasting Company.  
10:00 p. m.—N. B. C. program.

#### Saturday, October 22

2:00 p. m.—Football game.  
5:30 p. m.—Strangers Social Club Orchestra.  
6:00 p. m.—Florence Sanger.  
6:15 p. m.—Radiatorial period.  
6:30 p. m.—Vest Pocket program.  
7:00 p. m.—Henry Starr, pianist and vocalist.  
7:30 p. m.—Felipe Delgado, Spanish Baritone.  
8:00 p. m.—National Broadcasting Company.  
9:30 p. m.—Program by Mrs. Crossman.  
10:00 p. m.—Packard Radio Club.  
11:00 p. m.—KFI Midnight Frolic.

### KJR—NORTHWEST RADIO CO. SEATTLE—348

#### Sunday, October 16

7:45 to 8:00 p. m.—Twilight Organ Hour.  
8:00 to 9:30 p. m.—Evening services.  
9:30 to 11:00 p. m.—Concert orchestra.

#### Monday, October 17

6:00 to 6:30 p. m.—Time signals, sport news.  
6:30 to 7:00 p. m.—KJR junior hour.  
7:00 to 10:00 p. m.—Studio program.  
10:00 p. m.—Time signals.

#### Tuesday, October 18

6:00 to 6:30 p. m.—Time signals, sports news.  
6:30 to 7:00 p. m.—KJR junior hour.  
7:00 to 10:00 p. m.—Studio program.  
10:00 p. m.—Time signals.  
10:00 to 11:00 p. m.—Vic Meyers' dance orchestra.

#### Wednesday, October 19

6:00 to 6:30 p. m.—Time signals, sport news.  
6:30 to 7:00 p. m.—KJR Junior Hour.  
7:00 to 10:00 p. m.—Studio program.  
10:00 p. m.—Time signals.

#### Thursday, October 20

6:00 to 6:30 p. m.—Time signals, sport news.  
6:30 to 7:00 p. m.—KJR junior hour.  
7:00 to 9:00 p. m.—Studio program.  
9:00 to 10:00 p. m.—Concert orchestra.  
10:00 p. m.—Time signals.

(Continued on Page 18)

**AIR LINES**

By Lieut. Blaine Stubblefield



Lieutenant Blaine Stubblefield

By June 30, 1928, the United States will have 8121 miles of public air lines in operation, marked off for night flying with revolving beacons 25 miles apart, and smaller guide lights 10 miles

apart, these are installed and maintained by the Department of Commerce. The total mileage of air lines will be flown an average of four times daily by air mail planes alone, making 32,484 air mail flight miles per day. That is more than ten times across the continent.

Boeing Air Transport, Inc., announces that work has begun on three giant 12-passenger airplanes, equipped with reclining chairs, luncheon buffet, and lavatory, to fly between San Francisco and Chicago with air mail, passengers and express. Each plane will be driven at a speed of 125 miles an hour by three Pratt and Whitney engines with an aggregate of 1275 horsepower.

One of these ships, fully loaded, will weigh 13,770 pounds, but its enormous power will lift it to a height of 10,000 feet in 17 minutes. Its wings will spread 80 feet from tip to tip, and the propeller blades will swing fourteen feet above the ground.

The passenger cabin will be over 6 feet high, more than 5 feet wide, and 14 feet long. There will be a row of four single seats on the left of the aisle, and a row of four double seats at the right—all with individual reclining backs. Sliding windows will offer unobstructed view of the landscape. Forced ventilation, heat in winter, and electric light will add to travel comfort.

These planes will go on the trans-continental route early next summer, according to W. G. Herron, vice-president in charge of traffic with Boeing Air Transport, Inc. At first they will make week-end sailings only, two ships starting from San Francisco and Chicago simultaneously. Sailings will be increased to two and three days a week as the service is demanded, and

finally more of the large ships will be added for daily sailings. The line is now operated with 25 Boeing planes of 1800 pounds capacity each, carrying two passengers, mail and express.

News Letter readers want to know if air mail letters may be sent "special delivery." They may be sent special delivery simply by adding a special delivery stamp, or by adding ten cents any postage and marking the envelope "Special Delivery." Other readers want to know if the regular two cent stamp is required on an air mail letter in addition to the air mail postage. The ordinary postage is not required. Put on ten cents (per half ounce) any stamps, mark it air mail, drop it in any mail box.

Prophecy is a precarious pastime, but there is every reason to believe that the next decade will bring to the United States a network of airlines over every state in the Union. This is expected because Americans will not let a few of their number outspeed them.

Airplane service has two chief difficulties to surmount: the public must be taught the difference between trick flying and conservative air service; and the high cost of air service must be met with mass patronage. Both of these problems will be shortly solved, because Americans are willing to be shown and once convinced they will take it like they took automobiles.

With nearly every business house using the air mail service, the next to take advantage of the speed and distinction offered will be personal correspondents. A number of leading stationery houses are already preparing to put on the market a line of fine air mail correspondence stationery. A telephone call to a friend across town costs five cents; an air mail message to any address in the United States, Canada, England, and many other countries costs ten cents.

When an airplane is put into a vertical bank (steep turn) its elevators function as a rudder and the rudder becomes an elevator, and they must be handled accordingly. Amateurs, with ten lessons in the art of flying and a brand new airplane, often get cocky and forget these details. By the time they get things clear in their minds again the ground has interfered with their corrective maneuvers. It cracks a five hundred dollar wing but jars an idea into their heads.

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**Radio**

(Continued from Page 16)

**Friday, October 13**  
 6:00 to 6:30 p. m.—Time signals, sport news.  
 6:30 to 7:00 p. m.—KJR junior hour.  
 7:00 to 8:00 p. m.—Studio program.  
 8:00 to 9:00 p. m.—John Hopper trio.  
 9:00 to 10:00 p. m.—Studio program.  
 10:00 p. m.—Time signals.  
 10:00 to 11:00 p. m.—Vic Meyers' dance orchestra.  
**Saturday, October 14**  
 6:00 p. m.—Time signals.  
 6:00 to 6:30 p. m.—Sport news, News items.  
 6:30 to 7:00 p. m.—KJR Junior Hour.  
 7:00 to 10:00 p. m.—Studio program.  
 10:00 p. m.—Time signals.  
 10:00 to 12:00 p. m.—Vic Meyers Dance Orchestra.  
**KGW—MORNING OREGONIAN**  
**PORTLAND—491.5**

**Sunday, October 15**  
 7:30 to 9:00 p. m.—Evening Church services.  
 9:00 to 10:00 p. m.—N. B. C. program.  
 10:00 to 11:00 p. m.—Little Symphony orchestra.  
**Monday, October 16**  
 6:00 to 7:00 p. m.—Dinner concert.  
 7:00 to 7:10 p. m.—Educational talk.  
 7:10 to 7:40 p. m.—Instrumental entertainment.

(Continued to Page 20)

Barrier sign used by track department of Market Street Railway Company

Samuel Kahn,  
 President

**Pleasure's Wand**

(Continued from Page 7)

ning, following the successful showing of the Friday evening performances.

Some of those in the cast are Doris Canney, Virginia Phillips, Lydia Warren Lister, Curtis Arnall, Richenda Stevick, Vernon Leftwich, Alice Renobome, Barrie O'Daniels, Wheaton Chambers, Ben Legere, Frederick Smith, Ronald Telfer, John Breeden.

\* \* \*

**Pantages**

Olive Borden, known as "The Joy Girl," will be seen on the screen at the Pantages theater in a picture of sparkling romance and added dramatic moments. The Rigoletto Brothers, the Swanson Sisters, Passeri's "Romantic Revue" and Jack Strouse, will appear in a comedy sketch and there will be other acts on a good bill this week.

\* \* \*

**The Loring Club**

The Loring Club announces its first concert of its fifty-first season for Tuesday evening, October 18, at the Scottish Rite Auditorium. The assisting guest artists will be the Pasmore Trio of instrumentalists who will appear in two group numbers.

Featuring this first concert of the second half-century of the club's long existence will be the rendition of Mendelsohn's "Festgesang" which was presented by the club at its first October concert in 1877, exactly fifty years ago this month. Other choral numbers will be "Hark! the Horn Awakes the Morn," a stirring hunting chorus by Randegger; "Jolly Fellows" by Rhys Herbert; a beautiful arrangement for male voices of "On the Banks of Allen Water"; "Toujours Amour," by Coleridge Taylor; "I Fear Thy Kisses, Gentle Maiden," Brewer; "The Chough and Crow," Bishop; "Dreams," Bizet, and the march from "Aida," "Hail to Our Native Land," Verdi.

The accompaniments will be played by orchestra, Benjamin S. Moore at the piano and William F. Laraia as principal violin. Wallace A. Sabin will direct as usual.

\* \* \*

Hard Luck—In days of old when knights were bold,  
 They had some goodly fights.  
 But they were dumb, they never sold  
 Their moving picture rights.  
 —Western Reserve Red Cat.

\* \* \*

A Hot Answer—Teacher: "Do you know why the earth turns round the sun on its axis?"

Scholar: "Yes, sir. Because it don't want to be roasted too much on one side."

Apples Don't Count—Grandpa had come to visit his little grandson. Wishing to find out how the boy was getting on at school, he asked:

"If you had ten apples and I gave you two more, how many would you have altogether?"

"I don't know, grandpa," replied the young hopeful, "we always do our sums in beans."

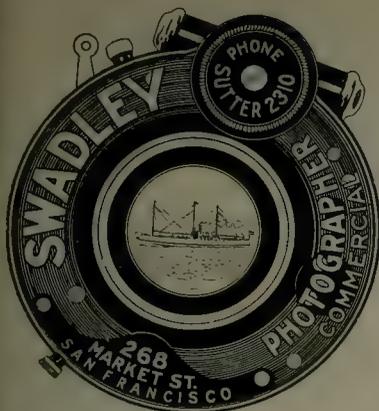
—Pittsburgh Chronicle-Telegraph.

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**Godeau's Record**

Julius S. Godeau bids fair to be one of the most popular candidates in the field for supervisor.

For forty-two years in business in San Francisco, for years prominently identified in fraternal and lodge work, Godeau has a host of friends who are rallying to his support.

Campaign headquarters have been established at 1167 Mission street and here Mrs. Grace B. Caulkin and J. H. Douglas are in joint charge.

District clubs are being formed over the city to boost the candidacy of Godeau for supervisor and Godeau will take the stump this week before numerous organizations.

\* \* \*

**Paul Elder's**

Miss Jill L. Cossley-Batt, internationally known writer, humorous speaker and traveler, will speak in the Paul Elder Gallery Thursday evening, October 20, at 8:15 o'clock. Her subject will be "Forbidden Trails of Foreign Lands," and she will also give an amusing account of "My Personal Experience with an Arabian Sheik."

An author's afternoon in honor of Professor Benjamin H. Lehman, author of "Wild Marriage" will be held in the Paul Elder Gallery Saturday afternoon, October 22 at 2:30 o'clock. Professor Lehman will speak on "Fiction and College" and incidentally discuss his own novels. His new novel "The Lordly Ones" has just been published by Harper's.

\* \* \*

**The Interior of a Star**

The second lecture of the present series under the auspices of the Astronomical Society of the Pacific, will be given on Monday evening, October 17, in the auditorium of the Pacific Gas and Electric Company, 245 Market street, San Francisco, by Dr. William F. Meyer, associate professor of astronomy in the University of California. His subject, "The Interior of a Star," will be discussed in popular terms and will be illustrated by lantern slides. The topic is of particular interest because of its bearing upon the conditions within our Sun, from which we derive practically all of our heat, light and energy. The lecture is open to the public.

\* \* \*

The Penalty of Error—Gentleman (seeing two schoolboys beating another one): "Why are you so cruel to this poor chap?"

The boys: "The teacher said he has his sums wrong."

Gentleman (astonished at the answer): "What does that matter to you two?"

The boys: "Well, sir, we copied them, they was wrong and we got licked."

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\* \* \*

**Exhibit at San Mateo**

M. de Neale Morgan, noted artist of Carmel by the Sea, will hold an exhibit of paintings at the Hotel Benjamin Franklin, on the mezzanine floor, from October 29th, to November 12, 1927, two to five p. m. and eight to ten p. m. Miss Morgan herself, will be in attendance. Her work has a boldness and dash at times, that especially appeals to those who admire the decorative style of art; then again, the finesse and delicacy of her brush intrigues lovers of the academic school, when she portrays each petal of the wildflowers that grow in and around her hamlet by the sea.

\* \* \*

(Continued from Page 18)

- 7:40 to 8:00 p. m.—Travel talk.
- 8:00 to 9:00 p. m.—N. B. C. program.
- 9:00 to 10:00 p. m.—Concert.
- 10:00 to 12:00 p. m.—Dance frolic.
- Tuesday, October 18**
- 6:00 to 7:00 p. m.—Dinner concert.
- 7:30 to 7:45 p. m.—Utility service.
- 7:45 to 8:00 p. m.—Golf chat.
- 8:00 to 9:00 p. m.—Educational program.
- 9:00 to 10:00 p. m.—N. B. C. program.
- 10:00 to 12:00 p. m.—Dance music.
- Wednesday, October 19**
- 6:00 to 6:30 p. m.—Children's program.
- 6:30 p. m.—Demsey-Turney fight through N. B. C.
- 7:30 to 7:45 p. m.—Utility service.
- 8:00 to 9:00 p. m.—Concert.
- 9:00 to 10:00 p. m.—N. B. C. Program.
- Thursday, October 20**
- 6:00 to 7:00 p. m.—Dinner concert.
- 7:00 to 7:30 p. m.—Good Humor orchestra.
- 7:30 to 8:00 p. m.—Concert.
- 8:00 to 9:00 p. m.—Concert.
- 9:00 to 10:00 p. m.—N. B. C. program.
- Friday, October 21**
- 6:00 to 7:00 p. m.—Dinner concert.
- 7:30 to 8:00 p. m.—Program.
- 8:00 to 9:00 p. m.—Concert.
- 9:00 to 10:00 p. m.—N. B. C. Program.
- 10:00 to 10:30 p. m.—Concert.
- 10:30 to 12:00 p. m.—Keep Growing Wiser Order of Hoot Owls.
- Saturday, October 22**
- 6:00 to 7:00 p. m.—Dinner concert.
- 8:00 to 9:00 p. m.—National Broadcasting Company.
- 10:00 to 12:00 p. m.—Dance music.

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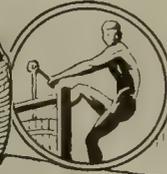
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Notice is hereby given that at a meeting of the Directors held on the 4th day of October, 1927, an assessment of one-half cent per share was levied upon the issued capital stock of the corporation payable immediately in legal money of the United States, to the Secretary, at the office of the company, Room 245, Monadnock Building, San Francisco, Calif.

Any stock on which this assessment shall remain unpaid on the 12th day of November, 1927, will be delinquent and advertised for sale at public auction, and unless payment is made before, will be sold on Tuesday the 13th day of December, 1927, to pay the delinquent assessment, together with costs of advertising and expense of sale.

M. J. SEELY, Secretary.

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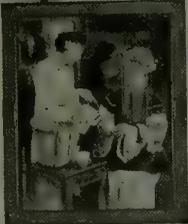
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# News Letter

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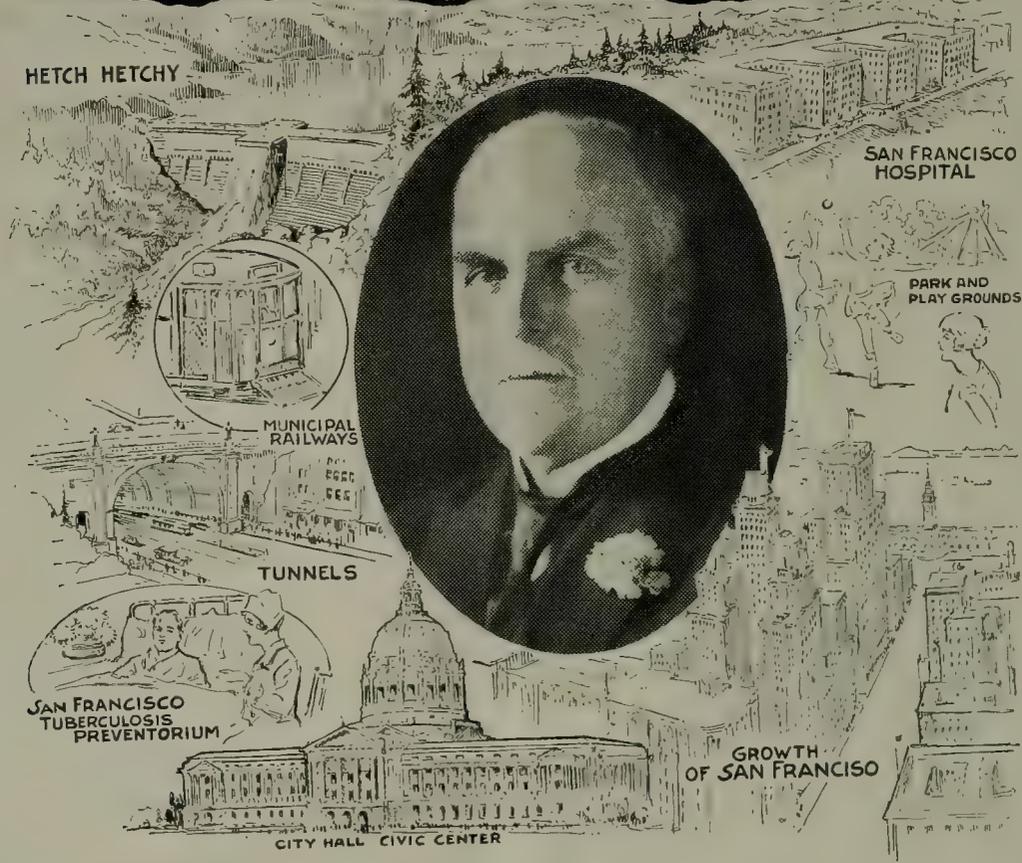
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Vol. CIX

SAN FRANCISCO, CALIF., OCTOBER 22, 1927

No. 43

## Travel Tid Bits

### SOUTH AFRICA FOR THE WINTER VOYAGEUR

By Ernest F. Rixon

One of the most interesting voyages in the world is to South Africa, and likewise it is one of the most enchanting countries to visit and travel in.

Tourists each year in ever-increasing numbers find their way to that land of beautiful sunshine, glorious climate, diversified scenery and historical interest.

In these days, every comfort of modern civilization can be enjoyed in its cities and in most of its towns, but over and above all that, there is a peculiar fascination in the many uncommon scenes and in the atmosphere of unconventional life that seem to savor of ancient times. Every country has its own particular attractions, but romantic South Africa haunts the memory in such a way that many who go there once, have an irresistible desire to return, and some even to make a permanent home in one of its inviting districts. It is a vast country and no two places in it are alike, each having its own peculiar charms and advantages.

The excellent steamship service, either direct or by way of England, or on one of the winter cruises, offers every comfort to the passenger, and the expense is reasonable.

#### Historic Capetown

First of all, we approach Capetown, which is the oldest settlement in the country. Here the tourist will view the Table Mountain with Devil's Peak and Lion's Head on either side, and a whole chain of mountains, which includes those known as the Twelve Apostles, continue down to Capt Point.

Capetown itself is full of interesting old places—the castle (begun in 1665) and the famous Government avenue of oak trees, with the Houses of Parliament and the Government House on one side and on the other side the Botanical Gardens, the South African Public Library and the South African Museum, containing notable collections.

Adjoining this old historical settlement are beautiful suburbs—lovely residences, chiefly of Dutch Colonial style, reminiscent of the early settlers. Luxuriant gardens, trees and flowers are abundant, and the splendid roads are particularly noteworthy, kept in excellent order, and stretching along the peninsula for a hundred miles, well named "The Motorists' Paradise." Driving along these wonderful roads, overlooking the Atlantic and Indian oceans, there is exquisite scenery in every nook and corner, and most interesting sights, including Groot Schuur (a magnificent estate on the slopes of the Table

mountain, given to the nation by Cecil Rhodes); Newlands (Rhodes avenue); Wynberg Park; Vineyards of Constantia; Kirtenbosch Botanical Gardens, etc.

The season at the Cape is best from October to March. Then merry-making is at its height; the Capetown orchestra plays several times a week in the City Hall and through the various suburbs. The sports along the coast remind one of California, the smooth, sandy beach extending for miles, offering every temptation to spend all possible time in the water, especially if one falls a victim to the delights of surfing, which is one of the most alluring of water sports.

Mountaineering and walking expeditions are also fine in the Cape vicinity. The ascent of Table Mountain can be made by various routes, and those who care to may find pleasure in exploring the adjoining peaks.

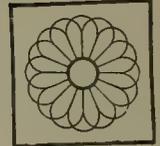
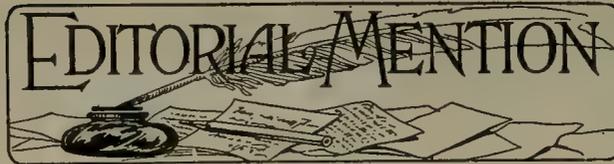
There are excellent hotels and modern shops in Capetown, and passing through the main streets, visitors will be specially attracted on Wednesdays and Saturdays by the picturesque display of both wild and cultivated varieties of flowers.

Passing on from Capetown, the tourist may visit Hermanus, eighty-two miles distant by road. Here is one of the world's famous angling resorts, and has a number of good hotels.

Also within easy access from Capetown are the Sulphur Springs which attract many visitors, for the treatment of rheumatism. At Caledon and Montagu are excellent hotels and sanitariums, and many people go to these places from various parts of the world, who find the sunshine and the dry air of South Africa a great aid to their well-being.

The Cape district is rapidly becoming an all-the-year-round resort, being less subject to extremes of heat and cold than other parts of South Africa. The country towns in the Western Province are rather warmer than Capetown in the summer, but many of the roads are shaded by trees, and mountain water for irrigating the gardens runs down the streets, and gives a restful aspect to these old Dutch towns. Going out through the western division on the western main line, we pass through Paarl, Wellington, Worcester, then up the Hex River mountain into the Great Karoo. Northward, the track runs over the Kimberley division, passing the Orange and Modder rivers, and reaching the Diamond Fields, within a day's journey from Capetown.

(To be continued)



### Machine Politics

The same gang that formerly disgraced the city is trying to raise its head and has made the Wilcox veto the basis of its movements. At the same time the same machine is trying to lower the tone of the city by the granting of the civic auditorium for the use of prize fights.

Prize fights and such messes are profitable to people who foster them and organize them. Behind the prize fighter and the rest of the unsavory followers of disgraceful trades lurks the politician. These unsocial activities cannot thrive without some favoring at the hands of political gangsters. It is for the profit of those gangsters that they are arranged and for their profit that the shame and humiliation of the city are exploited.

The same crowd that favors the Wilcox appointment is the same crowd as desires to restore the debauchery and criminality which always hang on the verge of the prize ring. It is an apparent contradiction that such should be the case, for the municipal "reformers" are on the side of Wilcox. But "reformers" have always been recognized as a soft lot which the politicians can exploit with ease and readiness. Behind the high-brow in politics, the low-brow walks suspiciously near and the mere announcement of political virtue is no proof of its possession.

Over the carcass of Wilcox gather the crows and buzzards of our local politics.

\* \* \*

### Mayor Rolph's Statement

The statement of the Mayor to the voters of this city is a very satisfactory and inspiring document. We doubt whether there is any other city executive, the world over, who has a better claim upon the suffrages of his fellow citizens, than the mayor of San Francisco; nay, we know very well that there is no other mayor who has his record of service and successful accomplishment.

It is no easy thing to be a great mayor of San Francisco. In some respects it is a difficult city. There are many and varied interests; there are racial and religious complications which can only arise in a comparatively new community populated by an energetic and bold population, which has shown those qualities by the mere fact of its being here. It was a particularly difficult situation at the time that Mayor Rolph took office. The headship of the city had suffered deterioration in the public estimation by virtue of the fact that class domination had placed in power men of whom we may say, temperately, that they were not fit for the position.

Mayor Rolph came into the seat of power. The situation changed. We lift our head proudly, as a city, for among the great centers of population and influence in this country we are almost alone in the fact that the breath of scandal has never touched the city government over such a long period of years, and that we now stand among the cleanest and best governed cities in the world. All our city departments, police and fire, educational and esthetic, are of the highest quality and constantly being improved.

It takes a man of unusual ability and moral courage to accomplish things like these. No small man can fill his shoes. The progress of the city demands his re-election. His triumphant vindication at the polls is a certainty.

### Relative Success

Several times we have called attention to the agitation which was set on foot looking to the prevention of attempts to cross the ocean by airplane. We have always objected to interference, believing that in the long run, individual freedom solves the question for itself. The recent adventure of Miss Elder goes a long way to support our point of view.

There is little question that, from the practical viewpoint, the attempt was quite unwise. The climatic conditions on the Atlantic in October are so well known that any effort to pierce the storm circle in a plane, even of the highest development, would be doomed to failure. So the event turned out. The plane met the storm and the storm was victorious. But that was by no means all. Something else happened which is of infinite more value than many planes, something which shows that "safety first" is not even a wise policy, if it interferes with other matters which are more important than safety.

Out of the wreck of the plane on the ocean and out of the fire which consumed that product of mechanical skill rose something compared with which mechanical skill is a mere blunderer. The bravery and the spirit of Miss Elder and her companion dominated the situation and mankind was raised thereby to greater heights than would have happened through the actual accomplishment of their attempt.

\* \* \*

### The Army and the Bridge

The cheerful announcement of the Mayor that the fight for the transbay bridge will go on, notwithstanding the opposition and veto of the military authorities, is the most encouraging feature of the whole affair. If the matter is conducted in that spirit it will have a successful termination and the bay will no longer place a limit upon the metropolitan aspirations of this city.

As a matter of fact, the solution of this question is of first class importance to the continued development of San Francisco and the vicinity. We are already beginning to feel the pressure caused by our confined position. The industrial future as well as the population future is dependent largely, moreover, upon that contact with the rest of the world, to the East, which only a bridge can provide. It is our duty as well as our necessity to fight for that bridge until it is built and then to go on fighting for increasing development. The Mayor, who knows his San Francisco so well, has struck the right note.

It is not necessary, on the other hand, to feel any particular indignation with respect to the military decision. Soldiers and navy men are professional experts. They see the problem only from their own angle and regard the military question as the most important. So it is to them; but to the rest of us, war is an occasional and hypothetical thing. The development of the city is constant and concrete. The city must grow or die. There is no static possibility about city life. Cities that cease to grow and to develop new organs, die. San Francisco is not going to die. Under our mayor we shall storm Congress and the bridge will be built.

## Local News of the Week at A Glance

### For Those Away From Home

The twentieth annual convention of the California Wool Growers Association will be held at the Palace Hotel, November 3 and 4.

The Municipal Railway made a net profit of \$78,042.74 during the last fiscal year according to an accountant's report submitted to Mayor Rolph last Tuesday.

Governor C. C. Young will shortly announce the appointment of a commission to study the methods for conserving the oil and natural gas resources of California and prevent the present waste.

Forty-two veteran teachers, who combined, have devoted 1387 years to educating the young, have just been retired by the State Board of Education, which approves applications for the \$500 annual pension.

Mrs. Frank Barrows Freyer of San Francisco has recently been honored by the Peruvian government for the splendid welfare work which she has been carrying on in behalf of the children of Peru. She has also done much to familiarize Americans with the arts and culture of that country.

Work will be begun the first of the year on the Bay Shore highway, on the first unit of the new route between San Francisco and San Jose. Surfacing of the stretch of five miles from South San Francisco to Broadway, Burlingame, will afford a great relief to peninsular traffic, automobile bureau officials announce.

San Francisco's fifth annual horse show will be staged November 10, 11 and 12 at the St. Francis Riding Club. The horse show is one of the banner events on the season's social calendar with many of the horse owners exhibiting their own horses in the ring. There will be many trophies and sweepstakes in all of the classes.

John D. Rockefeller Jr., has donated to the University of California at Berkeley, in excess of \$1,750,000 for the erection and furnishing of a 500-room dormitory building to serve as a residence and social center in Berkeley for both American and foreign university students.

The industrial department of the San Francisco Chamber of Commerce is engaged in a study of the silk industry, to prove that silk can be manufactured in California. The chairman of the committee pointed out the fact that a small silk plant is being successfully operated at Heron's Beach and a silk threading plant is being run at Petaluma.

Representative Englebright, of California, is urging legislation at Washington to permit resumption of hydraulic gold mining in California. Asserting that the state holds \$600,000,000 in gold that is still recoverable by hydraulic processes, Englebright proposes that dams be built along the river to catch the resulting debris.

The old Rivoli theater at 1125 Market street will soon be reopened as the new home of Vitaphone entertainment, so it is announced by the Market Street Building Corporation. Contracts involving nearly \$2,000,000 have just been closed under this new arrangement. The Vitaphone is expected to revolutionize the moving picture industry by giving sound to the hitherto silent drama.

A total of 54,107 cars of the Southern Pacific Company passed Summit station during the month of September, breaking all records for tonnage hauled over the Sierras for the year.

\* \* \*

The Southern Pacific Railway Company is planning to construct a bridge across Carquinez straits, to supplant the ferry service between Port Costa and Benicia. The proposed bridge will probably extend from Bowhead point in Contra Costa county to Army point in Solano county.

From every county in the state farmers will congregate in Los Angeles, October 27 and 28, to meet with industrial and financial leaders in conference, under the auspices of the California Development Association. The meeting will be devoted to discussion of the agricultural problems of the state.

The Sacramento Pulp and Paper company, a \$1,000,000 corporation, planning to manufacture paper from grapevine cuttings, was formed last week in the capitol city. Sacramento was the point selected for this factory for the reason that there are 100,000 acres of grapevines available within a radius of fifty miles.

The \$800,000 project for improvement of Monterey bay, California, was taken up this week at Washington, by the rivers and harbor board of the Army and Engineer Corps with the possibility of reviving it. Part of the original project was the construction of a railway by California interests, from Monterey into the San Joaquin valley.

The two masted schooner aboard which Jack London wrote his novel, "The Sea Wolf," was sold under the U. S. Marshal's hammer, Tuesday, at San Pedro, for \$1490, as the rum runner "Hakadata." The schooner, which was known as the "Saucy Lass" when owned by the famous novelist, went to Mrs. Charmian Conley Jones of Los Angeles. She bid for the old craft without announcing what use she would make of it.

First steps were taken Tuesday of this week by the Board of Supervisors in the campaign against fire traps by forming a new agency of San Francisco's government to be called a "Board of Condemnation." Such a board is in effect in Oakland and other cities, and will be composed of the following officials: Chief of Police, Chief of the Fire Department, Fire Marshal, Chief Building Inspector, Chairman of the Board of Health, Chairman of the Supervisors' Building Committee and possibly Chief City Electrician.

The Antioch bridge continues to attract Sacramento-bound motorists in the travel over the Garden Highway through the Netherlands of America and indicates that this scenic country remains popular throughout the year. "Motorists no longer measure the distance to the geysers, the petrified forest, the Valley of the Moon in terms of miles, but in terms of hours," states Oscar H. Klatt of the American Toll Bridge Company, owners and operators of the Carquinez and Antioch Bridges; "the saving of time which the Carquinez bridge has brought about has made this possible."



By Antoinette Arnold

### Yacht Club Gives Smart Affair for Society Folks

Owners of twenty of the finest yachts and pleasure crafts of the Pacific Coast were hosts last week at a smart affair which inaugurated the newly organized St. Francis Yacht Club.

John M. Purnett is the newly elected commodore.

Hiram Johnson Jr. has been elected vice-commodore and Hart Weaver, rear-commodore of the new Yacht Club.

A cruise on the bay, starting from Yacht Harbor, at the foot of Scott street, with an auspicious landing at Snug Harbor, where a sumptuous beach luncheon was served—were memorable events in the inaugural schedule of the club.

The yachts were beautiful to behold.

Every appointment was the "last word" in smartness and presentation. In fact, society folks, accustomed to surprises in the way of lavish entertainment, were enthusiastic in their adulations of the hosts and the general tone of the entire event.

Altogether, it was a glorious success!

\* \* \*

### Prominent Guests

Society folks of the San Francisco, Piedmont, Oakland and the peninsula set were among the guests of Hiram Johnson Jr. aboard his yacht last Sunday, the day of the inaugural event sponsored by the St. Francis Yacht Club.

Prominent guests of young Mr. Hiram Johnson were:

Messrs. and Mesdames Nion Tucker, Fred Hussey, John B. Casserly, Phillip Finnell, William G. Parrott, W. M. Burkhardt, Austin Moore, Howard Spreckels, Stewart E. White, George Bowles, Archibald Johnson

and the Misses Elizabeth Hutton, Sadie Gregory and Mr. Bartley Hensey.

\* \* \*

### Aboard the "Alma"

Mr. Leon B. Walker had a large group of friends aboard his yacht "Alma," including Messrs. and Mesdames Richard Heimann, Ralston Page, Stuart Hellmann, Edwin Sudden, George Hearst, Coy Filmer, G. W. Fraser; Misses Jessie Knowles, Alma Walker, Claudine Spreckels; Messrs. C. C. Johnson, Frank Drum, Josiah Knowles, George Montgomery, W. R. Walker.

\* \* \*

### Hart Weaver's Guests

On board the "Noname," Hart Weaver's yacht were Messrs. and Mesdames Clifford Jones, A. P. Nordhoff, of Oakland, P. W. Woods, Remo Sbarboro, E. R. Bacon, John Eisback, Clarence Coonan.

\* \* \*

Lester Stone sailed "The Rascal," a smaller yacht, belonging to Hart Weaver, his party being yachting enthusiasts were special guests on this occasion.

\* \* \*

### Notable Event

Every year, society and music lovers in general, look forward to the unsurpassed piano recitals by the famous Mr. and Mrs. Hugo Mansfeldt.

Now, on Monday evening, October 24, in the ballroom of the Fairmont Hotel, the Mansfeldts, who have done so much in maintaining high standards of music, will present four pianists in recital.

Judging by the program announcement this year's pianist will add more luster to the name of Mr. and Mrs. Hugo Mansfeldt. William Zoller opens the program with a Chopin, a Liszt and a Schubert-Tausig group. Elwin Dustin plays the Schumann "Carnival," op. 9.

Carlton Peters will be heard in a Chopin, a Moszkowski, and a Paderewski-Mansfeldt number, "Fantasie Polonaise." Vladimir de Rassouchine will play three numbers.

The Mansfeldt recitals are always brilliant affairs with society from the Bay cities as well as from the interior towns in attendance. This year there will be an especially representative audience to greet the pianists.

### Junior League

Models for the fashion show given last Monday night at the Mark Hopkins Hotel were leaders of the Junior League which is building a commodious home for girls.

Mrs. Ralston Page had charge of the fashion show, which displayed exquisite gowns, wraps, day and evening dresses, hats, gorgeous negligees and other lovely things dear to the feminine heart.

Those who took part in the fashion show included: Mrs. Jerd Sullivan, Miss Helene Lundborg, Mrs. Henry Stevenson, Mrs. Cliff Lundborg, Mrs. Alfred Whittell, Mrs. Kenneth Montague, Mrs. Ghiradelli Menifee, Mrs. Herbert O'Brien, Miss Virginia Phillips, Mrs. George Thierbach, Mrs. James Moffitt, Mrs. John Wilhoit, Mrs. Stuart Hellman, Mrs. George Hearst and Miss Olive Watt.

\* \* \*

### Notable Gathering

Mrs. Joseph L. Lawless, prominent in San Francisco's clubland, presided over a notable program given last Tuesday in the California Club home, on Clay street.

Hon. Samuel Shortridge, United States senator, was the speaker of the day, giving to the women an address which will long remain as criterion of logic and eloquence.

Musical numbers and a play, "Love and Law" were additional attractions at the social day gathering with an audience which filled the auditorium to capacity, spilling more than one hundred others out into the hallways and corridors.

Mrs. Marie Pernau Walsh, president of the club, presented her chairman in her usual way of interesting graciousness and extended the day's courtesies after the manner which marks each event presented by this club, the largest of its kind in San Francisco.

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**Musical Features**

Alice Guthrie Poyner, violinist, and one of the leading instrumentalists of the city, was one of the program artists, her violin solos including "A Poem," Sibisch; "Obertasse," Wieniawski.

Robert E. Saxe sang two tenor solos and Edna Walsh Gallagher, soprano, sang the Ardite Waltz song and "The Wind in the South Today," Scott. Both singers were received with enthusiasm.

The play "Love and Law" was released by the author, Harry E. DeLassaux for the California Club program, under the direction of Mae Frances O'Keeffe. Those in the play were Mrs. J. Emmet Hayden, Mrs. Joseph Lawless, Mrs. William Nixon, George VanBuren and Mae O'Keeffe.

\* \* \*

**Gala Opening**

The Pacific Musical Society, of which Mrs. Frank B. Wilson is the president, held the initial program of their autumn season last Thursday evening in the gold ballroom of the Fairmont Hotel. Miss Grace Campbell was program chairman.

Mme. Rose Relda Cailleau, vocalist, who has just returned from abroad, was the soloist, with her daughter, Miss Relda Cailleau at the piano. Mme. Cailleau's singing is always a great attraction and her lovely voice is even more beautiful than ever.

The Abas String Quartette appeared in two groups with Nathan Abas, first violin; Julian Brodetsky, second violin; Romain Verney, viola; and Michel Penha, cello.

\* \* \*

**Famous Authors**

**Give Dinner Party**

Charles G. Norris and Kathleen Norris, the two famous California authors, gave a dinner party last Monday night at the Fairmont Hotel in compliment to Mr. and Mrs. William H. Smith Jr. Their guests included Mr. and Mrs. Joseph Thompson, Mr. and Mrs. Parmer Fuller Jr.

The Norrisses are now at the Fairmont Hotel, where they will remain until shortly before the holidays; then returning to their beautiful country estate near Saratoga. Early next year they will go to Europe to



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visit the sister of Mrs. Norris, in Paris, where Mrs. Charles C. Hartigan lives. The new home of Kathleen and Charles Norris in Palo Alto is under construction and will be one of the loveliest homes down the Peninsula.

\* \* \*

**Bridge Tea**

Mrs. W. J. Smart, of Los Angeles, while on a visit to the bay region, was the guest of honor at a handsomely appointed bridge tea given by Mrs. Rocco DePierro at the Hotel Whitcomb on Saturday afternoon.

\* \* \*

**Fashion Tea Attended by Many Prominent Folks**

Miss Jennie Stone, who makes her home at the Fairmont Hotel, was hostess at a table of friends last Monday in the Mark Hopkins Hotel, when the fashion show was given with society girls of the Junior League displaying the lovely gowns, wraps, sport outfits and evening dresses.

\* \* \*

Mrs. Edward Kane and Misses Helen and Esther Nathan were hostesses at a tea and stork shower given in honor of Mrs. Conrad Tyroler, of Santa Rosa, on Saturday afternoon in the Roof Garden of the Hotel Whitcomb. Those invited to the affair were:

Mesdames Morris Nemeroff, Sam Kane, Clarence Hudson, J. E. Nye, Andrew Tyroler, Oscar Tyroler, Louis Nathan, Morris Maltzer, E. E. Ginsburg, T. T. Schneider.

\* \* \*

Mr. and Mrs. S. A. White have returned from a stay of several months at their summer home in the Santa Cruz mountains and are again established in their suite at the Hotel Whitcomb.

**Prominent Visitors**

Mr. and Mrs. J. Durant Kennett, of Pasadena, who are sailing on the President Grant, October 15, for a year's tour of the world, are week-end guests at the Hotel Whitcomb, where they are being entertained by Lieutenant and Mrs. George Smallman.

Lieutenant and Mrs. Smallman expect to leave December 1, for the east coast, where Lieutenant Smallman will be stationed for the winter, probably with the Navy Department at Washington.

\* \* \*

Mrs. Helen Duncan Bartle, of Honolulu, who is making her first trip to the mainland, is now a guest at the Hotel Whitcomb. Mrs. Bartle is visiting the points of interest about the bay region and expects to remain here for a month or so before returning to the islands by way of Los Angeles.

\* \* \*

Adelyn Brickley Jones, prominent in literary and educational circles, has recently returned from a trip to the Parliament of Letters in Seattle, where she was a delegate from the Golden Gate Branch, League of American Pen Women. Mrs. Jones is the author of "San Francisco, City of Enchantment" which she read before the Parliament upon request. Writers, poets, and editors were in attendance. Governor Hartley, Mayor Bertha K. Landis and Dr. Lyle Spencer, University of Washington, took part in the deliberations of this notable event.

\* \* \*

The San Francisco Center will hold a meeting Tuesday, October 25, in the Italian Room of the St. Francis Hotel, when the candidates for supervisor will be speakers, commencing at 8 o'clock.

\* \* \*

William Green, president of the American Federation of Labor, was the honor guest at a luncheon given in the St. Francis Hotel by the San Francisco Center of the California League of Women Voters, last Thursday, with Miss Ruth A. Turner, president, in charge of the day.

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— Tom Moore



By Josephine Young

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According to a perusal of theatrical bookings, local theaters are certainly going to keep us consistently pleased all winter.

\* \* \*

## Curran

"My Maryland," an operetta built upon the historical events and poetic vision immortalized in the story of Barbara Frietchie, comes to the Curran Theater next Monday night, October 24. It is made from the Clyde Fitch melodrama and contains the charm of the old play, made modern with a present-day slant on old-time stories.

The ringing songs in "My Maryland" fairly lift one off his feet and stir the emotions as no other operetta has for a long time. The Shuberts have organized a special company for the Pacific Coast productions and every principal is a real star.

Frank Lalor, Leonora Allen, Maude Raymond, Millie James, Beatrice Neale, Dorothy Kane, Clare Ross, Bartlett Simmons and Robert Lively are leaders.

Some of the songs which are decided favorites are "Your Land and My Land," a male chorus number of stirring melody; representing the soldiers marching through Fredericktown; "Won't You Marry Me"; "The Same Silver Moon," and a beautiful number, "Mother."

\* \* \*

## Alcazar

"Pigs," a play of fine characterization and abundant laughter, has drawn large crowds to the Alcazar the past three weeks. It is a comedy of American home life, modern to a fault and filled with laughter.

The attraction proved quite a surprise when it was first staged in New York. It remained there a year. Next it went to Chicago where it enjoyed a six months engagement. Another year-and-a-half were spent by the

company in other cities of the East and now it has reached San Francisco.

\* \* \*

## President

Marriage, always an interesting subject, is of vital concern in "What Anne Brought Home," a captivating comedy at the President. There are three sisters in the play. They live in a small town and have heard of many instances of eligible youths, running off to the big cities, forgetting the girls they left behind.

Anne, the middle sister, quiet, unassuming, almost bashful, surprises the household by arriving home with a husband. Her appearance is the signal for an upheaval. The resulting situations are extremely funny.

"What Anne Brought Home" was written by Larry E. Johnson. It was produced on Broadway early this season. Henry Duffy is giving San Francisco its first glimpse of it. As is his custom, Duffy has shown discrimination in assembling his players. Leneta Lane shines brightly as Anne, Robert Adams is her husband. Earl Lee and Ken Browne cause most of the laughs by their clever character work. Others in the company are: Thomas Chatterton, Dorothy Lamar, Joan Warner, Charles Edler and Claire Brandt.

\* \* \*

## Lurie

The Elmer Harris farce, "The Great Necker," which had a run in Los Angeles of eighteen weeks, comes to the Lurie theater, Sunday night, October 23, with Taylor Holmes in the starring role.

Hope Dawn plays the part of the flapper and upon her head falls the halo of heroine. It is said that the farce is "a naughty play for nice people." Several snappy scenes and lively episodes may be responsible for the phrasing.

Elmer Harris of "Canary Cottage" fame, has given us many melodious and memorable musical comedies and, naturally, we expect much from productions bearing his name.

## Amusements

NEXT WEEK

### ON THE STAGE

#### Alcazar, O'Farrell nr. Powell

"Pigs." Henry Duffy presents the John Golden comedy starring May Buckley and Emerson Treacy.

#### Columbia, Eddy nr. Powell

"The Vortex," featuring Marjorie Rambeau.

#### Curran, Geary nr. Mason

"My Maryland," beginning Monday. Musical romance, American operetta, Lee and J. J. Shubert, producers. Barbara Frietchie's story.

#### Lurie, Geary nr. Mason

"The Great Necker," beginning Sunday night. Taylor Holmes, star.

#### President, McAllister nr. Market

"What Anne Brought Home," Henry Duffy comedy.

#### Community Playhouse,

#### "The Players' Guild"

"Fanny's First Play," Saturday matinee and evening.

\* \* \*

### VAUDEVILLE

#### Golden Gate, G. G. Ave. and Taylor

Bob and Gale Sherwood, entertainers; Eddie Conrad, Marion Eddy; "The Rookie," skit; Marie Vero, singer; "For the Love of Mike," screen feature, Ben Lyon.

#### Orpheum, O'Farrell nr. Powell

Vanessi, dancer, elaborate act; Arthur and Morton Havel, comedy; Helen and Agnes Harrington, "A Garden of Song"; Nelson B. Clifford and Marie Marion, "Just Dumb"; Willie West and McGinty, pantomime.

#### Pantages, Market at Hyde

Edmund Lowe in person Saturday and Sunday only.

#### Union Square, O'Farrell nr. Powell

Vaudeville—pictures

#### Wigwam, Mission nr. 22nd

Musical show—pictures

\* \* \*

### ON THE SCREEN

DOWN TOWN

#### California, Market St. at 4th

"Two Arabian Knights," William Boyd, Mary Astor, Louis Wolheim.

#### Cameo, Market opp. Fifth street

Fine pictures, best films—change three times weekly.

#### Casino, Ellis at Mason

Double bill "More Pay, Less Work" and "The Sky Raider" on Saturday.

#### Granada, Market at Jones

Mae Murray in person. Screen feature "Soft Cushions." Douglas MacLean, Sue Carol.

#### Imperial, Market St. op. Jones

"Ten Modern Commandments," Esther Ralston. Georgie Stoll and his band have musical program.

#### St. Francis, Market bet. 5th-6th.

"The Blood Ship," featuring Jacqueline Logan, will be followed by "Les Misérables," based on Victor Hugo classic.

#### Warfield, Market at Taylor

"The Crystal Cup," Dorothy Mackaill, star; Rockliffe Fellows. Elaborate stage presentation—Walt Roesner, orchestra leader.

### RESIDENCE DISTRICT

#### Alhambra, Polk St., nr. Green

Richard Dix, "Knockout Kelly," Sat. Paty Ruth Miller, "Painting the Town," "Monty of the Mounted," Sun. "Fanny," Leatrice Joy, Charles Ray; also Harry Langdon, "Saturday Afternoon," 3 days, Mon., Tues., Wed. George O'Brien, "Is Zat So?" Thurs., Fri.

**Orpheum**

Vannessi will headline the new bill at the Orpheum theater for the week beginning this Saturday matinee, presenting an offering of dance and song in which she will have the assistance of the Gamble Boys and Sonny Hines. Vannessi is well-known here in San Francisco, having appeared here on several occasions and lately has been featured in Broadway successes.

Arthur and Morton Havel, comedians, with the assistance of Helen Lockhart, will be seen in a skit called "Oh! Uncle."

Helen and Agnes Harrington will have a delightful offering called "A Garden of Song." Nelson B. Clifford and Marie Marion have a laugh provoking affair entitled "Just Dumb." Willie, West & McGinty, English pantomime artists, have a new act entitled "A Billion Builders' Blunders."

Frank Richardson, "The Joy Boy of Song"; Sawyer and Eddy in a novelty an one other standard Orpheum act, will complete this new bill.

\* \* \*

**California**

"Two Arabian Knights" comes to the California theater this week, showing a doughboy comedy with William Boyd, Mary Astor, and Louis Wolheim in the cast.

The picture tells of the adventures of Private W. Dangerfield Phelps and Sergeant Peter McGaffney.

Laughter and thrills are mixed in this photoplay.

\* \* \*

**Imperial**

"Ten Modern Commandments" comes to the Imperial theater this week, starting Saturday with Arthur Hoyt and Rose Burdick the stars.

\* \* \*

**Returned Traveler  
Addresses Audience**

Grace Palmer Craig, who has just returned from a year's tour of Europe, addressed an interested group assembled in Paul Elder's Gallery last Tuesday afternoon on "The Art of Getting Along With People." She stated that the shortening of distances between them is a vital one to any individual or nation.

Mrs. Craig discussed in this talk, as she does in her book, "The Open Door," this element of human nature.

While in Europe the well-known lecturer was special commissioner to Austria, England, France, Switzerland, representing the Pacific Foreign Trade and Travel Exposition which will take place in this city during November.

**Granada**

Making her first appearance in San Francisco, Mae Murray comes to the Granada Saturday under Fanchon and Marco direction as the feature of the program. The engagement is limited to one week. Popular prices will prevail, it was announced by A. M. Bowles, division manager of West Coast Theatres, Inc. Mae Murray can dance. An added attraction to the Granada program is the screen vehicle, "Soft Cushions," starring Douglas MacLean.

\* \* \*

**Warfield**

The screen version of Gertrude Atherton's novel, "The Crystal Cup" comes to the Loew's Warfield Theatre, Saturday, to head a new program. Credited as being the most successful novel written by this famous author and having scored more sensationally than did her "Black Oxen," the new story brings Dorothy Mackaill and Jack Mulhall in the principal roles. Rockcliffe Fellows, Jane Winton and Edythe Chapman are the other players.

With "The Crystal Cup," the Warfield is to present a stage extravaganza. Next week brings Fanchon and Marco's bizarre "Polar Ideas," with an elaborate cast of artists and lavish settings. It will have much to do with Arctic entertainment and is the first Fanchon and Marco production to be created for the coming winter season. The original San Francisco Beauties, Harvey Karels and Alice Record, and Caverly and Rose Valyda are some of those who will be seen. Walt Roesner will supervise festivities.

\* \* \*

**Golden Gate**

Four headliners will top the bill this week at the Golden Gate theater, the "Little Orpheum," commencing Saturday with Bob and Gale Sherwood and their entertainers in a sparkling act.

"The Rookies," written by Clyde Hooper, a member of the A. E. F., brings a lot of fun into a skit visualizing life in a billet during the war.

Marie Vero, who sings operatic arias, will be one of the stage attractions, this young vocalist creating considerable interest in her appearances ever since she first sang at the age of sixteen.

Will Aubrey, the "rambling philosopher" and the Banderlangs, acrobats, are on the program which includes Conrad and Eddy, also, in a travesty, with Conrad taking the role of an old soldier.

Ben Lyon is the screen star in the picture: "For the Love of Mike."

(Continued on Page 16)

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## Finance

Incidental to fire prevention week, the information is given out that losses by fire in the past year are \$570,-255,428. These losses steadily increase, in spite of the change in the construction of buildings and the perfection of fire fighting appliances. Fire took 15,000 lives last year and is rightly considered by President Coolidge to be one of our greatest national enemies.

Mrs. D. E. F. Easton, prominent San Francisco club woman, says of the platform of Mayor Rolph: "It reflects the progress and growth made during his administration. Every word is supported by actual achievements, which cannot be regarded as political buncombe." That is the point. There are always the actual facts to support the statements of the Mayor.

Volume of trading still continues to exceed the records of the San Francisco Stock and Bond Exchange. There are notably wide fluctuations in leading banks, utilities and industrials. This is true of the whole country and causes considerable speculation as to causes. There is no doubt that business on the whole is satisfactory, but the sensational movement of the brokers is puzzling.

The Credit Men's Association in the course of an interesting article on the floods in the Mississippi area, makes the striking assertion that business is not in as bad a condition as one might imagine in the flooded area. The report says: "The merchants of the flooded area, all things considered, are in fairly good shape. There have been few failures and very few requests for extensions."

In a recent speech John Earl Baker told the Commonwealth Club that the Chinese have lived in tribal units so long that they have no notion of government, such as we instinctively recognize. The question of roads is a necessary preliminary to the organization of China but how to get roads without a government is the question.

It has been estimated that between 1919 and 1925 the number of wage earners in the United States in manufacturing industries decreased 6.7%, while the quantity of manufactured products increased at least 25% in that period. On this basis it is estimated that the productive capacity increased 34% during that time.

The Southern Pacific reports that 54,107 cars were moved over the summit of the Sierras during September. This is 7875 more cars than were handled over the route during any month in the history of the company. It took 32,000 refrigerator cars to handle the fruit crop. The tonnage of perishables from California to the East increases at a colossal rate.

In Italy the official table of wholesale prices is about 30 per cent lower than it was a year ago, but it has been found impossible to reduce retail prices correspondingly. In France on the other hand, the fall in prices has been so marked as to influence industrial activity. Really we know very little about economic affairs.

Charles R. Detrick, insurance commissioner for California, was re-elected first vice-president of the National Convention of Insurance Commissioners at the annual meeting at Cincinnati.

# Political Hop-Offs

What is considered in political flying circles as one of the bests boosts a candidate could obtain is the sponsoring of James B. McSheehy, candidate for assessor, by Miss Margaret Miriam Krsak. Miss Krsak is president, vice-president, secretary, chairman, etc., of more clubs, committees, social orders, improvement associations and what have you than the space on the sponsoring certificate had room for, so the deputy who swore her in wrote in the allotted section labeled occupation: "None."

\* \* \*

The candidacy of Norman D. Cook is bringing to the fore some interesting circumstances connected with the man who aspires to be district attorney. It is not so well known that Mr. Cook was the first person to suggest a woman assistant district attorney. On two occasions he prevented the Japanese from encroaching upon the residential portion of the Park-Presidio district. For many years he has been intensely interested in juvenile court work and is the organizer of one of the largest boys' clubs.

\* \* \*

Out Sunset way citizen boosters for the candidacy of Fred Suhr for supervisor held a rousing cometogether for "the first supervisor who voted for the construction of Duboce tunnel." That hole through the hill means a lot to the residents out where the sand dunes used to be the district's chief description, but which that little bore has changed to a thriving and picturesque locality.

\* \* \*

In his prim little plane, "Spirit of Past Performances," J. Emmet Hayden seems all over the political terrain at once. Not satisfied that his name is a household word as "supervisor," Emmet has up to date made perfect landings—despite the crowds—at 100 meeting places and has a good reserve stock still in the vocal tanks.

\* \* \*

To show the constructiveness of his past occupancy of the post of supervisor, John B. Badaracco, candidate for re-election, is publishing the fact that as chairman of the supplies committee he, in conjunction with the purchasing agent, has saved during the last eighteen months, about \$662,000.00.

\* \* \*

Another candidate who, in running for supervisor, is stressing his past record as the best boost for his return to the board, is supervisor Jesse E. Colman. Fearless, forward and playing no favorites, Mr. Colman has made a model city official and this record is his best asset. He is confident of election.

\* \* \*

A late arrival in the race for supervisor, the good old plane of Dr. J. M. Toner is soaring high these days and his supporters swear he will make the prize. Of course all the Sunset district is his—most of what's out there in improvements being the effect of his untiring effort to benefit that great section. Women voters to the number of more than one hundred have organized a central committee to work throughout the city in his behalf.

\* \* \*

Latest! Extree! Union Labor and the Republican Central Committee have endorsed James B. McSheehy for assessor! That's some boost, Mac.

\* \* \*

The surprising strength evidenced by Ralph McLeran in his hop for the port of supervisor is being commented on in political circles but there is a good reason therefor: Former Supervisor McLeran was always regarded as big timber on the board and the voters will not forget the worth of the man who once so well represented them.

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Assessment Experience**

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**WOLDEN**

**ASSESSOR**  
(Incumbent)

Choose your District Attorney as you would  
your own lawyer—for his ability.

ELECT

**MAURICE T.  
DOOLING**

**District Attorney**

November 8



Re-Elect . . .



**J. EMMET  
HAYDEN**

**SUPERVISOR**

Chairman of the Auditorium Committee for Eight Years

RE-ELECT

SUPERVISOR

**JESSE C. COLMAN**

**For a Business  
Administration**

RE-ELECT

J. B.



**BADARACCO**

**Supervisor**

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Commercial and Industrial  
Development

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NIGHT ROBES



**Thos. E. Kent**  
**SHIRTS**

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## Football Fables

By Lyman Martin

Probably the most thrilling game of football ever seen on the Pacific Coast was played down at the Stanford bowl last Saturday. The ultimate score was Stanford 13, University of Southern California 13. There is seldom satisfaction in a tie yet there was no one present with the desire for more. It is doubtful if our collective nervous systems could have withstood five minutes more of play.

Truth and reality are ever stranger and more thrilling than fiction. No writer of novels could have incorporated in any story more wallops, more climaxes, more hopes dashed to the ground to be reborn, no more sensations than those that transpired in that football game down at Palo Alto.

Aside from the actions and reactions derived from the progress of the game everybody present was looking at one whale of a football player in Captain Morley Drury of Southern California. We watched him so much that we forgot that there were any other U. S. C. men on the field. He is a ball 'totin fool. Aside from Hibbs, the Trojan tackle, it is doubtful if any other U. S. C. backfield man got his hands on the ball. Drury is a one man backfield and a mighty good one.

Yet Stanford is not without her heroes. Here is where the fiction part of the story creeps in. Herbie Fleishhacker, a second string back, was rushed into the fray at the "crucial" moment and won the game for the Sons of Stanford Red. Let it be said that the way Herbie smashed that line was far from fiction. Seven yards on the first play, seven more on the next, Herbie is held for no gain. One yard to go for first down and Fleishhacker makes it. About one-half minute to play and six yards to touchdown. The fine Italian hand of "Pop" Warner is now seen as he sends in another plunging back in Patchett, but Herbie turns and passes to Vicenti who falls over the goal line for a touchdown. Maybe that was "Pop's" strategy. Maybe it wasn't. But it sure worked well.

At last Stanford seems to be on the way. They have improved immensely since the St. Mary's game. This week they journey up to Portland to play the Oregon Aggies. This should prove a close game, too, for the U. S. C. won from the Aggies only by the score of 13 to 12.

While the fireworks were taking place down at "The Farm," the California Bears were on a little week-end party up at Portland playing the University of Oregon. The Bears had a very pleasant and profitable time, winning the game 16 to 0. This was the first game in the conference for the Bears and they are off to a good start. The game was a whole lot closer than the score would indicate. On two occasions the Webfeet had the ball within scoring distance but the Cal. line held and the Ducks had to be content with a goose egg.

During the game, however, some of the California men had the opportunity to further display their worth. Phillips, the Cal. end, showed the natives how that position should be played. Benny Lom played a bang-up game running, passing and kicking.

This week over at the California stadium the Bears take on the Olympic Club. The Olympic Club is conducting a post graduate course in football for All-Americans, so the game should be a tough hurdle for "Nibs" Price to get over. If he can survive the game with few injuries his team will be in good shape for the following week down at Los Angeles when the Bears tackle the U. S. C. Trojans. If the Bears can stop "Cowboy" Kutsch and Kaer of the Olympic Club team they will have more than an even chance of stopping Drury of the Trojans.

ELECT

**RALPH**  
**McLeran**  
Supervisor



VOTE FOR

**JULIUS S. GODEAU**  
FOR  
SUPERVISOR



VOTE FOR  
(Supervisor)

**James B. McSheehy**

FOR  
Assessor

He Is Capable, Honest and  
Conservative

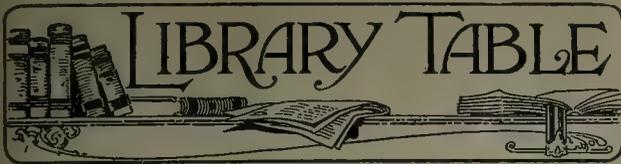


Elect

**FRED**

**SUHR**

SUPERVISOR



By Florence deLong

**BALLYHOO**, by Beth Brown; Lincoln MacVeach, The Dial Press; \$2.50.

This is not a carnival of merrymaking for the participants—that joyous festival with adventure lurking round the corner, with mischief in the glance and mystery in the air. It is a story of a carnival—a band of entertainers who have had their adventure, who have delved into the mysteries and have learned of the mischief that can be done. A poor, forlorn but brave little band, living from hand to mouth, traveling uncomfortably from town to town, making the most of what life has left them, giving the most of the life that is left them, and taking the most they can from the life that watches them.

French Stella with her thousand and one superstitions; Dan the barker; Chicago Pete, the "heavy"; the dancing girls; Nick, the accordion player, and Mimi the monkey, are only a few of the new-found friends Virginia Redfield-Pendleton finds when she joins them on the lot and earns from them the sobriquet of "Queenie"—and with them, as Queenie, she dances her way on through joy and sorrow, paydays and poverty, heat and cold and wind and rain, dancing, through the restless talent bequeathed her by her will-o-the-wisp mother, those sixteen years of repression out of her system. She becomes one of them but not with them. She learns the sorrows and disillusionment that is theirs. The poor miserable incompetents—most of them—clinging now to the lowest rung of the ladder of success and fearful of falling off. Looking down always, not up—for lack of ambition and lack of endeavor have made them what they are.

It is a story of life—hard and stern, and of inspiration—glorious and worth while; of laughter and tears and deadly fear. The author, Beth Brown, having joined such a carnival for the purpose of writing this book, has shown with keen insight her clever analysis of the characters which go to make up "Ballyhoo"

**THE HOUSE OF FULFILLMENT**, by L. Adams Beck; Cosmopolitan Book Corporation; \$2.50.

Primarily an introduction into the study of Buddhism. A love theme is woven into the composition, but the motif itself is a song of the joy that comes with complete understanding of one of the oldest religions of the world. Not a bigoted nor an ungenerous religion, but one which teaches that perfection in all things can be appreciated through perfect love and true comprehension.

Cardonald, who is struggling futilely in a worldly effort to forget past sins, is shown the way to true repentance and ultimate peace and happiness through his successful efforts to appreciate the teachings of pure Buddhism.

When the inquiring reader discovers that L. Adams Beck is another name for E. Barrington, he may be assured that the book is worth while. The descriptions are interesting—the scenes being laid in the mystical country of India—but the latter half of the book does not seem to be built on the same firm foundation as the first.

**COME TO MY HOUSE**, by Arthur Somers Roche; The Century Co.; \$2.00.

A modern flapper falls for a moment's fascination, keeps a midnight tryst and spends the next year of her

life in atonement. Instead of pursuing her heretofore careless, selfish existence she flays a dormant conscience into action, puts a padlock on her heart, and makes a supreme martyr of herself.

But the pendulum of fate having swung excitedly from one extreme to the other, now settles down to normal; and how Johnny Century finds herself and her future happiness is a story well told, and will be enjoyed by all who appreciate the vigorous style and keen character analysis of the author.

### Judges Upheld by Bar Association

An appeal to the voters of San Francisco has been sent out this week from the San Francisco Bar Association to the effect that the public should retain Judge Lile T. Jacks, incumbent, and elect Leo A. Murasky, for police judges.

The association goes on to say that it asks nothing from its candidates for judicial positions except that they render their decisions justly, impartially and without bias or favor. Its only interest is in securing able and upright judges for its bench. While no pledge has been enacted from its candidates, neither has any subscription been solicited or received from them toward the campaign fund.

But the members of the association feel that they are better able to judge as to the qualifications of candidates than the general public, and they unhesitatingly recommend both of these men for the positions for which they are aiming.

Judge Jacks was drafted by the Bar Association as its candidate in the recall election of some years ago. He was elected and by re-election has filled this position on the bench ever since. During his incumbency, no breath of scandal has ever come from his courtroom. At the end of his years of incumbency he remains the same honorable gentleman that he was when first elected. The public should recognize and reward the faithful servant when such a one is found.

The committee of the Bar Association appointed to consider candidates for the position of police judges, in its report, endorsed Judge Jacks alone. Mr. Murasky was not then a candidate. His name was placed upon the association ballot upon the petition of more than fifty fellow members of the association. He received the vote of hundreds of his fellow attorneys, testifying to the esteem in which he is held. His education, legal training, affiliations and associations eminently qualify him for his position.



Vote for...

**NORMAN D.**

**COOK**

for

**District Attorney**

Born at Hollister, Calif., Nov. 22, 1880; came to San Francisco, 1894; entirely self-made; a man of strength and legal ability; graduate from Kent Law School and Hastings College of the Law (U. C.); been an instructor in law past 15 years; had 20 years' general practice of the law; became a candidate at request of many public-spirited citizens; free from political entanglements.

**HE IS QUALIFIED.**



925 O'Farrell Street  
San Francisco

## Petrol Paragraphs

By E. V. WELLER

National Automobile Club

The California Redwood Park, otherwise known as the Big Basin, a basin-shaped tract of approximately 3800 acres, mainly of virgin redwood, is a very popular touring objective for week-end trips at this time of the year.

There are two main routes by which to reach this park—one via Saratoga and over the summit, and the other via the Los Gatos-Santa Cruz highway to the Scott Valley school, thence to Felton and the Big Basin.

Going via Saratoga, pavement will be encountered to this point, thence excellent gravel road to Congress Springs and a couple of miles beyond. From this point to the Santa Cruz county line, near the summit, is a rough gravel road. The road is narrow in places, winding and steep, but can be negotiated without difficulty by an experienced driver. From the county line down into the park is an exceptionally good graded dirt road, wide enough at all places for two cars to pass.

Overnight accommodations are still available at the park and will be as long as the weather permits, which will probably be about the first of November. Camping conditions in the Park are ideal at this time, and no charges are made.

In taking the second outlined route, pavement will be encountered to the Scott Valley school. At this point turn right over one and one-half miles of pavement, just completed this summer, thence fair graded dirt road to Felton, at which point pavement is encountered and continues to Boulder Creek. From Boulder Creek into the park is a gravel road. This is an exceptionally good road, having been oiled during the latter part of the season, the road is wide; grades easy; turns well banked—all affording excellent traveling conditions.

More than 89 per cent of the 4613 automobiles insured in conference companies, stolen in California in the last fiscal year were recovered by the Theft Bureau of the Pacific Coast Automobile Underwriters Conference, according to the tenth annual report of the bureau made public recently.

According to the figures compiled by W. E. Schoppe, superintendent of the bureau, 4613 cars were stolen last year and of this number 4029 were recovered by the bureau. The outstanding achievement of the agents of the bureau was the tracking down of the Empie gang in Portland and the recovery of 103 stolen machines. Another important event was the recovery of 37 cars in connection with the arrest of the Krug-Depew gang in Los Angeles.

The day will come when metropolitan motorists, like gophers, will snatch their only glimpse of daylight as they dive from one automobile tunnel to another, predicts an eastern traffic student.

The new service guide for use during the fall and winter has been mailed to all members of the National Automobile Club. Replacing all previous issues of the service guide, it contains the latest information for securing Free Emergency Road Service.

If you will familiarize yourself with the service to which you are entitled, you will never be without knowledge as to just how to obtain help. Always call the nearest unit—no matter in what direction you are traveling.

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C. E. Ruellan—Proprietors—L. M. Nickerson

It is not always that the old and larger establishments do the best work.  
We have just started in a small place and pride ourselves as being  
experts in our line. Our customers always "stick."  
TRANSMISSION AND MOTOR — CLEANING — TOP DRESSING

# From Brighter Pens Than Ours

A market report says that calves are higher. We didn't suppose they were higher but just more visible.

—American Lumberman (Chicago).

\* \* \*

Under the laws of this country a man is innocent until he is proved guilty. Then he is usually insane.

—Dallas News.

\* \* \*

According to the wet moralists, America is another country that has been dried and found wanting.

—Norfolk Virginian-Pilot.

\* \* \*

The prize optimist of the year is the statistician who says one American in each five knows how to drive a car.

—Manila Bulletin.

\* \* \*

The man with the hoe doesn't get nearly so far these days as the man with the hokum.—Beloit News.

\* \* \*

Commander Savage, of the American Legion, said in Paris: "It is a splendid sight to see Europe at peace." It isn't, but it would be.—American Lumberman.

\* \* \*

"I do not choose to run in 1928," is a small sign painted on the back of an old Ford.

\* \* \*

Richardson—I don't know what to do—buy a car or a house.

Bobberton—Simple. Buy a house and mortgage it to get the car. Then you'll have both.—Answers.

\* \* \*

"Why did that cop make you move your car away from the horse?"

"He almost arrested me for parking near a plug."

—Rutgers Chanticleer.

\* \* \*

He—The weather always affects me: when the air's mild, I feel mild; when it's brisk, I feel brisk; when it's—  
She—How balmy the air is tonight!

\* \* \*

Guest—Who is that awful-looking frump over there?

Host—Why, that's my wife.

Guest—Oh—er—beg pardon, my mistake.

Host (sadly)—No, no—mine.

\* \* \*

"You should not drink so much brandy. It will kill you."

"Brandy once saved my life."

"How?"

"I was digging a well and came up to get a drink when the well fell in."—Kasper, Stockholm.

\* \* \*

Workmen formed an archway of picks at a road-mender's wedding. The bridegroom was rather nervous, fearing a whistle might sound at a critical moment.

—London Opinion.

Maisie—She said I was a heart breaker.

Marie—But she didn't mean it, dear.

Maisie—I know; that's what makes me so angry.

—Everybody's Weekly.

\* \* \*

The best way for a girl to keep a man at a distance is for her to chase him.—Judge.



new

# FRANKLIN

# Airman

—a better

car

—is

built

—the

Franklin

—Airman

## FRANKLIN-TENNANT MOTOR CO.

1900 VAN NESS AVE.

San Francisco

2800 BROADWAY

Oakland



# RADIO

By C. J. Pennington



By C. J. Pennington

## On the Air

Thomas A. Edison, dean of electrical inventors, will be the featured speaker during the anniversary program of the electric lamp which will be broadcast over the nation wide network of the National Broadcasting Company from New York on October 21 from 7 to 7:40 p. m. From 7:40 to 8 p. m. members of the Pacific Coast Network will have individual programs featuring a local official of the General Electric. This program is sponsored by the General Electric Company.

\*\*\*\*\*

Another of the "Great Moments of History" series will be broadcast over the Pacific Coast Network of the National Broadcasting Company on Sunday evening October 23 from 9 to 10 p. m.

The story of the flag has been selected for presentation. The early history of the new republic is given in dialogue form. How the first flag was made by Betsy Ross and the numerous difficulties attendant with its completion will be retold.

Early American characters such as George Washington and others will be brought to life by their conversation during the making of the first flag.

\*\*\*\*\*

Also, do not use an acid type "B" eliminator too close to your set. It is advisable to keep same at least four feet away.

The Pacific division of the National Broadcasting Company will present the grand opera "Aida" Monday evening October 23 from 8 to 9 p. m. The entire production of Verdi's opera will be under the direction of Max Dolin.

Don't turn rheostats any further than necessary or you will shorten life of tubes.

\*\*\*\*\*

Don't depend upon the brightness of your tubes for an "A" battery test, but use a hydrometer.

\*\*\*\*\*

Eveready hour under the sponsorship of the National Carbon company, again brings the "Rounders" under the direction of Dudley Chambers to radio listeners of the Pacific Coast Network on Tuesday evening, October 25, from 9 to 10 p. m.

\*\*\*\*\*

Don't expect full efficiency from your aerial without well-insulated lead-in, as your aerial is only as good as the poorest point.

"Whirligigs of Life" by O. Henry has been selected as the retold tale for Wednesday evening, October 26, to be presented by the National Players under the direction of William Rainey over the Pacific Coast Network from 9 to 10 p. m.

\*\*\*\*\*

Don't expect a steam radiator to always serve as a first class ground connection.

\*\*\*\*\*

"An Hour in Memory Lane," which will be broadcast over the Pacific Coast Network on Friday evening from 10 to 11 p. m., October 28, will carry the listeners back to the gay nineties, the days of the song and dance artists.

\*\*\*\*\*

The regular Saturday night review of the week's program will be presented over the Pacific Coast Network between 8 and 9 p. m., October 29. Bits of the opera, the drama and the musical offerings of the week will be offered.

The Scapegoat—Teacher: "I shall not keep you after school, Johnnie. You may go home now."

Johnnie: "I don't want ter go home. There's a baby just come to our house."

Teacher: "You ought to be glad, Johnnie. A dear little baby—"

Johnnie (vehemently): "I ain't glad; pa'll blame me—he blames me for everything."

—Lippincott's Magazine.

\*\*\*

The Difficult Season—Local ad: Wanted a salesgirl; must be respectable, till after Christmas.

—Lehigh Burr.

## Programs for Next Week

KFRC—DON LEE  
SAN FRANCISCO—454

- Sunday, October 23**  
 12 noon to 1:00 p. m.—Church service.  
 5:00 to 6:00 p. m.—Organ recital.  
 6:00 to 6:30 p. m.—Talk.  
 6:30 to 7:30 p. m.—Twilight recital.  
 8:30 to 10:30 p. m.—Walter Krausgrill's Orchestra.
- Monday, October 24**  
 7:00 to 8:00 a. m.—Seal Rock program.  
 8:00 to 9:00 a. m.—Musical program.  
 10:00 to 11:00 a. m.—Musical program.  
 11:00 to 11:30 a. m.—Household hints.  
 11:30 to 12:00 noon—Amateur tryouts.  
 12:00 to 1:00 p. m.—Sherman, Clay program.  
 4:30 to 5:30 p. m.—Organ recital.  
 5:30 to 6:00 p. m.—Mac and his gang.  
 6:00 to 6:20 p. m.—Joe Mendel and Pep Band.  
 6:20 to 6:30 p. m.—Stage and screen, police reports.  
 6:30 to 7:30 p. m.—The Cecilians.  
 8:00 to 10:00 p. m.—Blue Monday Jamboree.  
 10:00 to 12:00 p. m.—Mark Hopkins Orchestra.
- Tuesday, October 25**  
 7:00 to 8:00 p. m.—Seal Rock program.  
 8:00 to 9:00 a. m.—Musical program.  
 10:00 to 11:00 a. m.—Musical program.  
 11:00 to 11:30 a. m.—Doings of Dorothy.  
 11:30 a. m. to 12:00 noon—Amateur tryout program.  
 12:00 to 1:00 p. m.—Sherman, Clay concert.  
 4:30 to 5:30 p. m.—Organ recital.  
 5:30 to 6:20 p. m.—Mac and his gang.  
 6:20 to 6:30 p. m.—Stage and screen.  
 6:30 to 7:30 p. m.—The Cecilians.  
 8:00 to 8:30 p. m.—KFRC Radio Movie Club.  
 8:30 to 9:30 p. m.—Walter Krausgrill's orchestra.  
 9:30 to 12:00 p. m.—Mark Hopkins Dance Orchestra.
- Wednesday, October 26**  
 7:00 to 8:00 p. m.—Seal Rock program.  
 8:00 to 9:00 a. m.—Musical program.  
 10:00 to 11:00 a. m.—Musical program.  
 11:00 to 11:30 a. m.—Household hints.  
 11:30 to 12:00 noon—Amateur tryout period.  
 12:00 to 1:00 p. m.—Sherman, Clay concert.  
 4:30 to 5:30 p. m.—Organ recital.  
 5:30 to 6:20 p. m.—Mac and his gang.  
 6:20 to 6:30 p. m.—Stage and screen.  
 6:30 to 7:30 p. m.—The Cecilians.  
 8:00 to 9:00 p. m.—Maxwell House Coffee program.  
 9:00 to 10:00 p. m.—KFRC Ensemble and soloists.  
 10:00 to 12:00 p. m.—Mark Hopkins dance orchestra.
- Thursday, October 27**  
 7:00 to 8:00 a. m.—Seal Rock program.  
 8:00 to 9:00 a. m.—Musical program.  
 10:00 to 11:00 a. m.—Musical program.  
 11:00 to 11:30 a. m.—Doings of Dorothy.  
 11:30 to 12:00 noon—Amateur tryouts.  
 12:00 to 1:00 p. m.—Sherman, Clay program.  
 4:30 to 5:30 p. m.—Organ recital.  
 5:30 to 6:20 p. m.—Mac and his Gang.  
 6:20 to 6:30 p. m.—Madame Marie's beauty talk.  
 6:30 to 6:50 p. m.—The Cecilians.  
 6:50 to 7:00 p. m.—Stage and screen.  
 7:00 to 7:30 p. m.—The Cecilians.  
 8:00 to 9:00 p. m.—Mona Motor Oil Co.  
 9:00 to 10:00 p. m.—Program and songs.  
 10:00 to 12:00 p. m.—Mark Hopkins dance orchestra.
- Friday, October 28**  
 7:00 to 8:00 p. m.—Seal Rock program.  
 8:00 to 9:00 p. m.—Musical program.  
 10:00 to 11:00 a. m.—Musical program.  
 11:00 to 11:30 a. m.—Hints to home-makers.  
 11:30 to 12:00 noon—Amateur tryouts.  
 12:00 to 1:00 p. m.—Sherman, Clay program.  
 3:30 to 4:30 p. m.—Student hour.  
 4:30 to 5:30 p. m.—Organ recital.  
 5:30 to 6:20 p. m.—Mac and his gang.  
 6:20 to 6:30 p. m.—Stage and screen.  
 6:30 to 7:30 p. m.—The Cecilians.  
 8:00 to 9:00 p. m.—Musical Educational Series.  
 9:00 to 10:00 p. m.—Walter Krausgrill's Orchestra.  
 10:00 to 12:00 p. m.—Mark Hopkins dance orchestra.
- Saturday, October 29**  
 7:00 to 8:00 a. m.—Seal Rock program.  
 8:00 to 9:00 p. m.—Musical program.  
 10:00 to 11:00 a. m.—Musical program.  
 11:00 to 11:45 a. m.—Amateur tryouts.  
 11:45 to 12:00 noon—Announcements of Sunday church sermons.  
 12:00 to 1:00 p. m.—Sherman, Clay concert.  
 4:00 to 5:30 p. m.—Hotel Mark Hopkins Orchestra.  
 5:30 to 6:20 p. m.—Mac and his gang.  
 6:20 to 6:30 p. m.—Stage and screen.  
 6:30 to 7:30 p. m.—The Cecilians.  
 8:00 to 12:00 p. m.—Mark Hopkins dance orchestra.
- KYA—PACIFIC BROADCAST CORP.**  
 SAN FRANCISCO—309.1
- Sunday, October 23**  
 11:00 a. m.—Church services.  
 7:45 p. m.—Church services.
- Monday, October 24**  
 7:00 to 8:00 a. m.—Golden Gate Crier.  
 8:00 a. m.—Correct time.  
 12:30 to 2:00 p. m.—Clift Concert Trio.  
 5:30 to 6:30 p. m.—Golden Gate Crier.  
 6:30 to 7:00 p. m.—Prize package period.  
 7:00 to 7:30 p. m.—Clift Concert Trio.  
 8:00 to 10:00 p. m.—Studio program.  
 10:00 to 11:00 p. m.—The Golden Gate Amphions.  
 11:00 p. m.—Correct time.

Tuesday, October 25

7:00 to 8:00 a. m.—Golden Gate Crier.
8:00 a. m.—Correct time.
10:30 to 10:45 a. m.—Diet and health talk.
12:30 to 2:00 p. m.—Clift Hotel Concert Trio.
1:00 to 5:00 p. m.—Studio program.
6:30 to 7:00 p. m.—Golden Gate Crier.
7:00 to 7:15 p. m.—"Magazine on the Air."
7:15 to 7:30 p. m.—Clift Hotel Concert Trio.
8:00 to 10:00 p. m.—Studio program.
10:00 p. m.—Correct time.

Wednesday, October 26

7:00 to 8:00 a. m.—Golden Gate Crier.
8:00 a. m.—Correct time.
12:30 to 2:00 p. m.—Clift Hotel Concert Trio.
5:30 to 7:00 p. m.—Golden Gate Crier.
7:00 to 7:30 p. m.—Clift Hotel Concert Trio.
8:00 to 10:00 p. m.—Studio program.

Thursday, October 27

7:00 to 8:00 a. m.—Golden Gate Crier.
8:00 a. m.—Correct time.
12:30 to 2:00 p. m.—Clift Hotel Concert Trio.
5:30 to 7:00 p. m.—Golden Gate Crier.
7:00 to 7:30 p. m.—Clift Hotel Concert Trio.
8:00 to 9:00 p. m.—Regular weekly meeting "26th Squad."
9:00 to 10:00 p. m.—The Clarion Trio.

Friday, October 28

7:00 to 8:00 a. m.—Golden Gate Crier.
8:00 a. m.—Correct time.
10:30 to 10:45 a. m.—Diet and health talk.
12:30 to 2:00 p. m.—Clift Hotel Concert Trio.
5:30 to 7:00 p. m.—Golden Gate Crier.
7:00 to 7:30 p. m.—Clift Hotel Concert Trio.
8:00 to 9:00 p. m.—Studio program.
9:00 to 10:00 p. m.—KYA artists.
10:00 p. m.—Correct time.

Saturday, October 29

7:00 to 8:00 a. m.—Golden Gate Crier.
8:00 a. m.—Correct time.
12:30 to 2:00 p. m.—Clift Hotel Concert Trio.
5:30 to 7:00 p. m.—Golden Gate Crier.
7:00 to 7:30 p. m.—Clift Hotel Concert Trio.
8:00 to 10:00 p. m.—Studio program.
10:00 p. m.—Correct time.

KPO—HALE BROTHERS AND THE CHRONICLE SAN FRANCISCO—422

Sunday, October 23

9:45 to 10:30 a. m.—Church services.
5:00 to 6:00 p. m.—Twilight hour.
6:00 to 6:30 p. m.—States Restaurant orchestra.
6:30 to 8:30 p. m.—Palace Hotel concert orchestra.
8:30 to 9:00 p. m.—Organ recital.
9:00 to 10:00 p. m.—Fairmont Hotel concert orchestra.

Monday, October 24

6:45, 7:15 and 7:45 a. m.—Health exercises.
8:00 to 9:00 a. m.—Sperry Flour happy hour.
10:30 to 10:45 a. m.—Ye Towne Cryer service.
11:30 to 12:50 p. m.—Kane's Hawaiians.
12 noon—Time signals, Scripture reading.
1:00 to 2:00 p. m.—Organ recital.
1:15 p. m.—Stock market quotations.
3:30 to 5:30 p. m.—Organ recital.
5:00 to 6:00 p. m.—Children's hour.
6:00 to 6:30 p. m.—Ye Towne Cryer service.
6:30 to 7:00 p. m.—Organ recital.
7:00 to 7:15 p. m.—Lamp-light hour and book review.
7:15 to 7:30 p. m.—Book review.
7:30 to 8:00 p. m.—DX.
8:00 to 9:00 p. m.—National Broadcasting Company.
9:00 to 10:00 p. m.—International music.
10:00 p. m. to 12 midnight—KPO's variety hour.

Tuesday, October 25

6:45, 7:15 and 7:45 a. m.—Health exercises.
8:00 to 9:00 a. m.—Sperry Flour happy hour.
10:30 to 10:45 a. m.—Domestic economist.
10:30 to 10:45 a. m.—Ye Towne Cryer service.
11:30 to 12:50 p. m.—Kane's Hawaiians.
12 noon—Time signals, Scripture reading.
1:00 to 2:00 p. m.—Organ recital.
1:15 p. m.—Stock quotations.
3:30 to 5:00 p. m.—Organ recital.
5:00 to 6:00 p. m.—Children's hour.
6:00 to 6:30 p. m.—Ye Towne Cryer service.
6:30 to 7:30 p. m.—States Restaurant orchestra.
7:30 to 8:00 p. m.—DX.
8:00 to 9:00 p. m.—Studio program.
9:00 to 11:00 p. m.—National Broadcasting Company.

Wednesday, October 26

6:45, 7:15 and 7:45 a. m.—Health exercises.
8:00 to 9:00 a. m.—Sperry Flour happy hour.
10:30 to 10:45 a. m.—Ye Towne Cryer service.
11:30 to 12:50 p. m.—Kane's Hawaiians.
12 noon—Time signals, Scripture reading.
1:00 to 2:00 p. m.—Organ recital.
1:15 p. m.—Stock quotations.
3:30 to 5:00 p. m.—Organ recital.
5:00 to 6:00 p. m.—Children's hour.
6:00 to 6:30 p. m.—Ye Towne Cryer service.
6:30 to 7:00 p. m.—Organ recital.
7:00 to 7:30 p. m.—Athletics.
7:30 to 8:00 p. m.—DX.
8:00 to 9:00 p. m.—Atwater Kent Artists.
9:00 to 10:00 p. m.—National Broadcasting Company.
10:00 to 11:00 p. m.—Palace Hotel dance orchestra.

Thursday, October 27

6:45, 7:15 and 7:45 a. m.—Health exercises.
8:00 to 9:00 a. m.—Sperry Flour happy hour.
10:30 to 10:45 a. m.—Domestic economist.
10:30 to 10:45 a. m.—Ye Towne Cryer service.
11:30 to 12:50 p. m.—Kane's Hawaiians.
12 noon—Time signals, Scripture reading.
1:00 to 2:00 p. m.—Organ recital.

1:15 p. m.—Stock quotations.
3:30 to 5:00 p. m.—Organ recital.
5:00 to 6:00 p. m.—Children's hour.
6:00 to 6:30 p. m.—Ye Towne Cryer service.
6:30 to 7:00 p. m.—Organ recital.
7:00 to 7:30 p. m.—Athletics.
7:30 to 8:00 p. m.—DX.
8:00 to 9:00 p. m.—Chickering hour.
9:00 to 10:00 p. m.—National Broadcasting Company.
10:00 to 11:00 p. m.—Palace Hotel dance orchestra.

Friday, October 28

6:45, 7:15 and 7:45 a. m.—Health exercises.
8:00 to 9:00 a. m.—Sperry Flour happy hour.
10:30 to 10:45 a. m.—Ye Towne Cryer service.
10:45 a. m.—Ninon, fashion critic.
11:30 a. m. to 12:45 p. m.—Kane's Hawaiians.
12 noon—Time signals, Scripture reading.
12:45 p. m.—Commonwealth luncheon at Palace Hotel.
1:30 to 2:00 p. m.—Organ recital.
4:00 to 5:00 p. m.—Organ recital.
5:00 to 6:00 p. m.—Children's hour.
6:00 to 6:30 p. m.—Ye Towne Cryer service.
6:30 to 7:00 p. m.—States Restaurant orchestra.
7:00 to 7:30 p. m.—Sports-on-the-air.
7:30 to 8:00 p. m.—DX.
8:00 to 9:00 p. m.—Program, the Calpet orchestra.
9:00 to 11:00 p. m.—National Broadcasting Company.

Saturday, October 29

6:45, 7:15 and 7:45 a. m.—Health exercises.
8:00 to 9:00 a. m.—Sperry Flour happy hour.
10:00 to 10:30 a. m.—Domestic economist.
10:30 to 10:45 a. m.—Ye Towne Cryer service.
11:30 to 12:50 p. m.—Kane's Hawaiians.
12 noon—Time signals, Scripture reading.
1:15 p. m.—Stock market quotations.
1:00 to 2:00 p. m.—Organ recital.
2:15 p. m.—Football.
5:00 to 6:00 p. m.—Children's hour.
6:00 to 6:30 p. m.—Ye Towne Cryer service.
6:30 to 7:00 p. m.—States Restaurant orchestra.
7:30 to 8:00 p. m.—DX.
8:00 to 9:00 p. m.—National Broadcasting Company.
9:00 to 11:00 p. m.—KPO Dance Orchestra.
11:00 to 12:00 p. m.—Palace Hotel Dance Orchestra.

KFWI—RADIO ENTERTAINMENTS, INC. SAN FRANCISCO—267

Sunday, October 23

12:30 to 1:30 p. m.—Organ recital.
7:50 to 9:00 p. m.—Church services.
9:00 to 10:00 p. m.—Laura Ellen Windsor and pupils.
10:00 to 12:00 p. m.—Clyde Cooper's orchestra.

Monday, October 24

8:20 to 10:27 a. m. Breakfast program.
10:27 to 10:30 a. m.—U. S. weather reports.
10:30 to 11:00 a. m.—Fashion hints.
11:00 to 12:00 p. m.—Organ recital.
12:00 to 1:00 p. m.—Luncheon program.
4:00 to 5:00 p. m.—KFWI tea party.
5:00 to 5:30 p. m.—Construction reports.
5:30 to 6:00 p. m.—Theatrical announcements.
6:00 to 7:00 p. m.—Dinner hour concert.
7:00 to 7:15 p. m.—Sports by Geo. T. Davis.
7:15 to 7:30 p. m.—Advertising talk.
8:00 to 9:00 p. m.—Clyde Cooper's orchestra.
9:00 to 9:30 p. m.—Geo. Taylor and Clem Kennedy.
9:30 to 10:00 p. m.—Darnelle Sisters.
10:00 p. m.—Weather and police reports.
10:03 to 12:00 p. m.—Clyde Cooper's Roof Garden orchestra.

Tuesday, October 25

7:00, 7:30 and 8:00 a. m.—Health exercises.
8:20 to 10:27 a. m. Breakfast program.
10:27 to 10:30 a. m.—U. S. weather reports.
10:30 to 11:00 a. m.—Beauty hints.
12:00 to 12:30 p. m.—Musical luncheon program.
12:30 to 1:00 p. m.—Organ recital.
1:00 to 1:30 p. m.—Country store.
1:30 to 2:00 p. m.—Cowell Dein, piano and banjo.
2:00 to 5:30 p. m.—Construction reports.
5:30 to 6:00 p. m.—Theatrical announcements.
6:00 to 7:00 p. m.—Dinner hour concert.
7:00 to 7:15 p. m.—Sports by Geo. T. Davis.
7:15 to 7:30 p. m.—KFWI Builders of Progress Club.
8:00 to 9:00 p. m.—Clyde Cooper's orchestra.
9:00 to 10:00 p. m.—Barnes Vaudeville Agency.
10:00 p. m.—Weather and police reports.
10:03 to 11:00 p. m.—Clyde Cooper's orchestra.
11:00 to 12:00 p. m.—Zess Black's mysterious hour.

Wednesday, October 26

7:00, 7:30 and 8:00 a. m.—Health exercises.
8:20 to 10:27 a. m. Breakfast program.
10:27 to 10:30 a. m.—U. S. weather reports.
10:30 to 11:00 a. m.—Cynthia Grey's column.
11:00 to 12:00 p. m.—Organ recital.
12:00 to 12:30 p. m.—Luncheon program.
12:30 to 1:00 p. m.—Organ recital.
1:00 to 1:30 p. m.—Country store.
5:00 to 5:30 p. m.—Construction reports.
5:30 to 6:00 p. m.—Theatrical announcements.
6:00 to 7:00 p. m.—Louis Donato and Jack Kelsey.
7:00 to 7:15 p. m.—Sports by Geo. T. Davis.
7:15 to 7:30 p. m.—Studio program.
8:00 to 9:00 p. m.—Clyde Cooper's Orchestra.
9:00 to 10:00 p. m.—Clifford Schneider, baritone.
10:00 p. m.—Weather and police reports.
10:03 to 12:00 p. m.—Clyde Cooper's orchestra.

Thursday, October 27

7:00, 7:30 and 8:00 a. m.—Health exercises.
8:20 to 10:27 a. m.—Breakfast program.
10:27 to 10:30 a. m.—U. S. weather reports.
10:30 to 11:00 a. m.—Fashion hints by Babette.
12:00 to 12:30 p. m.—Luncheon program.
12:30 to 1:00 p. m.—Organ recital.
1:00 to 1:30 p. m.—Country store.
4:00 to 5:00 p. m.—KFWI tea party.
5:00 to 5:30 p. m.—Construction reports.

5:30 to 6:00 p. m.—Theatrical announcements.
6:00 to 7:00 p. m.—Dinner hour program.
7:00 to 7:15 p. m.—Sports by Geo. T. Davis.
7:15 to 7:30 p. m.—Kenneth A. Millican.
8:00 to 9:00 p. m.—Studio program.
8:00 to 9:30 p. m.—Gloria Del Rae.
9:30 to 11:00 p. m.—Bill Bennett.
11:00 to 12:00 p. m.—Clyde Cooper's orchestra.
11:30 a. m. to 1:00 p. m.—Luncheon concert.

Friday, October 28

7:00, 7:30 and 8:00 a. m.—Exercise hour.
8:20 to 10:27 a. m.—Breakfast program.
10:27 to 10:30 a. m.—U. S. weather reports.
10:30 to 11:00 a. m.—Beauty hints.
10:30 to 11:00 a. m.—Organ recital.
11:00 to 12:00 p. m.—Musical luncheon program.
12:00 to 12:30 p. m.—Organ recital.
12:30 to 1:00 p. m.—Country store.
1:00 to 1:30 p. m.—Country store.
1:30 to 2:00 p. m.—Cowell Dein, banjo and piano.
4:00 to 5:00 p. m.—KFWI tea party.
5:00 to 5:30 p. m.—Construction reports.
5:30 to 6:00 p. m.—Theatrical announcements.
6:00 to 7:00 p. m.—Program.
7:00 to 7:15 p. m.—Sports by Geo. T. Davis.
7:15 to 7:30 p. m.—Talk.
8:00 to 9:00 p. m.—Clyde Cooper's orchestra.
9:00 to 10:00 p. m.—California Sunshine Boys.
10:00 p. m.—Weather and police reports.
10:03 to 12:00 p. m.—Clyde Cooper's orchestra.
12:00 to 12:30 p. m.—Luncheon program.

Saturday, October 29

7:00, 7:30 and 8:00 a. m.—Exercise hour.
8:20 to 10:27 a. m.—Musical breakfast program.
10:27 to 10:30 a. m.—U. S. weather reports.
10:30 to 11:00 a. m.—Cynthia Grey's column.
12:00 to 12:30 p. m.—Luncheon program.
12:30 to 1:00 p. m.—Organ recital.
1:00 to 1:30 p. m.—Country store.
5:00 to 5:30 p. m.—Construction reports.
5:30 to 6:00 p. m.—Theatrical announcements.
6:00 to 7:00 p. m.—Dinner hour concert.
7:00 to 7:15 p. m.—Sports by Geo. T. Davis.
7:15 to 7:30 p. m.—Geo. Taylor and Clem Kennedy.
8:00 to 9:00 p. m.—Athena Alexandroff, soprano.
9:00 to 12:00 p. m.—Clyde Cooper's orchestra.
12:00 to 2:30 a. m.—KFWI hour of mirth.
KLX—OAKLAND TRIBUNE OAKLAND—508

Monday, October 24

5:00 p. m.—Martha Lee.
5:30 to 6:30 p. m.—Brother Bob's club.
6:30 to 7:00 p. m.—Dinner concert.
7:00 to 7:30 p. m.—Amusement information.
8:00 to 9:00 p. m.—Special program.
9:00 to 10:00 p. m.—Weekly meeting of Lake Merritt Ducks.

Tuesday, October 25

5:00 to 5:30 p. m.—George Keneipp.
5:30 to 6:30 p. m.—Brother Bob.
6:30 to 7:00 p. m.—Dinner concert.
7:00 to 7:30 p. m.—Amusement information.

Wednesday, October 26

5:00 p. m.—Martha Lee.
6:30 to 7:00 p. m.—Dinner concert.
7:00 to 7:30 p. m.—Amusement information.
8:00 to 9:00 p. m.—Educational program.
9:00 to 10:00 p. m.—Special program.

Thursday, October 27

5:30 to 6:30 p. m.—Brother Bob.
6:30 to 7:00 p. m.—Dinner concert.
7:00 to 7:30 p. m.—Amusement information.



GOLF EQUIPMENT FOR EVERY NEED

Private Instruction By Appointment

California Sport Shop

474 POST STREET near Mason SAN FRANCISCO, CALIF.

**Friday, October 28**  
 5:00 p. m.—Martha Lee  
 5:30 to 6:30 p. m.—Brother Bob.  
 6:30 to 7:00 p. m.—Dinner concert.  
 7:00 to 7:30 p. m.—Amusement information.  
 8:00 to 9:30 p. m.—Special program.  
 9:30 to 10:30 p. m.—Athens Athletic club orchestra.  
**Saturday, October 29**  
 7:00 to 7:30 p. m.—Amusement information.

**KGO—GENERAL ELECTRIC  
 OAKLAND—394**

**Sunday, October 23**  
 11:00 a. m.—Church service.  
 7:30 p. m.—Weather report.  
 7:35 to 9:00 p. m.—Church service.  
 9:00 to 10:00 p. m.—National Broadcasting Company.

**Monday, October 24**  
 11:30 a. m. to 1:00 p. m.—Hotel Leamington concert.  
 12:30, weather; 1:00, weather; 1:03, S. F. stocks;  
 1:08, N. Y. stocks.  
 3:30 to 4:00 p. m.—Women's Clubs.  
 4:00 to 5:00 p. m.—St. Francis Orchestra.  
 5:30 to 6:00 p. m.—KGO Kiddies' Klub.  
 6:00 to 6:45 p. m.—Dinner concert.  
 6:45 p. m.—"What's Happening in the World."  
 7:03, weather; 7:06, baseball; 7:08, S. F. produce,  
 grain, cotton; 7:16, S. F. stocks (closing); 7:23,  
 N. Y. stocks (closing).  
 8:00 to 9:00 p. m.—National Broadcasting Company.  
 9:00 to 9:20 p. m.—"Chats About New Books."

**Tuesday, October 25**  
 11:30 to 1:00 p. m.—Hotel Leamington concert.  
 12:30, weather; 1:00, weather; 1:03, S. F. stocks;  
 1:08, N. Y. stocks.  
 6:00 to 6:55 p. m.—Dinner concert.  
 6:55, news; 7:03, weather; 7:08, S. F. produce, grain,  
 cotton; 7:16, S. F. stocks (closing); 7:23, N. Y.  
 stocks (closing).  
 8:00 to 9:00 p. m.—The Pilgrims.  
 9:00 to 10:00 p. m.—National Broadcasting Company.  
 10:00 to 11:00 p. m.—National Broadcasting Company.

**Wednesday, October 26**  
 11:30 to 1:00 p. m.—Hotel Leamington concert.  
 12:30, weather; 1:00, weather; 1:03, S. F. stocks;  
 1:08, N. Y. stocks.  
 6:00 to 6:30 p. m.—Dinner concert.  
 6:30, weather.  
 6:35 to 7:30 p. m.—Farm program.  
 8:00 to 9:00 p. m.—Vaudeville.  
 9:00 to 10:00 p. m.—National Broadcasting Company.  
 10:00 to 12:00 p. m.—St. Francis Dance Orchestra.

**Thursday, October 27**  
 11:30 to 1:00 p. m.—Hotel Leamington concert.  
 12:30, weather; 1:00, weather; 1:03, S. F. stocks;  
 1:08, N. Y. stocks.  
 5:00 to 5:15 p. m.—Mental Measurements.  
 5:15 to 6:00 p. m.—"Friend to Boys."  
 6:00 to 6:55 p. m.—Dinner concert.  
 6:55 p. m.—News; 7:05, weather; 7:08, S. F. produce,  
 grain, cotton; 7:16, S. F. stocks (closing); 7:23,  
 N. Y. stocks (closing).  
 8:00 to 9:00 p. m.—KGO players.  
 9:00 to 10:00 p. m.—National Broadcasting Company.

**Friday, October 28**  
 11:10 a. m.—Homemaking talk.  
 11:30 a. m. to 1:00 p. m. Hotel Leamington concert.  
 12:30, weather; 1:00, weather; 1:03, S. F. stocks;  
 1:08, N. Y. stocks.  
 5:30 p. m.—Wise man from the Land-O-Health.  
 6:00 to 6:45 p. m.—Dinner concert program.  
 6:45 to 6:55 p. m.—"Weekly Financial Review."  
 6:55 p. m.—News; 7:05, weather; 7:06, baseball; 7:08, S. F.  
 produce, grain, cotton; 7:16, S. F. stocks (closing);  
 7:23, N. Y. stocks (closing).  
 8:00 to 9:00 p. m.—Western Artist Series.  
 9:00 to 10:00 p. m.—National Broadcasting Company.  
 10:00 to 11:00 p. m.—National Broadcasting Company.  
 11:00 to 12:00 p. m.—St. Francis Dance Orchestra.

**Saturday, October 29**  
 11:30 a. m. to 1:00 p. m.—Hotel Leamington concert.  
 12:30, weather; 1:00, weather; 1:03, S. F. stocks;  
 1:08, N. Y. stocks.  
 6:00 to 7:00 p. m.—Majestic Ball Room Orchestra.  
 7:00 to 7:15 p. m.—Weather, news, market reports.  
 7:15 to 7:30 p. m.—Weekly sport review.  
 8:00 to 9:00 p. m.—National Broadcasting Company.  
 9:00 to 10:00 p. m.—Classical program.  
 10:00 to 12 p. m.—Dance music.

**KFI—EARLE C. ANTHONY, INC  
 LOS ANGELES—468 METERS**

**Sunday, October 23**  
 10:00 a. m.—Morning services.  
 6:00 p. m.—Santa Anita Trio.  
 6:30 p. m.—Boris Myronoff, concert pianist.  
 7:00 p. m.—Aeolian organ recital.  
 8:00 p. m.—Packard classic hour.  
 9:00 p. m.—National Broadcasting Company.  
 10:00 p. m.—Bill Funk and his orchestra.  
**Monday, October 24**  
 5:30 p. m.—Glenn Edmund's orchestra.  
 6:15 p. m.—Radiatorial.  
 6:30 p. m.—Garnet male quartet.  
 7:00 p. m.—Gene Johnston's Music Box hour.  
 8:00 p. m.—National Broadcasting Company.  
 9:00 p. m.—Shell Company of California.  
 10:00 p. m.—Roy Isner's KFI serenaders.  
**Tuesday, October 25**  
 5:30 p. m.—The Dragon Hawaiians.  
 6:00 p. m.—Florence Sanger.  
 6:15 p. m.—Prof. Knopf.  
 6:30 p. m.—Vest pocket period.  
 7:00 p. m.—Pal O'Mine Trio.  
 7:45 p. m.—Mantle Lamp Co.  
 8:00 p. m.—Classic program.

9:00 p. m.—National Broadcasting Company.  
 10:00 p. m.—National Broadcasting Co.

**Wednesday, October 26**  
 10:45 to 11:05 a. m.—Gold Medal Talks.  
 5:30 p. m.—Sebastians Cotton Club Orchestra.  
 6:15 p. m.—Radiatorial period.  
 6:30 p. m.—Dare Sisters.  
 7:30 p. m.—Nick Harris detective stories.  
 8:00 p. m.—Calpet Orchestra.  
 9:00 p. m.—National Broadcasting Company.  
 10:00 p. m.—Kolia Negin, tenor.

**Thursday, October 27**  
 5:30 p. m.—Ekin's and Hite's Dixieland Orchestra.  
 6:15 p. m.—Radiatorial period.  
 6:30 p. m.—Bill Henry and Katherine O'Neill.  
 7:00 p. m.—Program by the University of Southern  
 California.  
 8:00 p. m.—Program of semi-classical music.  
 8:30 p. m.—Irene Dalton, pianist.  
 9:00 p. m.—National Broadcasting Company.  
 10:00 p. m.—Program of modern classical music.

**Friday, October 28**  
 10:45 to 11:05 a. m.—Gold Medal Talks.  
 5:30 p. m.—Matinee program.  
 6:00 p. m.—Florence Sanger.  
 6:15 p. m.—Radiatorial period.  
 6:30 p. m.—Clarice Russell, blues singer.  
 7:00 p. m.—Program by Paul Roberts.  
 8:00 p. m.—Mrs. Cressman, contralto.  
 9:00 p. m.—National Broadcasting Company.  
 10:00 p. m.—N. B. C. program.

**Saturday, October 29**  
 10:00 a. m.—Eastern Football game.  
 2:00 p. m.—Football game.  
 5:30 p. m.—Strangers Social Club Orchestra.  
 6:00 p. m.—Florence Sanger.  
 6:15 p. m.—Radiatorial period.  
 6:30 p. m.—Vest Pocket program.  
 7:00 p. m.—Henry Starr, pianist and vocalist.  
 7:30 p. m.—Felipe Delgado, Spanish Baritone.  
 8:00 p. m.—National Broadcasting Company.  
 9:00 p. m.—Classical program.  
 10:00 p. m.—Packard Radio Club.  
 11:00 p. m.—KFI Midnight Frolic.

**KJR—NORTHWEST RADIO CO.  
 SEATTLE—348**

**Sunday, October 23**  
 7:45 to 8:00 p. m.—Twilight Organ Hour.  
 8:00 to 9:30 p. m.—Evening services.  
 9:30 to 11:00 p. m.—Concert orchestra.

**Monday, October 24**  
 6:00 to 6:30 p. m.—Time signals, sport news.  
 6:30 to 7:00 p. m.—KJR junior hour.  
 7:00 to 10:00 p. m.—Studio program.  
 10:00 p. m.—Time signals.  
 10:00 to 12:00 p. m.—Dance music.

**Tuesday, October 25**  
 6:00 to 6:30 p. m.—Time signals, sports news.  
 6:30 to 7:00 p. m.—KJR junior hour.  
 7:00 to 10:00 p. m.—Studio program.  
 10:00 p. m.—Time signals.  
 10:00 to 12:00 p. m.—Vic Meyers' dance orchestra.

**Wednesday, October 26**  
 6:00 to 6:30 p. m.—Time signals, sport news.  
 6:30 to 7:00 p. m.—KJR Junior Hour.  
 7:00 to 10:00 p. m.—Studio program.  
 10:00 p. m.—Time signals.  
 10:00 to 12:00 p. m.—Dance music.

**Thursday, October 27**  
 6:00 to 6:30 p. m.—Time signals, sport news.  
 6:30 to 7:00 p. m.—KJR junior hour.  
 7:00 to 9:00 p. m.—Studio program.  
 9:00 to 10:00 p. m.—Concert orchestra.  
 10:00 p. m.—Time signals.  
 10:00 to 12:00 p. m.—Dance music.

**Friday, October 28**  
 6:00 to 6:30 p. m.—Time signals, sport news.  
 6:30 to 7:00 p. m.—KJR junior hour.  
 7:00 to 8:00 p. m.—Studio program.  
 8:00 to 9:00 p. m.—John Hopper trio.  
 9:00 to 10:00 p. m.—Studio program.  
 10:00 p. m.—Time signals.  
 10:00 to 12:00 p. m.—Vic Meyers' dance orchestra.

**Saturday, October 29**  
 6:00 p. m.—Time signals.  
 6:00 to 6:30 p. m.—Sport news, News items.  
 6:30 to 7:00 p. m.—KJR Junior Hour.  
 7:00 to 10:00 p. m.—Studio program.  
 10:00 p. m.—Time signals.  
 10:00 to 12:00 p. m.—Vic Meyers Dance Orchestra.

**KGW—MORNING OREGONIAN  
 PORTLAND—491.5**

**Sunday, October 23**  
 7:30 to 9:00 p. m.—Evening Church services.  
 9:00 to 10:00 p. m.—N. B. C. program.  
 10:00 to 11:00 p. m.—Little Symphony orchestra.

**Monday, October 24**  
 6:00 to 7:00 p. m.—Dinner concert.  
 7:00 to 7:10 p. m.—Educational talk.  
 7:10 to 7:40 p. m.—Instrumental entertainment.  
 7:40 to 8:00 p. m.—Travel talk.  
 8:00 to 9:00 p. m.—N. B. C. program.  
 9:00 to 10:00 p. m.—Concert.  
 10:00 to 12:00 p. m.—Dance frolic.

**Tuesday, October 25**  
 6:00 to 7:00 p. m.—Dinner concert.  
 7:30 to 7:45 p. m.—Utility service.  
 7:45 to 8:00 p. m.—Golf chat.  
 8:00 to 9:00 p. m.—Educational program.  
 9:00 to 10:00 p. m.—N. B. C. program.  
 10:00 to 12:00 p. m.—Dance music.

**Wednesday, October 26**  
 6:00 to 6:30 p. m.—Children's program.  
 6:30 to 7:15 p. m.—Utility service.  
 7:00 to 9:00 p. m.—Concert.  
 9:00 to 10:00 p. m.—N. B. C. Program.

**Thursday, October 27**  
 6:00 to 7:00 p. m.—Dinner concert.  
 7:00 to 7:30 p. m.—Good Humor orchestra.  
 7:30 to 8:00 p. m.—Concert.  
 8:00 to 9:00 p. m.—Concert.  
 9:00 to 10:00 p. m.—N. B. C. program.

**Friday, October 28**  
 6:00 to 7:00 p. m.—Dinner concert.  
 7:30 to 8:00 p. m.—Program.  
 8:00 to 9:00 p. m.—Concert.  
 9:00 to 10:00 p. m.—N. B. C. Program.  
 10:00 to 10:30 p. m.—Concert.  
 10:30 to 12:00 p. m.—Keep Growing Wiser Order of  
 Hoot Owls.

**Saturday, October 29**  
 6:00 to 7:00 p. m.—Dinner concert.  
 8:00 to 9:00 p. m.—National Broadcasting Company.  
 10:00 to 12:00 p. m.—Dance music.

**Pleasure's Wand  
 (Continued from Page 7)**

**Players' Guild**  
 Final performances of the George Bernard comedy, "Fanny's First Play," will be given by the Players' Guild in the Community Playhouse, Sutter and Mason streets today, Saturday matinee and evening. Reginald Travers has directed this company of splendid players and will present for the coming week's attractions; "Rollo's Wild Oats," the Clare Kummer comedy-satire. \* \* \*

**Mae Murray in Person  
 At Mark Hopkins**  
 Mae Murray, star of the "Merry Widow," and former Follies girl, is to be the guest of honor at the Fantasia which will be produced Tuesday evening, October 25, at Hotel Mark Hopkins.

Benda, exponent of the Russian ballet and maker of masks is in charge of arrangements for the evening. Among the artists who will make their first appearance before a San Francisco audience are Moreau, Duvale and Virginia Wayne. The numbers to be given include the Bubble and Peacock Dance and Benda's dance of the Blue God in which the masks created by the dancer will be used.

Benda has made masks for Anna Pavlova, Ruth St. Denis, Morris Gest, Fanchon and Marco, Paul Swan, Mordkin, Lady Diana Manners, Pola Negri, Nazimova and many others. The masks used by Mae Murray in her dances at the Granada are Benda's, and will be on display Tuesday night in the Peacock Court of the Hotel Mark Hopkins where the Fantasia will take place.

One for the Wives—Husbands are like automobiles—if you take care of them you don't have to be getting new ones all the time. \* \* \*

"Stop!" cried the porter as the pleasure steamer was about to leave the pier. "There's a party of about 70 coming."

The vessel was backed into the wharf again, ropes were made fast, and three gangways were placed in position.

An old lady then climbed slowly aboard.—Birmingham Gazette.

**AIR LINES**

By Lieut. Blaine Stubblefield



Lieutenant Blaine Stubblefield

The Fokker tri-motored monoplane "Southern Cross" is at Mills Field, undergoing a thorough grooming for its flight to Australia, with the Hawaiian Islands jump as the first leg of the trip. The "Southern Cross," in the opinion of many flyers, has a good chance of success, with little depending on luck. One flyer in a position to know said that success of the attempt depended entirely on the skill of the pilot. The ship can fly with only two of its motors running, or will bear up for a great distance with only one motor in operation. One pilot, who has flown the "Southern Cross," said he held her up empty for some time without loss of altitude with only one engine running.

Another Fokker ship of interest to San Francisco bay people is the new six passenger cabin monoplane just delivered to the Pacific Air Transport for operation between here and Los Angeles. The plane is powered with a J-5 Wright Whirlwind motor, developing 200 horsepower, and cruises at the rate of 100 miles per hour. The cabin is equipped with comfortable chairs, is ventilated, and heated in winter. Sliding glass windows afford a full view of the passing landscape.

Chamber of Commerce officials, members of the aeronautical committee, postoffice representatives, and others interested in aviation, were at Mills Field at 4:30 p. m. Tuesday to inspect the Boeing Air Transport, Inc., air mail plane landing with the westbound mail from Chicago and New York City. Of particular interest to those who had not seen one of the Boeing ships, were the electric self starter and the brakes, which are now standard equipment on several makes of airplanes. The self-starter consists of a storage battery, and a small electric motor geared to a fly-wheel at an enormous speed ratio.

When the motor has speeded up the fly-wheel to about 20,000 revolutions per minute, a clutch is thrown in with the engine, which is cranked by the inertia of the fly-wheel. The brakes are operated from the cock-pit by hand, a separate brake for each wheel. The ship can be stopped with these brakes within two or three hundred feet after the wheels touch the ground, thus enabling the plane to get into a small field. Holding one wheel with the brake also assists in turning the machine while it is taxiing on the ground.

Air mail letters may be registered just as ordinary letters are registered, is the ruling quoted by Arthur O. Willoughby, of the U. S. Air Mail Service at the request of the Air Mail Information Bureau. The Air Mail Information Bureau is maintained for the guidance of the public in the use of air mail service. Information may be had by calling Kearny 2041 or Douglas 3301. Complete written instructions for the use of air mail, and air mail schedules, may be had by writing the Air Mail Information Bureau, 302 Balboa building, San Francisco.

Postmaster General New has called a conference of post office officials and air mail contractors to meet in Chicago on October 22 to exchange opinions and come to an agreement on the establishment of air mail parcel rates. At present there is no air mail parcel post; packages sent by air mail go as first class mail, at the regular flat rate of 10 cents per half ounce.

Air mail airways lighted with beacons, by the first of the year, will include the transcontinental line from New York to Salt Lake City; south from New York City to Atlanta, Georgia; south from Chicago to Dallas, Texas; south from Chicago to St. Louis, Missouri; south from Cheyenne, Wyoming, to Denver, Colorado; San Francisco to Los Angeles; Los Angeles to Las Vegas, Nevada; north from San Francisco to the Oregon line; and a stretch from Milwaukee to La Crosse, Wisconsin. Within a few years the country will be spider-webbed with lighted airways, marked with illuminated guide signs. Airways may be more numerous than railroads and highways, for they cost only a fraction as much to build and maintain.

(Continued on Page 18)

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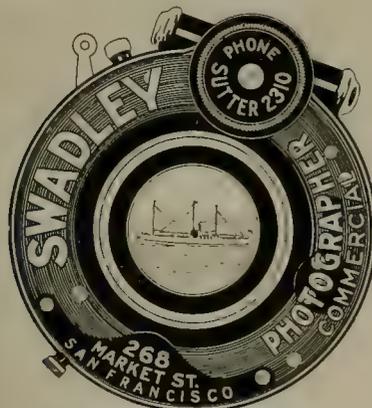
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## PHOTOGRAPHS

*Live Forever*

"I've never had a chance," said the man with the hang-dog expression. "No matter what I do my unlucky number pops up and gets me into trouble."

"What is your unlucky number?"

"Thirteen. Twelve jurors and one judge."—Tit Bits.

### Air Lines

(Continued from Page 17)

It has come to the attention of the writer that some people, when they send important matter by air mail, make copies and forward them as confirmation by ordinary train mail. This is absolutely unnecessary, and a waste of time and postage. Information at hand shows that on only three occasions has there been any air mail lost since the service was inaugurated about ten years ago. In cases of forced landing or other delay, the mail receives first attention, and is hurried on to its destination by relief plane. In any case, it is preserved at any cost. Mail matter is sometimes lost when in transit on stages and trains. It is no more likely to get lost in transit by air than by any other means. The post office department functions in exactly the same way in handling air mail as it does with ordinary mail, except that air mail takes precedence over all other.

A backward army cadet, trying to learn to fly, broke an undercarriage every time he landed. Quizzing him as to the reasons for his awkwardness with the "stick," his hopeful instructor asked him just what procedure he followed in his destructive landings.

"Well," he explained, "I cut the gun, glide down, and when I see the ground getting pretty close I shut my eyes and wait for it to bump."

### At the Elder Gallery

Torao Kawasaki, attache of the Consulate General of Japan in San Francisco, a brilliant scholar and lecturer, will speak in the Paul Elder Gallery Tuesday afternoon, October 25, at 2:30 o'clock, on "Manners of Old Japan." His address will be based upon an appreciation of that remarkable work by Lady Murasaki, "The Tale of the Genji," known to be the oldest novel of Japan. Mr. Kawasaki is singularly fitted to interpret to the American audience the inner life and cultural achievements of old Japan.

Judge Ben Lindsey will be in the Paul Elder Gallery Tuesday afternoon, October 25, from four to five o'clock, to meet the interested public and to autograph copies of his book, "The Companionate Marriage." His debate with Rabbi Newman is scheduled for Wednesday evening, the 26th, in the Scottish Rite Auditorium.

Mrs. Hugh Brown will read "The Constant Nymph" in the Paul Elder Gallery, Thursday afternoon, October 27, at 2:30 o'clock.

### A Hurly-Burly of Atoms

In his lecture before the Astronomical Society of the Pacific, in the Pacific Gas and Electric Auditorium last Monday night, Dr. William F. Meyer, associate professor of astronomy in the University of California, described the conditions existing in the interior of a star as a hurly-burly of atoms, electrons and ether-waves—the atoms tearing along at a hundred miles a second, the electrons at speeds 100 times faster, and the X-rays and other ether-waves streaming in all directions with the speed of light.

The audience, representing every walk of life of the city and surrounding towns, filled the auditorium to capacity and hung intently on every word of the speaker as he sketched in simple, non-technical language the marvels of his subject and illustrated them with splendid lantern slide photographs from the great observatories of the coast and with telling diagrams on the blackboard.

Dr. Meyer was particularly happy in his designation of the ether-waves as things that never die, but go on forever, changing back and forth from cosmic rays to X-rays, to light waves, to heat radiations and to magnetic and electric waves.

To the audience, the lecture was most thrilling and an occasion to be long remembered.

The next lecture of the series, on "Island Universes," will be given by Dr. Meyer on November 21.

### John Calish for Supervisor

Mr. Harry M. Goldberg of Goldberg & Bowen is out boosting for John J. Calish for supervisor.

Calish has accomplished some very admirable work for Sunset and other outlying districts of San Francisco; in fact, he seems to excel in building up dormant sections of the city, and fighting to these sections, and gaining railway extensions after he has made live districts out of slumbering ones.

He is obsessed with the idea that San Francisco must not be outstripped by any other city on the Pacific Coast, and towards this end he is employing all his efforts. He has been identified in the past and present with the following civic bodies: Polk Street Improvement Club, Fillmore Street Improvement Club, Oceanside Improvement Club, Oceanside Community Council, Sunset Federation of Improvement Clubs, Sunset Transportation and Development Association, Sunset Progressive Club, Civic League of Improvement Clubs, Golden Gate Valley Improvement Club, Sunset-Parkside Incorporated Association, Street Contractors' Association.

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Mr. Knight is giving the home service department his personal attention and will call at any time or place, giving you prices or any information desired. We are certain to retain your patronage if you will give us a call. Phone Market 7913.

George W. Knight  
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**Santa Maria Inn**

The following San Franciscans have been guests at the inn during the week:

Mrs. F. Eldred Boland, Mrs. J. W. Fricks and Mr. L. N. Fricks, Mrs. John Breuner, Miss C. and Miss K. Breuner, Mr. and Mrs. O. J. Olson, Miss Virginia Olson, Mr. and Mrs. A. H. Herbert, Mrs. J. F. Reedy, Mr. Augustus Taylor and son, Mr. W. A. Richardson, Mr. and Mrs. Jay Allan Fiske, Mr. R. E. Miller and Mr. C. P. Partridge, Mr. and Mrs. Louis J. Pfau, Jr., Mr. F. Dohrmann Jr., Mrs. W. F. Culberson and Mr. and Mrs. Harry B. Allen.

\* \* \*

Father's Inning—"I think there is company down-stairs."  
 "Why?"

"I just heard mama laugh at one of papa's jokes."—Hardware Age.

\* \* \*

"Where are you off to in such a hurry?"

"The hat of the man behind has blown off."

"What does that matter to you, that you are running, too?"

"I have got it on."

—Meggendorfer Blaetter, Munich.

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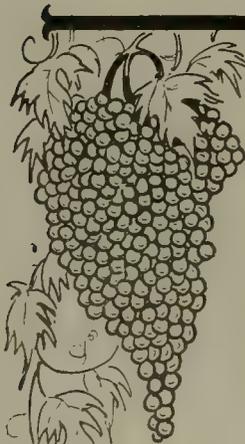
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\* \* \*

Kuk Koo—"Bill came home with three sheets to the wind."

"Must have been to a meeting of the klan."

\* \* \*

By Request—"You lead the orchestra, sir?" asked the tired business man in the cabaret.

"I do," replied Professor Jazzolo proudly.

"Then would you mind leading them out for a bit of air?"

—American Legion Monthly.

\* \* \*

Mr. Newed (soliciously).— And how do you get along with the butcher, darling?

Mrs. Newed—Oh, splendidly! He's such a generous man. When I order a four-pound joint he always sends one weighing six or seven.—Tit Bits.

\* \* \*

#### ARTICLES OF CO-PARTNERSHIP

KNOW ALL MEN BY THESE PRESENTS: That we, the undersigned, George C. Ashley, Frank A. Gregory and William D. Newman, do hereby certify:

That we are copartners transacting business in the State of California, under the firm name and style of A & G STUDIOS; that the principal place of business of said copartnership is situated at 220 Post Street, in the City and County of San Francisco, State of California, and that the names in full of all the members of said copartnership and their respective places of residence are as follows:

GEORGE C. ASHLEY, 114 Central Avenue, Sausalito, California.

FRANK A. GREGORY, 880 Sausalito Boulevard, Sausalito, California.

WILLIAM D. NEWMAN, 225 Harrison Avenue, Sausalito, California.

IN WITNESS WHEREOF, we have hereunto set our hands and seals this 13th day of October, 1927.

GEORGE C. ASHLEY

FRANK A. GREGORY

WILLIAM D. NEWMAN

State of California,

City and County of San Francisco, ss.

On this 13th day of October, 1927 before me, Flora Hall, a Notary Public in and for the City and County of San Francisco, State of California, duly commissioned and sworn, residing therein, personally appeared George C. Ashley, Frank A. Gregory and William D. Newman, known to me to be the persons whose names are subscribed to the within instrument and they acknowledged to me that they executed the same.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal, the day and year in this certificate last above written.

(Seal)

FLORA HALL,

Notary Public in and for the City and County of San Francisco, State of California.

#### ASSESSMENT NOTICE

The MINERAL DEVELOPMENT COMPANY, location of principal place of business, San Francisco, California.

Notice is hereby given that at a meeting of the Directors held on the 4th day of October, 1927, an assessment of one-half cent per share was levied upon the issued capital stock of the corporation payable immediately in legal money of the United States, to the Secretary, at the office of the company, Room 245, Monadnock Building, San Francisco, Calif.

Any stock on which this assessment shall remain unpaid on the 12th day of November, 1927, will be delinquent and advertised for sale at public auction, and unless payment is made before, will be sold on Tuesday the 13th day of December, 1927, to pay the delinquent assessment, together with costs of advertising and expense of sale.

M. J. SEELY, Secretary.

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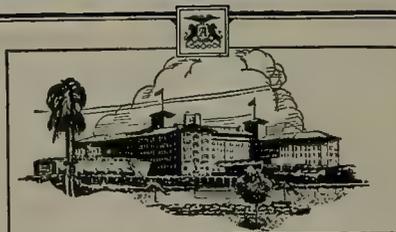
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SAN FRANCISCO

Saturday, October 29, 1927

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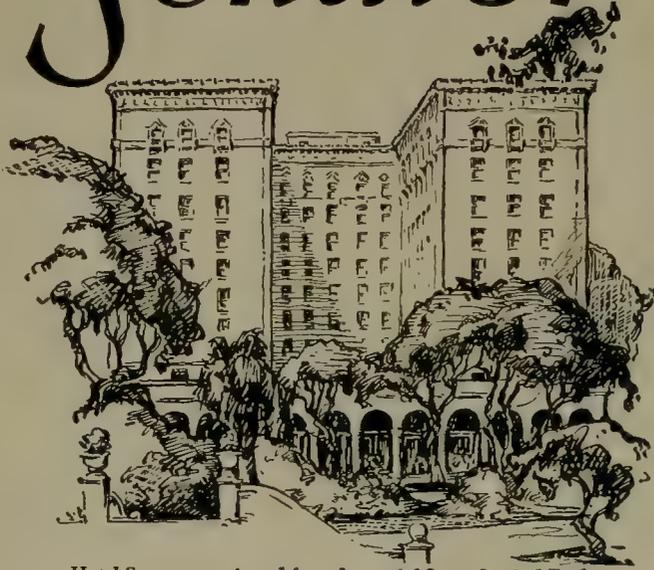
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**NEWS LETTER**



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Vol. CIX

SAN FRANCISCO, CALIF., OCTOBER 29, 1927

No. 44

## Travel Tid Bits

SOUTH AFRICA FOR THE WINTER VOYAGEUR

By Ernest F. Rixon

(Continued from last week)

One of the most interesting places to visit is Oudtshoorn, forty-five miles from George, situated in the little Karoo. Here is the chief ostrich center, and eight miles distant are the Congo caves, ranking amongst the world's most famous caverns. Passing through rugged scenery along the foot of the mountains, the caves are reached and are very wonderful. There are many halls of entrancing beauty, including King Solomon's Mines, the Bridal Chamber, the Pulpit, the Front, Cleopatra's Needle, the Drum and the Devil's Workshop, and new wonders are frequently being revealed.

Farther east, and of interest to the tourist, is Port Elizabeth, a distance of 673 miles from Capetown. This is a favorite holiday resort, Algoa Bay being one of the chief ports of the Union. In the city are many fine public buildings: City Hall, Post Office, Library and the Feather Market Hall is one of the largest concert halls in the country. Electric cars run from the business section to the residential part, overlooking the bay. There are many beautiful gardens and parks, also a favorite bathing place at Humewood Beach, reached by tram or motor bus.

### Famous Durban

On the east coast is Durban, one of the most delightful places in the world. It is an exceedingly beautiful city with equally beautiful suburbs. Its ocean beach, esplanade and bathing pavilion are remarkably fine. There is excellent yachting and boating in the bay. The whaling station on the bluff and the shipping in the harbor are especially attractive to visitors. In the city are very fine buildings, parks, gardens and wonderful tree-lined roads. A popular mode of conveyance is the ricksha, a light two-wheeled carriage drawn by a Zulu in native dress of rather odd and gorgeous variety.

Petersburg, the capital of Natal (the Garden Colony), lies seventy-three miles inland from Durban and has many beautiful places of interest.

Passing on to Johannesburg, the Rand Gold Mines are of chief importance, yielding one-half of the world's gold supply. Permits may be had to visit the mines and see the workings. It is only forty years since the gold was discovered in the farm land whereon Johannesburg now stands, and in that incredibly short time the town of Johannesburg has grown from a mere mining camp to be the largest and wealthiest town in South Africa, and the greatest commercial distributing center in the Union. A

motor trip through the suburbs is most enjoyable. There is also cheap transportation by tram and motor bus to Joubert Park, Orange Grove, Auckland Park and Turfontein (past the mines).

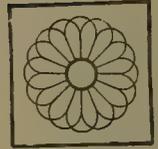
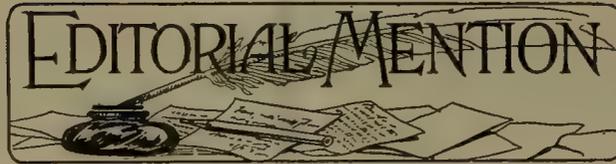
Pretoria, the administrative capital, is forty-five miles from Johannesburg. A short electric car ride will take tourists to the Union Building on Mentje's Kop, and visitors may be conducted on week days through this grand structure. The Zoo in Pretoria is interesting with its wonderful collection of African animals. About twenty-five miles from Pretoria is the Premier diamond mine, the largest diamond mine in the world, and may be viewed by visitors. The blasting which occurs there daily at a stated hour is something to remember.

### Victoria Falls

From Pretoria, trains are run to the Sabie Game Reserve and to Lourenco Marques and through the northern Transvaal. One of the most important sights of all is that of the Victoria Falls, the greatest in the world, called by the natives "The Smoke That Thunders," because of the perpetual spray from the depths of this tremendous cataract. Trains run from each port in the Union to this particular place of interest. The Victoria Falls are twice the breadth of Niagara and two and a half times as high. The water flows down the Zambesi river and falls into a chasm which opens into a forty-mile stretch on narrow twisting canyons, again broadening out on the long passage to the Indian ocean. A beautiful modern hotel has been built from which a full view of the falls can be obtained. Gravel walks and trolley tracks have been laid by the hotel management, covering various routes by which views may be had of the main falls, the Rain forest with its wonderful rainbow effects, the Palm grove, Livingston island, etc. Canoe trips to some of the islands are run when the river is low.

Another place of interest near the falls is Bulawayo, from which visitors may motor to Rhodes' grave and the Shanghai monument, also the Khami ruins. Then at a distance of two hundred and fifty miles from Bulawayo are to be seen the world-famous ruins of Great Zimbabwe. Here in a secluded region amid rugged and romantic scenery are the monuments of a long-vanished race of temple builders and gold seekers who were no doubt overthrown in ages past by barbarian tribes who penetrated their way from darkest Central Africa. Added to the

(Continued on Page 10)



### The Support of Our Mayor

At a recent meeting, Mayor Rolph made a speech in which he said "Give me the support of the good solid citizenry of San Francisco and I will defeat this Finn-Graney-Power pool-hall machine, so that the people may continue in control of their police department and their municipal government."

Yes, with the support of the decent citizens of this metropolis there is no doubt that the control of the police and the other necessary factors in municipal government can be kept out of the hands of the gangsters. It is more important, however, that it should be kept in the hands of a man who, like James Rolph Jr., has held office for sixteen years only to gain greater respect as time has gone by.

The people are very uncertain. A clever demagogue may undo the work of years of patient labor and unselfish toil. A petulant burst of sudden public emotion may lay the edifice erected by a life-time of statesmanship in ruins at the feet of the builder. Our own Board of Supervisors, which pretends to directly represent the people, is a very conspicuous case. Time and time again Mayor Rolph has snatched the city from harm at the hands of the supervisors. They meant no injury, but they lacked in sagacity. Generally speaking, that lack is not so very important, but there arise crises when the sagacity of one man is worth all the unregulated enthusiasm of a host of men.

We are, above all cities, blessed in the possession of a man of conspicuous ability and unquestioned integrity, who is willing to place his experience and sagacity at the disposal of the best interests of the city. Behind him is the massed might of the "solid citizenry." Neither demagoguery nor corruption can prevail against it!

### The Gang Is Shaky

Something is going wrong with the Finn machine. It is not working as well as it was and the chief himself seems to have an idea that his career as sheriff is perhaps not as secure as he thought it. He says that it is time for Finn to work for Finn. There is no doubt that there has been a very marked falling off in the Finn stock lately. It was foolish of so experienced a public man and so shrewd a politician to so completely underestimate the power of decency in San Francisco at the present time.

Not so long ago, we were not so very particular about some things. Most of us were very busy, earning our own living or making our fortunes or running our automobile, in the off-hours, so that we did not pay the attention required of us, as good citizens, to the actual conduct of the municipal government itself.

Then, our wives and sisters became enfranchised. They had more time than we had; they read the papers more carefully than we did, and they gave us plenty of political information during dinner hour and the trip to the theater and back. That is the sort of thing that has done for Finnism. The women insist upon the decencies of life in municipal government, as they insist upon cleanliness in their own homes. The dive and the brothel do not appeal to the women of San Francisco; the underworld can get but poor support from the clubs and organizations which our women have made so important. It was not clever of Sheriff Finn to run counter to a group like that.

### The Book Inquisition

Here we are at the end of the first quarter of the twentieth century in a state of society which is universally agreed to be, at one and the same time, mechanical and cynical. Yet we have a condition which is almost maniacal in the stupidity and crass superstition of some of its manifestations.

Take Chicago, a city which has disgraced itself in the eyes of the civilized world for years. Its crime record has stood out like a sore thumb for decades. It is the most disgraceful city in the world today, no question about that! Mayor Thompson, whose government of that city was a by-word and a hissing among the nations, having been superseded for a time, was at the last election again made mayor, the town having become tired of being headed by a respectable mayor. One of the chief slogans which brought Thompson back to power was the fantastic statement that King George of England would have to keep his hands off the school department of Chicago. It reads too ludicrous for publicity, but it is true, nevertheless; the mayor of Chicago was elected for the most part upon the plea that George V. of England was messing with the school textbooks of Chicago.

The Mayor, having been elected, and the idea of this utterly indefensible excursion of the King of Great Britain, into the violent and crime-ridden city of Chicago, having become a part of the Chicagoan's belief, it was necessary to produce evidence to support the delusion. So we have a set of old fools poking their noses into textbooks to find evidence that the British monarch has been busy. We are promised a public burning of tainted books as a result.

### More Tests

We are suffering from the scientist. A little science is all right; too much science is like too much of anything; it tends to produce a surfeit.

The intelligence tests are the accepted thing. It is very true that attacks have been made upon them that the testers find hard to meet. Still, the tests appear to hold their own and the effort to find the intelligence quotient is followed with more or less success. Now and again, there is a flare up of indignation, as lately by the police force of Los Angeles, members of which, perhaps rightly consider that there is no connection between intelligence and the police force. Still, policeman have to be found and when found have to be promoted and no better method has been discovered than that of the intelligence test.

But there is a rub somewhere. Intelligence tests are being widely used and the small boy is made subject to them. In spite, however, of all the light which intelligence tests should give, the boy is not getting better; on the contrary, the spread of youthful crime is one of the most terrible and destructive phenomena of modern times.

So, we are to have more tests. The boy who was tested for intelligence has now to be tested for his emotions. The emotional life is considered more important than the intelligence. Our grandmothers knew that such was the case. They knew that what they called the "nature" of the child was more important than his intellect. Great is science. It knows nearly as much as our grandmothers, without their sweetness.

## Local News of the Week at A Glance

### For Those Away From Home

Last Wednesday was the opening day of the rainy season for San Francisco, the precipitation being .42 of an inch. The downpour was general throughout the state.

A shipment of 6000 young yellow pine trees was received at the Stanislaus National Forest last Wednesday from the California experimental station at Quincy. These trees form the initial part of reforestation plans for this particular park.

California, standing ninth in total building and loan association resources for the year 1927 ranks fifth from the standpoint of amount of increase in assets, being exceeded in this respect by Pennsylvania, Ohio, New Jersey and Massachusetts.

Senator Hiram W. Johnson made a two-day tour of the Sacramento Valley, Tuesday and Wednesday of this week, the purpose of the trip being to permit Johnson to further acquaint himself with flood control, fruit marketing and other problems of the valley before leaving for Washington.

Appointment of Lieutenant-Commander Francis C. Nebrink of Long Beach, California, as a naval aid to resident Coolidge was announced Wednesday of this week, at the Naval Department. Lieutenant-Commander Nebrink, who has been in charge of press relations at the department for a year, was graduated from the naval academy in 1917.

The hottest spot in the country, Death Valley, will be able to serve frozen dainties to tourists by Thanksgiving, as its first ice plant will be completed by then at Stovepipe Wells. One of the chief functions of the plant will be to cool the one-room bungalows at the Wells during the torrid summer months.

San Francisco Porto Ricans sent an appeal to President Coolidge last Sunday, following a meeting of the San Francisco Porto Rican Club, to the effect that the President recommend in his message to Congress giving Porto Ricans the right to elect their own governor and the Porto Rican legislature the power to legislate on all local matters.

B. F. Greer of San Francisco has just returned home from two months in Alaska, where he has been hunting big game by means of an airplane equipped with ponies. During his tour of 1800 miles into the interior of Alaska, Greer bagged three grizzlies, two black bears, two mountain sheep, two caribou and the largest moose ever killed by a sportsman in that country, the latter having a 74 1/4 inch horn spread.

A little "magic" farm of fifteen acres has been discovered at Sebastopol, wherein Luther Burbank, who passed away in 1926, made his initial experiments. Among other "different" flowers, fruits and vegetables which have been found in this plot, is a new black cherry, which can be dried like a prune, and will last indefinitely, a small peach, with flesh like a nectarine; a cream colored apple with a translucent skin and a pear which will ripen for Christmas in our warmer climates.

Mills Field, the municipal airport of San Francisco, will be the scene within the next week of an attempt to break the world's record for sustained flight. Tests flights will be made by the giant Fokker in which the Australians intend to make their long trip.

Two hundred soldiers of the Coast Artillery from the San Francisco harbor defenses have offered their blood for a transfusion operation for the relief of a comrade at the Letterman General Hospital. The patient is Robert L. Lynch, of the Sixth Coast Artillery, Fort Barry.

Twenty-five hundred people heard the interesting debate between Judge Ben B. Lindsey of Denver, and Rabbi Louis I. Newman, on the question of "companionate marriage." So jammed was Scottish Rite Hall, where the debate took place, that it needed a special detachment of police to handle the crowds. Who says romance is dead?

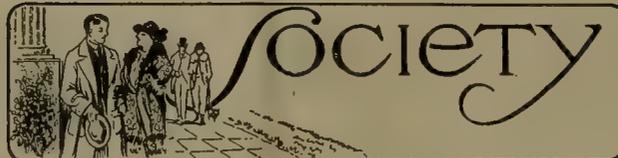
Leland Rosener Jr., the missing 16-year-old son of a wealthy San Francisco engineer, was found last week two miles north of Carson City, where he had been working in a mine under the name of Lee Reed. Leland disappeared about two weeks ago, after taking the family car out and telling his mother that he would soon be back. The search has been a state-wide one.

L. M. Voorsanger, director of the Chamber of Commerce of San Francisco left this week for a trip through the South, Middle West and East. He will confer with executives of industrial projects who have been in communication with the Chamber regarding sites and the advantages offered by San Francisco for their lines of endeavor.

Very simple rites were held last Thursday, for the funeral services of Dr. Morris Herzstein, one of the most prominent of San Francisco physicians, who passed away early Tuesday morning. One of the many outstanding things which Dr. Herzstein has had credited to his career, was the impressive memorial to General John J. Pershing, which stands in Golden Gate Park.

In connection with the new McClintock traffic ordinance, motorists and pedestrians must distinguish between the Central Traffic District and the term "business district" applied to regulations in the ordinance. The "Stop-Go" signals for pedestrians apply only to the central traffic district. A business district consists of the territory contiguous to any street where 50 per cent or more of the frontage for 300 feet is occupied by business buildings.

It was all in the day's work for the heroic members of the Golden Gate life-saving station to perform the hazardous task of saving all the crew of the ill-fated "Coos Bay" which went on the rocks near Land's End, last Saturday night, in a dense fog. The guardians of the sea, under the direction of their captain, Theodore Roberge, brought fourteen men safely ashore on a breeches-buoy, and nineteen others of the crew were rowed to safety in life-saving boats, not even their baggage being lost! The wreck of the "Coos Bay" is being battered by heavy seas, and draws a crowd of interested spectators every day.



By Antoinette Arnold

### Lovely Debutantes

With the approach of the early winter season, society is turning interested attention to the number of lovely affairs where debutantes are the center of admiration.

Such a bevy of beautiful debutantes!

Many gay affairs are already blossoming with several "coming-out" parties on the social calendar.

Miss Eleanor Weir, lovely and interesting, will be one of the first of the season's debutantes.

Mrs. William B. Weir has invited many friends to tea on the afternoon of Saturday, November 12, to introduce her daughter, Miss Eleanor; and, on the evening of the same day she will give a dinner also for the younger society set.

The handsome Weir home on Jackson street will be the setting for both formal affairs.

\* \* \*

### Miss Hamilton Will Bow to Society

Mr. and Mrs. Alexander Hamilton are giving a dinner dance next month, also, presenting their daughter, Miss Grace Hamilton, who will make her debut on the twenty-sixth of November.

The Hamiltons have recently moved to town after making their home in Menlo Park.

Mrs. Hamilton and her daughter left for New York last week, but will return in a short time for the brilliant affair when Miss Grace Hamilton makes her formal bow to society.

\* \* \*

### San Rafael Debutante

Mr. and Mrs. Webster Jones of San Rafael will present their daughter, Miss Vail Jones, to society on Saturday evening, December 3 at a gorgeous ball to take place in the Mark Hopkins Hotel. Many of the society folks from the bay cities will be present at the brilliant gathering.

### Sisters Will Make Debut

Miss Margaret and Miss Mary McCormick will make their debuts this coming winter season, when they return with their mother, Mrs. E. O. McCormick, after a sojourn in New Orleans and New York.

\* \* \*

### San Francisco Society Girl Feted in New York

Miss Jane Cooper, granddaughter of Mr. and Mrs. J. Downey Harvey, and who has spent many seasons here, will be one of the season's debutantes in New York City.

Miss Cooper is the daughter of Mr. and Mrs. Oscar Cooper of New York, although they spend considerable time each year in the city by the Golden Gate.

Miss Mabel Wilson, daughter of Mrs. C. Arthur Comstock of San Francisco and New York City, will be introduced to New York society on the evening of November 23, when Mrs. Comstock will give a dinner in her honor with many prominent young society people in attendance, as well as those of the older society set.

Miss California Breuner, a cousin of Miss Wilson, will be presented to society in San Francisco.

The charming debutantes are granddaughters of Mrs. William Cluff, of Menlo Park, and nieces of Mrs. Perry Cumberson, of Menlo, and of Mrs. Edwin Janos of Los Angeles.

Miss Breuner is the daughter of Mr. and Mrs. John Breuner, prominent in western society and particularly popular among a large circle of friends.

\* \* \*

### Author Recovering From Long Illness

Mrs. William Beckman, author of books on travel and philosophy, has recovered from a long siege of illness and will soon preside as hostess over her notable salon gatherings.

Mrs. Beckman is one of the best known philanthropists of the state, sponsoring the arts and encouraging those who devote their best energies to literature, music and other arts. She is a world-famed traveler and has contributed many articles to the newspapers and periodicals on places she visited and people whom she met.

Noted for her humor and rare philosophy of life, Mrs. Beckman occupies a prominent place in the social and literary world of Sacramento and San Francisco. She has established a chair at the University of California for the study of American and English literature.

\* \* \*

### Miss Alma Jacobs Presides Over Luncheon

Miss Alma Jacobs, one of the youngest of the clever writers of San Francisco, has been the motif of a number of literary gatherings recently.

She was a guest at the Paul Elmer Lytton reception, given last Saturday night, when some of the literati of the city were honor guests. Miss Jacobs is the head of a group of young writers whose serious study of writing has attracted the attention of distinguished authors. Pauline Stiles, author of "The Crooked Stick" attended a meeting held at Miss Jacobs' home in the Fairmont Hotel last week.

A beautiful luncheon party was given by Miss Alma Jacobs last Saturday at the Fairmont Hotel, with decorations of the Hallowe'en spirit used in effective and charming designs. A group of her young friends were the guests on this occasion with the artistic arrangement of the luncheon table attracted genuine admiration. Little cats, with tails straight in the air were used as place cards and nosegays of yellow pansies favored the guests.

\* \* \*

### Society Greet Mansfeldt Players

Society and music-lovers filled the capacity of the gold ballroom of the Fairmont Hotel last Monday night when the Hugo Mansfeldt piano recital was given presenting four young pianists, William Zoller, Edwin Dittin, Carlton Peters and Vladimir Rassouchine.

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HOWARD T. BLETHEN, Proprietor

One of these brilliant young players, Rassouchine, played three of his own compositions, two that were programmed and one in response to enthusiastic reception by the audiences. The name of Hugo Mansfeldt has stood for so long a time as the pinnacle of musical attainment in the eastern musical world that each year's recital sounds a higher chant to the presentation of his students. These days of jazz and popular tendencies, the Mansfeldts, both Mr. and Mrs. Hugo, have held high the torch at real music-lovers and true musicians might see clearly the pathway to lasting achievement.

Last Monday night's piano recital only accentuated the appreciation of those who approach the pianoforte with nothing less than a sense of reverence and exaltation.

\* \* \*

**Mansfeldt Composers**

William Zoller played for his group piano numbers the Chopin "Etude" major; Liszt, "Valse Impromptu" and the Schubert-Tausig Marche Militaire, putting fire and vigor, or tempo and delicacy of touch into the selections as artistically required, according to the masterful instruction of Mansfeldt.

Elwin Dustin chose to play Schumann's "Carnival" op. 9, and played it so well that his listeners applauded for more.

\* \* \*

**Mansfeldt Arrangement of Paderewski Number**

Carlton Peters, the young pianist, who included in his repertoire the "Fantasie Polonoise," Paderewski-Mansfeldt number, was awarded for his excellence by enthusiastic plauds from the assembled music lovers. He played the Chopin "Polonoise" with its military theme and the Moszkowski "Valse de Concert" just as if, for one, fondly love to hear it played. This young pianist is a musician of true appreciation and he will prove one of the Mansfeldt criterions before long, I make bold to predict.

\* \* \*

Mrs. Elise Campe entertained at a bridge luncheon on Wednesday afternoon at the Hotel Whitcomb. The



**HOTEL MARK HOPKINS**  
Nob Hill  
A Smart Town House for a Day or a Year  
600 Rooms  
Tariff: From \$4 per day

tables were attractively decorated with flowers and after luncheon Mrs. Campe's guests played bridge in the roof garden.

\* \* \*

**Engaged Couple Feted**

Miss Edith Dohrmann gave a dance last Wednesday evening, at the Dohrmann home, Pacific avenue, complimenting Miss Doris Bailly and Mr. William Dohrmann, whose engagement was recently announced.

Preceding the dance the bride-elect's sisters, Miss Jean and Miss Barbara Bailly, gave a dinner at the St. Francis complimenting the betrothed.

Miss Bailly and Mr. Dohrmann will also be the guests of honor at a dinner which Miss Idalee Davis will give Saturday evening, October 29. The guests of the dinner party will afterward go to the dance which Miss Bailly's cousin, Miss Stella Stevens, is giving for Miss Bailly and Mr. Dohrmann.

\* \* \*

More doctors are playing golf now than ever before, judging from the large list of M.D.s entered for the annual North vs. South Physicians tournament at Hotel Del Monte this coming weekend. Both sections of the state will be represented by teams of record breaking size.

For the second time this week the course record for the Dunes links at Monterey Peninsula Country Club has been broken. As a result Eliot Callender again holds the record with a 67.

Jack Neville, J. W. Perry and Harold Law were playing with Callender at the time. Just two days before, Earl Fadden had established a new record of 68, while playing with Callender, Joe Mayo and Campbell Puget.

\* \* \*

Mrs. M. Edward Dittmar, of 1137 Hyde street, entertained at a bridge

tea on Saturday afternoon in the roof garden of the Hotel Whitcomb.

\* \* \*

**Casa Del Rey**

An extensive improvement program necessitating the expenditure of \$20,000 is being carried on in the rear of the Casa del Rey Hotel. A 300-foot square behind the hotel is being transformed into a beautiful Spanish garden, as planned by Fred K. MacDonald, manager of Casa del Rey.

From the hotel one enters a glass rotunda which leads to a pergola running the entire length of the garden. At the end are large iron Spanish gates supported by columns and at the sides are carved urns. One walk leads to a 40x30 foot solarium made entirely of glass, where teas and bridge parties will be held. There are large conservatories where palms, ferns and seasonal blooming plants will be kept.

Connected with the conservatories is a large area reserved for a children's playground. A short distance further one comes to an aviary, in which will be kept a fine selection of beautiful birds. In the immediate center is a large lawn, 120x100 feet, on which are placed Spanish settees, large umbrellas, easy chairs, tables, etc. On the south side, adjoining the hot house, will be a magnificent bed devoted to rose bushes. It is planned to have the beautiful addition to the Casa del Rey thrown open to the public at a noteworthy reception and program on Thanksgiving day.

\* \* \*

Reservations are being received for the dinner dance at the Casa del Rey Hotel, Santa Cruz, starting on the evening of December 31, 1927, and ending in the "wee small hours" of January 1, 1928. Fred K. MacDonald, manager of the hotel, is making elaborate preparations that promise one of the most outstanding New Year's eve parties in local history. Dinner dances are held every Saturday night from 7 to 11 o'clock, with John McDonald's orchestra furnishing the music.

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# PLEASURE'S WAND

OBEDIENCE TO NO WAND BUT PLEASURE'S  
— Tom Moore



By Josephine Young

## Breaking the Silence of the Screen San Francisco Theater to Install Vitaphone

The Vitaphone, one of the most important inventions in the motion picture industry, since the introduction of motion pictures themselves, will make its debut in San Francisco, Thursday evening, November 3, with the opening of the Embassy theater, Market near Seventh.

Vitaphone gives a voice to the motion picture, breaking the thirty years' silence of the screen. It effectively reproduces music, voice and sound, synchronized perfectly with action pictures.

In the Vitaphone, science has provided means for the synchronization of motion pictures, with a degree of perfection never before attained. It was heard publicly for the first time in connection with "Don Juan," a photoplay starring John Barrymore, which opened at the Warner theater, New York, August 6, 1926. In San Francisco, Vitaphone will be heard for the first time with another John Barrymore vehicle, "When a Man Loves," in which Dolores Costello is co-star.

Vitaphone comes to the public as the result of years of research by the Western Electric Company and the Bell Telephone Laboratories, plus the efforts of the Vitaphone Corporation and Warner Brothers.

In San Francisco, the Vitaphone is presented as the result of a \$2,000,000 deal involving the present Rivoli theater property and exclusive first-run franchises in San Francisco for the Vitaphone and Warner Brothers pictures, consummated recently by William B. Wagon. Wagon is widely known in San Francisco realty circles for his large transactions, notably the Pantages theater and Marshall Square office building which he built and owns, the theater being leased to Alex Pantages for fifty years.

### Extensive Alterations

Wagon has leased the Rivoli property for a long term of years. It is now in the hands of G. Albert Lansburgh, distinguished theater architect, who is directing extensive alterations and remodeling, costing \$100,000.

Under its new name, the Embassy, new throughout as to decorations, seats, carpets and other furnishings, will give to San Francisco another de luxe first run theater, home of the Vitaphone and Warner Brothers pictures.

\* \* \*

### Columbia

Marjorie Rambeau, noted actress, who this past week starred in "The Vortex" and the preceding two weeks in "The Pelican" will on Monday night, October 31, have the leading part in "Just Life."

Allen Vincent, who took the role of son in both of the plays we have seen at the Columbia theater, has added new laurels to his dramatic crown since his appearance here. Richard Bartlett, Zeffie Tilbury, Herbert Hayes and Richard Lancaster are principals in these excellent plays, too good, by far, to miss.

\* \* \*

### Alcazar

"Pigs," the comedy of domestic life with its little ups-and-downs, still draws crowded houses to the Alcazar, which is one of the most popular theaters in town. Henry Duffy constantly and consistently offers real down-right comedy to patrons and "Pigs" is all of that.

\* \* \*

### Curran

"My Maryland," a Schubert production, with ringing songs of patriotic fervor, scintillating choruses, beautiful crinoline girls amid Southern settings, has captivated San Francisco audiences at the Curran theater.

A packed house greeted the company in this fascinating operetta of Barbara Frietchie days, when the North and South were at war, and every night, since the opening, the Curran has been filled to the doors. No wonder!

"Your Flag and My Flag," the stirring song which runs through the musical romance, is worth the price of entrance alone. A chorus of male voices sings it, in the first act, with a lot of dramatic life—led by the Yankee Captain Trumbill of the story, played by Bartlett Simmon.

Martial airs permeate the operetta, with pathos and comedy running side-

## Amusements

NEXT WEEK

### ON THE STAGE

#### Alcazar, O'Farrell nr. Powell

"Pigs," Henry Duffy presents the John G. en comedy starring May Buckley and Emery Tracy.

#### Columbia, Eddy nr. Powell

"Just Life," starring Marjorie Rambeau, Pl of modern America.

#### Curran, Geary nr. Mason

"My Maryland," musical romance based story of "Barbara Frietchie."

#### Lurie, Geary nr. Mason

"The Great Necker," starring Taylor Holm with Nat Carr.

#### President, McAllister nr. Market

"What Anne Brought Home," Henry Du comedy.

#### Community Playhouse,

#### "The Players' Guild"

Players' Guild—"Rollo's Wild Oats," Re- nald Travers directing.

\* \* \*

### VAUDEVILLE

#### Golden Gate, G. G. Ave. and Taylor

Ann Code; Arthur and Morton Havel, "Uncle"; Florence Vernon. On the screen, Harp in Hook," Rudolph Schildkraut, Jun- Coghlan.

#### Orpheum, O'Farrell nr. Powell

Ian Keith, Ethel Clayton, one act dram- "Clipped"; Harry Waiman and debutante Johnny Hyman, "Playing Pranks With We- ster"; "A Petite Revue," Carrie and Ed- with Webster Taylor.

#### Union Square, O'Farrell nr. Powell

Vaudeville—pictures

#### Wigwam, Mission nr. 22nd

Stock season opens Nov. 6, Nat Holt man- agement. Now showing motion pictures ar- vaudeville shows.

\* \* \*

### ON THE SCREEN

DOWN TOWN

#### California, Market St. at 4th

"Two Arabian Nights," musical score by Gl- Severi.

#### Cameo, Market opp. Fifth street

Latest pictures—Fight films were week's fe- ture.

#### Casino, Ellis at Mason

Double bill Sat., "The Count of Luxembourg," "The Wolf-Hunters." Double bill Sun., "Figh- ing Love," Jetta Goudal; "Oh, Billy Behave," Belle Bennett in "The Lily," Tues., Wed., Ia- Keith, "The Down Grade."

#### Embassy, Market St., near Seventh

#### (Formerly Rivoli)

"VITAPHONE"—Giving a voice to motio- pictures. Opening of renovated theater Thur- day evening, Nov. 3, "When a Man Loves" starring John Barrymore, Dolores Costel- Warner Brothers production.

#### Granada, Market at Jones

"Tell It to Sweeney," George Bancroft, Che- ter Conklin.

#### Imperial, Market St. op. Jones

"Back to God's Country," Renee Adore- Mitchell Lewis, James Oliver Curwood stor-

#### St. Francis, Market bet. 5th-6th.

"Les Miserables," filmed from Victor Hu- play. European actors, 5000 in scenes.

#### Warfield, Market at Taylor

"Becky," Sally O'Neill, Gertrude Olmsted.

#### Alhambra, Polk St., nr. Green

"The Love of Sunya," Gloria Swanson, Sa- Oct. 29, "Dance Magic," Pauline Starke at- Ben Lyon, Oct. 30, "Chang," three days, Mor- Tues. and Wed.

by-side. Frank Lalor, humorist; Lee Beggs, "Colonel"; Dorothy Kane, in her clever sneezing song, provide considerable mirth. Hal Conklin, as the mad lover, does some fine acting in his characterization. Millie James, the widow; Clare Ross, James Gerard, Frank Handlin, Maude Raymond, Lucius Henderson, formerly of the Alcazar; Beatrice Kneale, Robert Lively, James Heenan, James Murphy as "Stonewall Jackson"; Martin Griffith, Edmund Mulcahy and excellent choruses of both girls and boys provide a most convincing and entrancing performance of "My Maryland."

Ensemble numbers are thrilling!

\* \* \*

**Lurie**

Taylor Holmes, former star of "No, No, Nanette," was roundly welcomed when he made his formal bow to San Francisco audiences last Sunday night in "The Great Necker," an Elmer Harris comedy. It has verve and fire, action and melody and romance.

In his role of the irresistible bachelor, Taylor Holmes adds a few touches, making the character part absolutely cleverness personified. He keeps up a round of amusement and finishes it with artistic touches, original and apropos.

Hope Drown, former Alcazar theater stock company player, is good to look upon and essays her role with charm and ease.

Nat Carr, Claire de Bray and Alma Powell are in the cast. Jane Warrington—who, in the finale, captures the bachelor; and Frank Dawson, who provides some hits, are additional attractions.

\* \* \*

**President**

"What Anne Brought Home" is now in its fifth week at the popular Henry Duffy theater, "The President" on McAllister.

Don't miss it.

It is a sparkling play of home-life, packed with fun.

\* \* \*

**Orpheum**

Ethel Clayton and Ian Keith will headline the new bill at the Orpheum for the week starting this Saturday matinee, appearing in a new one-act dramatic playlet: "Clipped." This engagement at the Orpheum theater will mark the vaudeville debut of this famous team, who are appearing in the two-a-day during a brief respite between pictures. "A Laugh or Two," presented by Russ Brown and Jean Whitaker are two well known fun-makers. Steve Freda and Johnny Palace have a comedy skit.

Other features will include Harry Waiman and debutantes in a musical offering; Johnny Hyman, vaudeville author in "Playing Pranks with Web-

ster"; Carrie and Eddy in "A Petite Revue," assisted by Webster Taylor, Harriet Cole and Gloria Lee; Reck and Rector, entertainers; and a surprise act.

\* \* \*

**Golden Gate**

The bill at the Golden Gate next week affords a wide variety of entertainment headed by Ann Codee, French comedienne, and Arthur and Morton Havel, in a musical comedy, "Oh, Uncle."

Florence Vernon and her company, consisting of three young men, will offer a comedy, singing and dancing affair. Miss Vernon is a good singer, a wonderful actress, and a marvelous dancer, surely all the requisites of a successful stage star. The closing act on the bill is to be Ann Codee's Surprises. Other acts on the program will be one by "The Four of Us," a quartette of distinction, and one by Eileen and Marjorie, a tumbling team.

Rudolph Schildkraut and Junior Coghlan will be seen in the feature picture, "A Harp in Hock," a story of New York's east side with its joys and sorrows, young love and elderly devotion.

\* \* \*

**St. Francis**

"Les Miserables" comes to the St. Francis Saturday following the two weeks showing of "The Blood Ship."

This film showing of Victor Hugo's immortal story has a company of European actors. The picture was made by Universal Film Company and is being shown in New York at \$2 prices. Here, at the St. Francis Theater, the regular scale will not be advanced.

\* \* \*

**California**

Young folks have reveled in "Two Arabian Nights" at the California the past week, where the doughboy comedy has been screened with Louis Wolheim, William Boyd and Mary Astor in the cast.

Nonsense, with sheik slants on romantic situations and a lot of other funny things kept up a merry run of laughter. Gino Severi provides the California musical entertainment — and it's superior music, too.

\* \* \*

**Cameo**

The popular Cameo theater on Market street opposite Fifth this past week has been showing on the screen the big fight picture of the most recent Dempsey-Tunney fight.

There is an excellent screen at the Cameo and always can the patron be assured of seeing the pictures without blur.

\* \* \*

**Warfield**

Walt Roesner of the Warfield, who has been called to New York, will be succeeded by Al Lyons of the T and D

theater, Oakland. He is a pianist and directs the orchestra from the front.

Gertrude Atherton's "Crystal Cup" has proved one of the best photoplays of the season, with Dorothy Mackaill and Jack Mulhall the stars. "Becky," heroine of the department stores, comes to the Warfield theater screen Saturday in the person of Sally O'Neill, diminutive star of Metro-Goldwyn-Mayer pictures.

\* \* \*

**Granada**

Mae Murray, who has been appearing at the Granada theater in person, packed the motion picture playhouse all week. "Tell it to Sweetney," a comedy that involves laughter, comes to the Granada Saturday, with George Bancroft and Chester Conklin in the leading roles.

\* \* \*

**Imperial**

James Oliver Curwood, the man whose warm-hearted characters have thawed the cold reserve of his favorite Northland, has been translated to the screen by a competent group of players in "Back to God's Country," which comes to the Imperial Saturday.

Renee Adoree heads the cast, and is ably supported by Mitchell Lewis, Robert Frazer, Walter Long, James Mason and others.



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Employees' Pension Fund over \$575,000.00, standing on Books at .....	1.00

MISSION BRANCH .....	Mission and 21st Streets
PARK-PRESIDIO BRANCH .....	Clement St. and 7th Ave.
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**FOUR AND ONE-QUARTER (4 1/4) per cent per annum,  
COMPUTED MONTHLY and COMPOUNDED QUARTERLY,  
AND MAY BE WITHDRAWN QUARTERLY**

## Finance

Last year the Southern Pacific spent \$42,464,362 for maintenance of way and structure.

Another seat has been sold in the San Francisco Stock and Bond Exchange. This time it brought \$90,000. Last year the highest price paid was \$40,000.

The broad gauging of the Nevada-California-Oregon line is now complete and one will be able to penetrate Modoc county on a standard gauge line to Alturas. The crews are working on the further development to Lakeview, Oregon.

In public utilities, Pacific Lighting is still the strong feature, gaining ten points in one week and Pacific Gas Common showed the same tendency to rise, but not so markedly.

San Francisco Stock and Bond Exchange happenings disclose, for the most part, movements on the part of the Bank of Italy, United Bank, and Caterpillar Tractor. Bank of Italy touched a new high at 249 3/4, from a low of 245, closing at 247. Showing still a raise of 1 percent over the preceding week.

According to the figures made public by the California Taxpayers' Association, it cost 173.3 per cent more in 1926 than it did in 1915 for the operation and maintenance of the state governments of the United States. There is an enormous increase in governmental payments for interest. In 1915 the state governments had a per capita of population interest charge of 19 cents, but in 1926 it was 66 cents, an increase of 347 per cent.

Mr. Evans of the California Taxpayers says "There is only one way to reduce burdens and to reduce tax rates, that is to stop unnecessary spending of money." The point is that it is not easy to say what money is expended unnecessarily. It has been found by actual experience that money spent on social service which might seem to be extravagant, is, as a matter of fact, quite economical, taking the matter in its broader aspects.

Like most industries, says the Department of Commerce, the petroleum refining industry has been confronted with a problem of a decreased margin of profit, due to a general lowering in prices and to rising costs. This has led to the acceleration of a program of efficiency, saving in fuel being the most important factor. A refinery now consumes only one-tenth of the fuel formerly necessary.

There is talk about a Curb Exchange for San Francisco. This would be separately housed and in every way distinct from the San Francisco Stock and Bond Exchange. Membership in the San Francisco Stock and Bond Exchange would imply membership in the Curb Exchange and a sale of seats to the public. It is announced that the curb exchange would deal only in securities not admitted to listing in the San Francisco Stock and Bond Exchange.

The Western Pipe and Steel Company of California has been doing great work in furnishing the pipe lines which are so necessary in the rapid development of this part of the world, particularly in Southern California. The problem is that every additional comer means an additional water consumer and the smaller municipalities would be hard put to manage the task of supply without such skilled assistance.

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## Political Hop-Offs

That old boat of Dr. J. M. Toner is surprising the on-lookers and listeners by its capabilities. Ever since it took off the flight has been sustained remarkably and everywhere it happens enthusiastic receptions are the vogue. Women of the Bayview district have now organized for the medical pilot with headquarters at 1775 Oakdale avenue, and if enthusiasm will put the doctor over, then he's made it.

The candidacy of Maurice T. Dooling is bringing to the fore a surprising number of able supporters fired with the sole thought of seeing the young attorney make the goal of his ambition: district attorney. Albert A. Rosenshine, local lawyer and attorney for the California Banking Commission, formerly assemblyman from the thirty-first district has joined the ranks of those outstanding citizens who have come to the front with endorsements of Mr. Dooling. A recognized leader in legal and political reform, the endorsement of Mr. Dooling by Mr. Rosenshine is a great boost for his success.

An enthusiastic response to the effort of Fred Suhr, former supervisor and candidate this year for the same office, is evident wherever Mr. Suhr puts in an appearance. The personal touch he extends in his business—one calling for kindness and consideration in the hour of sorrow—has made him a host of friends.

Even in the political field, worth is measured by performance and this quality displayed as a member of the board of supervisors by Jesse C. Colman, is gathering to his candidacy to succeed himself, numerous retainers. Mr. Colman has been an able supervisor and should be returned to the board.

Although there is no connection twixt the betting fraternity and Assessor Wolden, yet there is a significance in the fact that this gentry are not apt to hitch their odds to a lost cause and it is related that takers of wagers are posting Mr. Wolden as a two to one favorite to win.

Showing in what esteem John B. Badaracco, supervisor and candidate for re-election is held, his backers comprise such sterling citizens of San Francisco as George J. Giannini, banker, J. B. Fugazi, steamship agent, Daniel C. Murphy, banker, James B. Wilson, secretary of the Brotherhood of Teamsters, Albert A. Rosenshine, attorney for the California Banking Commission and a long row of others equally notable.

As a token of the confidence they have in Ralph McLeran, candidate for supervisor, San Francisco businessmen have organized to put him over on November 8th. John C. Bender is chairman of a campaign committee composed of Dennis Sullivan, George Forderer, John Roberts, Frank Molloy, James R. McElroy, T. B. Butler and Thomas Guilfooy. With businessmen behind him, Mac should make it.

The dignified campaigning of Julius Godeau for supervisor is piling up for him a large number of supporters attested in the big number of clubs formed for his support since he proclaimed his candidacy.

If the quality of his support is an omen of his success, then Emmett Hayden, supervisor and candidate for re-election, is already in. Himself a businessman, his supporters are the sterling type of local people headed by that national figure, Former U. S. Senator James Phelan.

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ELECT  
MAURICE T.  
**DOOLING**  
District Attorney

November 8



Re-Elect

J. EMMET  
**HAYDEN**  
SUPERVISOR



Chairman of the Auditorium Committee for Eight Years

RE-ELECT

SUPERVISOR

# JESSE C. COLMAN

For a Business  
Administration

RE-ELECT  
J. B.

# BADARACCO

Supervisor

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ELECT ✓✓

RALPH  
**McLeran**  
Supervisor

VOTE FOR

**JULIUS S. GODEAU**

FOR  
SUPERVISOR



VOTE FOR  
(Supervisor)

**James B. McSheehy**

FOR  
Assessor

He Is Capable, Honest and  
Conservative



Elect ✓✓✓

FRED  
**SUHR**  
SUPERVISOR

**Bar Association Endorsement**

Roger Sherman, chairman of the campaign committee of the San Francisco Bar Association which is seeking the election of Judge Lile T. Jacks, incumbent, and Leo A. Murasky, as police judges, yesterday issued the following statement to the voters of San Francisco:

"We believe that the bar association, representing the organized lawyers of this city, is particularly qualified to pass on the fitness of candidates for police magistrature. This association does not endorse any candidates for any except judicial offices. No assessments are imposed upon those whom it does endorse and any money spent for its campaign is donated by the lawyers of San Francisco.

"The Bar Association believes that you citizens of this city have the right to look to the organized lawyers of San Francisco for advice in respect to the qualifications of those who seek to hold judicial positions and it is only for the purpose of performing what it considers a high public duty that the Bar Association is taking part in this contest.

"We therefore say to the people of our city that of the three candidates for police judge, the two who are deserving of the votes of the people and who should be elected are Lile T. Jacks and Leo A. Murasky. We ask you to vote for Jacks and Murasky in the interests of improved police court conditions."

**Norman D. Cook for District Attorney**

Norman D. Cook, who has had twenty years of active successful and extensive law practice in San Francisco, is a candidate for the district attorney's office. He pledges that he will personally supervise all the cases brought before the district attorney, and to personally try the cases that should receive the time and attention of the office executive.

A sentence coined by a San Francisco wife: "Keep your boys out of the poolhall and the poolhall out of the city hall," has been given to and accepted by the Rolph workers and it typifies the campaign for cleanness in politics stressed by the Mayor in his past acts and present run for office. He does "not choose" to stoop to mudslinging in order to gain his goal.

**Travel**

(Continued from Page 1)

attraction of these ruins is the fact that Zimbabwe is a very delightful holiday resort, very fertile and exceedingly picturesque with decorative trees in great variety and gorgeous flowers.

All this sight-seeing is made enjoyable through the splendid traveling facilities that exist in South Africa. The railways are exceedingly up-to-date and passenger comforts are particularly catered to.

These are some of the attractions for tourists, and South Africa has also many advantages to offer to the prospective settler. There is plenty of room for new comers in districts that are desirable for farming or for other business enterprise; land is cheap in many parts, native labor is easily and economically obtained, and with the rapid development of all that modern civilization can devise, South Africa is a country well worth a leisurely visit.

\* \* \*

Famous last words in Mexico: "I hereby announce my candidacy for president."—Chicago Tribune.

The statement that the sexes are equal mentally will be taken as a compliment by many husbands.—Washington Star.

# No Upsets

By Lyman Martin

The football season has passed the half way mark. Beginning this Saturday, the teams will swing into their November games with more polished plays, more powerful charges in the lines, and stronger opponents to meet. The average football fan and professed critic of the gridiron sport are vain critters. Before the season starts, and during the first few weeks of play, they think that they know who is going to win every game and why—and how!

Whenever they are wrong, the fans say "an upset," the critics being a great deal smarter, astound the world and write: "An upset."

Yea, verily, this has been a season of upsets, which goes to prove that we are at the best guessers. Who would have it any other way? Sport is sport because of the very uncertainty of it. If it were cut and dried for such and such a team to win, it would be drama; may-haps comedy; possibly tragedy.

\* \* \* \* \*

Kezar stadium out in our own Golden Gate park has been the homeground for the gridiron team of St. Mary's this year.

It is here that the Saints are to play Gonzaga Sunday. Last year the Gonzaga team was one of the most feared in the Far Western Conference. This year, precious little news has come from the North, but all indications are that Gonzaga still has a very strong team.

Coach "Slip" Madigan's St. Mary's varsity was sorely hit by injuries in the Stanford game. Kasperwicz and O'Gorman, two of the first string backfield, are still out of the game. Madigan has been experimenting with a sophomore backfield with indifferent success. It was not until the closing moments of the last two games that they aroused themselves sufficiently to roll up scores upon St. Ignatius and Nevada.

One player on the St. Mary's varsity, whose all around brilliance never seems to dim, is Captain Larry Bettencourt. He is a real All-American center. Even when St. Mary's was being defeated by California, Bettencourt was an ever-present threat.

\* \* \* \* \*

Earlier in this week the trains and boats leaving for Los Angeles will be crowded with football fans hoping for the California Golden Bears to beat the Trojan horde of the University of Southern California. These Trojans came up here to tie Stanford just two weeks ago. They brought to our notice a football team composed of Morley Drury in the backfield and Jesse Hibbs in the line. Of course there were others, but why? To the casual observer these two men were the team.

Over at the California stadium last week the Bears administered a 21 to 0 walloping to the Olympic Club. In this contest the second string Bear line was used throughout the game. For the backfield Coach "Nibs" Price used a speedy combination, composed of Lom, Cockburn, Marcus and little Lee Eisan. Coach Jones of the Trojans was scouting the game. He has plenty of news to take back to his charges—all bad. He saw no trick plays, but he saw a young San Franciscan named Eisan make two of the prettiest openfield runs ever executed around these parts. Against such a team as the Olympics this was no "mean feat." If, by seeing this game, Jones can devise some means of stopping Eisan, his trip will not have been in vain. The Trojans have Drury, The Bears have Eisan.

Up at Portland, last Saturday, Stanford took the Oregon Aggies into camp 20 to 6. Stanford at last seems to have come into its own. All of the scores were the result of sustained drives for the goal line.

There were few fumbles. The cards played good steady Warnerized football. The only mar in the Stanford play was a fumble in the last minutes of play. The Aggies immediately scored a touchdown. In a close game this would have been disastrous.

*Elect* ↘

Judge Lile T.  
**JACKS**

and

Leo. A.  
**MURASKY**

**POLICE  
 JUDGES**

⋈

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**NORMAN D.  
 COOK**

for  
 District Attorney



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TRANSMISSION AND MOTOR — CLEANING — TOP DRESSING

## Petrol Paragraphs

By K. R. Schwartz

National Automobile Club

Several miles of the road now under construction between Lower Lake and Wilbur Springs have been completed, according to information from the division of highways. The work is under construction by convict labor and the completed section is in good condition, while the remainder of the road is open to traffic and is being maintained in fair condition. As soon as the winter rains start, however, the road becomes rough, and later in the season is practically impassible, owing to the fact that it has never been permanently improved and surfaced.

There is no bridge over Cache Creek and as soon as the water rises in the creek, the road is closed to traffic. It is expected that the bridge over Cache creek will be completed within the next year and that the road work will have progressed to the extent that it will be in good shape for the most part of its length.

\* \* \*

Rubber signal posts are the latest trick on the streets of Chicago. They are about two feet high, have a large "stop" sign on them and are installed in streets opening into boulevards. If a car runs over them, they bend flat to the pavement and spring back into position after the car has passed. Similar signs are putting in an appearance down on the peninsula.

\* \* \*

Superstitions attaching to the number "13" did not in any way affect the Joint Board of Interstate Highways appointed by the Secretary of Agriculture, for they have laid out United States Highway No. 13 and will in time mark it with 13's, strung along from Morrisville in Pennsylvania to Cape Charles, Virginia. The highway is 245 miles long, and so far as is known, the accident ratio is no higher on it than on U. S. No. 1 or any other number.

\* \* \*

The much-heralded opening of New York's twin Holland tubes which provide a two-way vehicular highway between lower Manhattan and Jersey City, is to take place on November 13 at 12:01 a. m., just nine years and four months after engineers first met to map out the project. Traffic will be maintained 24 hours a day, beginning the 13th, while opening ceremonies will be held on the day before.

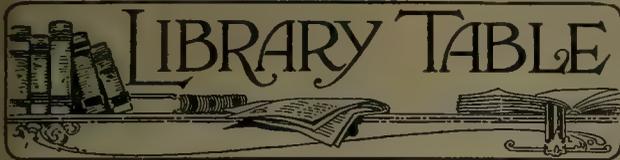
Automobile thieves are going to find it very difficult in San Francisco to rent private garages or other places where they can strip and otherwise alter machines they have stolen, according to W. E. Schoppe, superintendent of the Theft Bureau of the Pacific Coast Automobile Underwriters conference.

Announcement was made recently by Schoppe's office that the San Francisco police department has undertaken an intensive campaign in the city to force all owners and lessees of private garages to obey Section 56 regarding garage owner's reports, which was passed into the California Vehicle Act by the recent legislature. Section No. 56 was designed to make it easy for police to trace stolen machines and to make it hard for thieves to obtain a hiding place in which they may work at their leisure to alter the appearance of a stolen car.

\* \* \*

A trick gasoline pump which is automatically controlled by dropping the necessary coin into a slot has been invented in Canada. The gasoline servant does not require any attendants, and may soon make its appearance in the United States.

Next to sales in the delicatessen and grocery business, automotive sales are the largest in Atlanta, Georgia, says a report from that city.



By Eleanore F. Ross

THE ANATOMY OF VIRTUE, by Vincent Sheean; The Century Co.; price \$2.00.

Judith Quale, the heroine of the book, is one of those "Anglo-maniacs" which Gertrude Atherton wrote about many years ago; an American, coming from several generations of Americans, she marries an English duke, and thenceforth becomes a Britisher, not only legally, but spiritually.

Her devotion to her husband is given a severe jolt when she discovers his habitual unfaithfulness, and she has the strength of character to separate herself from him, not long after the birth of her son. Her intense desire to lose herself in the study of English politics, her seriousness towards all things British, her visits to the "cottagers" of her district, in the quest of votes for campaigning members of her family for parliament, might strike the American reader as pathetic, bordering on the ludicrous, were it not that any intelligent reader, American or otherwise, cannot help but love her sterling character, her great desire to do good, and her ambition to be of help to her adopted country.

"The Anatomy of Virtue" is a well written, very interesting, and quite enlightening little volume.

DEPARTING WINGS, by Faith Baldwin; Dodd, Mead & Co.; price \$2.00.

What a pretty title, isn't it? What a pretty cover! With blue birds flying over a background of pale gray. And how ultra modern, for this is a story of an aviator, who, having once known the joy of flying, can find nothing else in life that comes up to the thrill of feeling a plane bend and bow, lift and lower to his touch; to consort with the birds, to leave, for the time being, all his cares behind him, below him, on the sordid earth!

Why should such a man have felt the necessity of marriage? Why not have loved and then flown away? And ultimately, that is really what he does. The sound of the departing wings of love comes only too distinctly to the heroine, even though her hero remains with her.

THE SEASON FOR JOY, by Barbara Blackburn; The Dial Press; price \$2.00.

No particular style, construction or plot may be discovered in this story by an author who is a very successful automobile broker during the day, but accomplishes her literary labor at night in bed, or on week-ends and holidays. Miss Blackburn belongs to the new generation of self-supporting young Englishwomen which the late war created, and one can well imagine that writing books is with her, a much enjoyed pastime. She has a quaint sense of humor, a keenly developed philosophy, a way of picturing her characters so vividly that you feel as if you were intimately acquainted with them, but the art of writing is, apparently, absolutely unknown to her.

The group of young people involved in "The Season for Joy" are real, live youths and maidens, and the nonsense in which they indulge themselves, is very interesting and refreshing.



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# RADIO

By C. J. Pennington



By C. J. Pennington  
On the Air

With a program scheduled to last over a period of 27 hours KFRC will carve its first birthday cake, November 1 at 9 o'clock. The anniversary program will bring before the microphone the Cadillac-La Salle symphony orchestra and the most outstanding soloists of the West, which will be followed by an extensive presentation of KFRC's popular Blue Monday Jamboree program.

From midnight until 7 a. m. the next morning, when the station's daily program begins, elaborate plans have been made to introduce all artists who have performed over this station within the past six months.

On Sunday, October 30, the Crosley Moscow Art Orchestra will present an hour's program over the Pacific Coast Network of the National Broadcasting Company from 5:30 to 6:30 p. m., Pacific time.

Discharged "B" batteries, often a cause for lack of distance range in any set, can be detected by touching the phone clips lightly to the cell terminals, one cell at a time. If no click is heard in the phones, or only a weak click, the batteries are dead and must be replaced.

Under the direction of Max Dolin, the National Opera Company will present the opera, La Somnambula, by Bellini over the Pacific Coast Network on Monday evening October 31 from 8 to 9 p. m.

A very feeble signal strength is often found in the form of ground used, and in such case an entirely different kind of ground should be chosen. In cities, a water pipe will be found to be the best object for use as a ground. As a waterpipe is an excellent conductor of electricity, and

will run for miles through the earth, it must therefore make a good connection with the ground. Always connect the ground wire to the pipe as nearly as possible to the point where the pipe enters the building. In case a water meter is used in the building, the best way is to connect the ground wire from the radio set to the part of the pipe on the far side of the water-meter.

\* \* \*

Lessons in the art of playing bridge will be broadcast over the Pacific Coast Network of the National Broadcasting Company, by the United States Playing Card Company. This feature will be on regularly each Tuesday evening from 8:30 to 9 p. m. Tuesday commencing November 1.

A typical Eveready hour program sponsored by the National Carbon Company, will be offered listeners of the Pacific Coast Network on Tuesday evening November 1, from 9 to 10 p. m.

"The Vagabonds" will take a trip to the mountains on Tuesday evening from 10 to 11 p. m. Music appropriate and descriptive of the mountains will be broadcast by this popular group.

\* \* \*

In case of built-in speakers on assembled sets, a speaker unit will sometimes be a cheap inferior type. In a case of this kind it is advisable to replace the unit with one of reputable make. This can be done by simply detaching attachment cord and screwing off unit.

For the Retold Tales Hour the program department has selected Rudyard Kipling's story "The Man Who Would Be King." For Wednesday, November 2, from 9 to 10 p. m.

\* \* \*

It is understood that the heart of the radio is the vacuum tubes, which should be occasionally inspected and tested for their output. It should be remembered that a tube which will work on the audio side of your set, will not always work on the radio frequency side, hence always use your best tubes on the radio frequency sockets of your set. As the detector is a rectifying agent too much trouble cannot be spent in selecting a good one. The fact that the detector works on local stations, by no means proves that same will rectify on the weak signals coming from far off stations.

\* \* \*

From the Los Angeles studio of the National Broadcasting Company will come a program of music built

## Programs for Next Week

KFRC—DON LEE  
SAN FRANCISCO—454

- Sunday, October 30**  
 12 noon to 1:00 p. m.—Church service.  
 5:00 to 6:00 p. m.—Organ recital.  
 6:00 to 6:30 p. m.—Talk.  
 6:30 to 7:30 p. m.—Twilight recital.  
 8:30 to 10:30 p. m.—Walter Krausgrill's Orchestra.
- Monday, October 31**  
 7:00 to 8:00 a. m.—Seal Rock program.  
 8:00 to 9:00 a. m.—Musical program.  
 10:00 to 11:00 a. m.—Musical program.  
 11:00 to 11:30 a. m.—Household hints.  
 11:30 to 12:00 noon—Amateur tryouts.  
 12:00 to 1:00 p. m.—Sherman, Clay program.  
 4:30 to 5:30 p. m.—Organ recital.  
 5:30 to 6:00 p. m.—Mac and his gang.  
 6:00 to 6:20 p. m.—Joe Mendel and Pep Band.  
 6:20 to 6:30 p. m.—Stage and screen, police reports.  
 6:30 to 7:00 p. m.—Sports talk  
 7:00 to 7:30 p. m.—The Cecilians  
 8:00 to 10:00 p. m.—Blue Monday Jamboree.  
 10:00 to 12:00 p. m.—Dance program
- Tuesday, November 1**  
 7:00 to 8:00 p. m.—Seal Rock program.  
 8:00 to 9:00 a. m.—Musical program.  
 10:00 to 11:00 a. m.—Musical program.  
 11:00 to 11:30 a. m.—Doings of Dorothy.  
 11:30 a. m. to 12:00 noon—Amateur tryout program.  
 12:00 to 1:00 p. m. Sherman, Clay concert.  
 4:30 to 5:30 p. m.—Organ recital.  
 5:30 to 6:20 p. m.—Mac and his gang.  
 6:20 to 6:30 p. m.—Stage and screen.  
 6:30 to 6:50 p. m.—The Cecilians.  
 6:50 to 7:00 p. m.—Investment talk.  
 7:00 to 7:30 p. m.—The Cecilians  
 8:00 to 8:30 p. m.—KFRC Radio Movie Club.  
 8:30 to 9:00 p. m.—Shell Oil Serenaders.  
 9:00 to 11:00 p. m.—Anniversary program.  
 11:00 to 11:15 p. m.—Joe Benson.  
 11:15 to 12:00 p. m.—One Year After Carnival.
- Wednesday, November 2**  
 7:00 to 8:00 p. m.—Seal Rock program.  
 8:00 to 9:00 a. m.—Musical program.  
 10:00 to 11:00 a. m.—Musical program.  
 11:00 to 11:30 a. m.—Household hints.  
 11:30 to 12:00 noon—Amateur tryout period.  
 12:00 to 1:00 p. m. Sherman, Clay concert.  
 4:30 to 5:30 p. m.—Organ recital.  
 5:30 to 6:20 p. m.—Mac and his gang.  
 6:20 to 6:30 p. m.—Stage and screen.  
 6:30 to 7:30 p. m.—The Cecilians.  
 8:00 to 9:00 p. m.—Maxwell House Coffee program.  
 9:00 to 10:00 p. m.—KFRC Ensemble and soloists.  
 10:00 to 12:00 p. m.—Dance program.
- Thursday, November 3**  
 7:00 to 8:00 a. m.—Seal Rock program.  
 8:00 to 9:00 a. m.—Musical program.  
 10:00 to 11:00 a. m.—Musical program.  
 11:00 to 11:30 a. m.—Doings of Dorothy.  
 11:30 to 12:00 noon—Amateur tryouts.  
 12:00 to 1:00 p. m.—Sherman, Clay program.  
 4:30 to 5:30 p. m.—Organ recital.  
 5:30 to 6:20 p. m.—Mac and his Gang.  
 6:20 to 6:30 p. m.—Madame Marie's beauty talk.  
 6:30 to 6:50 p. m.—The Cecilians.  
 6:50 to 7:00 p. m.—Stage and screen.  
 7:00 to 7:30 p. m.—The Cecilians.  
 8:00 to 9:00 p. m.—Mona Motor Oil Co.  
 9:00 to 10:00 p. m.—Program and songs.  
 10:00 to 12:00 p. m.—Mark Hopkins dance orchestra
- Friday, November 4**  
 7:00 to 8:00 p. m.—Seal Rock program.  
 8:00 to 9:00 p. m.—Musical program.  
 10:00 to 11:00 a. m.—Musical program.  
 11:00 to 11:30 a. m.—Hints to home-makers.  
 11:30 to 12:00 noon—Amateur tryouts.  
 12:00 to 1:00 p. m.—Sherman, Clay program.  
 3:30 to 4:30 p. m.—Student hour.  
 4:30 to 5:30 p. m.—Organ recital.  
 5:30 to 6:20 p. m.—Mac and his gang.  
 6:20 to 6:30 p. m.—Stage and screen.  
 6:30 to 7:30 p. m.—The Cecilians.  
 8:00 to 9:00 p. m.—Shell Oil Serenaders.  
 9:00 to 10:00 p. m.—Studio program.  
 10:00 to 12:00 p. m.—Mark Hopkins dance orchestra.
- Saturday, November 5**  
 7:00 to 8:00 a. m.—Seal Rock program.  
 8:00 to 9:00 p. m.—Musical program.  
 10:00 to 11:00 a. m.—Musical program.  
 11:00 to 11:45 a. m.—Amateur tryouts.  
 11:45 to 12:00 noon—Announcements of Sunday church sermons.  
 12:00 to 1:00 p. m.—Sherman, Clay concert.  
 4:00 to 5:30 p. m.—Hotel Mark Hopkins Orchestra.  
 5:30 to 6:20 p. m.—Mac and his gang.  
 6:20 to 6:30 p. m.—Stage and screen.  
 6:30 to 7:30 p. m.—The Cecilians.  
 8:00 to 9:00 p. m.—Shell Oil Serenaders.  
 9:00 to 12:00 p. m.—Dance program.
- KYA—PACIFIC BROADCAST CORP.**  
 SAN FRANCISCO—309.1
- Sunday, October 30**  
 11:00 a. m.—Church services.  
 7:45 p. m.—Church services.
- Monday, October 31**  
 7:00 to 8:00 a. m.—Golden Gate Crier.  
 8:00 a. m.—Correct time.  
 12:30 to 2:00 p. m.—Clift Concert Trio.

(Continued on Page 20)

5:30 to 6:30 p. m.—Golden Gate Crier.
6:30 to 7:00 p. m.—Prize package period.
7:00 to 7:30 p. m.—Cliff Concert Trio.
8:00 to 10:00 p. m.—Studio program.
10:00 to 11:00 p. m.—The Golden Gate Amphions.
11:00 p. m.—Correct time.

Tuesday, November 1

7:00 to 8:00 a. m.—Golden Gate Crier.
8:00 a. m.—Correct time.
10:30 to 10:45 a. m.—Diet and health talk.
12:30 to 2:00 p. m.—Cliff Hotel Concert Trio.
4:00 to 5:00 p. m.—Studio program.
6:30 to 7:00 p. m.—Golden Gate Crier.
7:00 to 7:15 p. m.—"Magazine on the Air."
7:15 to 7:30 p. m.—Cliff Hotel Concert Trio.
8:00 to 10:00 p. m.—Studio program.
10:00 p. m.—Correct time.

Wednesday, November 2

7:00 to 8:00 a. m.—Golden Gate Crier.
8:00 a. m.—Correct time.
12:30 to 2:00 p. m.—Cliff Hotel Concert Trio.
5:30 to 7:00 p. m.—Golden Gate Crier.
7:00 to 7:30 p. m.—Cliff Hotel Concert Trio.
8:00 to 10:00 p. m.—Studio program.
Thursday, November 3
7:00 to 8:00 a. m.—Golden Gate Crier.
8:00 a. m.—Correct time.
12:30 to 2:00 p. m.—Cliff Hotel Concert Trio.
5:30 to 7:00 p. m.—Golden Gate Crier.
7:00 to 7:30 p. m.—Cliff Hotel Concert Trio.
8:00 to 9:00 p. m.—Regular weekly meeting "26th Squad."
9:00 to 10:00 p. m.—The Clarion Trio.

Friday, November 4

7:00 to 8:00 a. m.—Golden Gate Crier.
8:00 a. m.—Correct time.
10:30 to 10:45 a. m.—Diet and health talk.
12:30 to 2:00 p. m.—Cliff Hotel Concert Trio.
5:30 to 7:00 p. m.—Golden Gate Crier.
7:00 to 7:30 p. m.—Cliff Hotel Concert Trio.
8:00 to 9:00 p. m.—Studio program.
9:00 to 10:00 p. m.—KYA artists.
10:00 p. m.—Correct time.

Saturday, November 5

7:00 to 8:00 a. m.—Golden Gate Crier.
8:00 a. m.—Correct time.
12:30 to 2:00 p. m.—Cliff Hotel Concert Trio.
5:30 to 7:00 p. m.—Golden Gate Crier.
7:00 to 7:30 p. m.—Cliff Hotel Concert Trio.
8:00 to 10:00 p. m.—Studio program.
10:00 p. m.—Correct time.

KPO—HALE BROTHERS AND THE CHRONICLE
SAN FRANCISCO—422

Sunday, October 30

9:45 to 10:30 a. m.—Church services.
5:00 to 6:00 p. m.—Twilight hour.
6:00 to 6:30 p. m.—States Restaurant orchestra.
6:30 to 8:30 p. m.—Palace Hotel concert orchestra.
8:30 to 10:00 p. m.—Fairmont Hotel concert orchestra.

Monday, October 31

6:45, 7:15 and 7:45 a. m.—Health exercises.
8:00 to 9:00 a. m.—Sperry Flour happy hour.
10:30 to 10:45 a. m.—Ye Towne Cryer service.
11:30 to 12:50 p. m.—Kane's Hawaiians.
12 noon—Time signals, Scripture reading.
12:50 p. m.—Stock market quotations.
1:00 to 2:00 p. m.—Organ recital.
3:30 to 5:30 p. m.—Organ recital.
5:00 to 6:00 p. m.—Children's hour.
6:00 to 6:30 p. m.—Ye Towne Cryer service.
6:30 to 7:00 p. m.—Organ recital.
7:00 to 7:15 p. m.—Lamp-light hour.
7:15 to 7:30 p. m.—Book review.
8:00 to 9:00 p. m.—National Broadcasting Company.
9:00 to 10:00 p. m.—International music.
10:00 p. m. to 12 midnight KPO's variety hour.

Tuesday, November 1

6:45, 7:15 and 7:45 a. m.—Health exercises.
8:00 to 9:00 a. m.—Sperry Flour happy hour.
10:30 to 10:45 a. m.—Ye Towne Cryer service.
11:30 to 12:50 p. m.—Kane's Hawaiians.
12 noon—Time signals, Scripture reading.
12:50 p. m.—Stock market quotations.
1:00 to 2:00 p. m.—Organ recital.
3:30 to 5:00 p. m.—Organ recital.
5:00 to 6:00 p. m.—Children's hour.
6:00 to 6:30 p. m.—Ye Towne Cryer service.
6:30 to 7:30 p. m.—States Restaurant orchestra.
8:00 to 8:30 p. m.—Organ recital.
8:30 to 9:00 p. m.—N. B. C. program.
9:00 to 11:00 p. m.—National Broadcasting Company.

Wednesday, November 2

6:45, 7:15 and 7:45 a. m.—Health exercises.
8:00 to 9:00 a. m.—Sperry Flour happy hour.
10:30 to 10:45 a. m.—Ye Towne Cryer service.
11:30 to 12:50 p. m.—Kane's Hawaiians.
12 noon—Time signals, Scripture reading.
12:50 p. m.—Stock market quotations.
1:00 to 2:00 p. m.—Organ recital.
3:30 to 5:00 p. m.—Organ recital.
5:00 to 6:00 p. m.—Children's hour.
6:00 to 6:30 p. m.—Ye Towne Cryer service.
6:30 to 7:00 p. m.—Organ recital.
7:00 to 7:30 p. m.—Athletics.
8:00 to 9:00 p. m.—Atwater Kent Artists.
9:00 to 10:00 p. m.—National Broadcasting Company.
10:00 to 11:00 p. m.—Palace Hotel dance orchestra.

Thursday, November 3

6:45, 7:15 and 7:45 a. m.—Health exercises.
8:00 to 9:00 a. m.—Sperry Flour happy hour.
10:30 to 10:45 a. m.—Ye Towne Cryer service.
11:30 to 12:50 p. m.—Kane's Hawaiians.
12 noon—Time signals, Scripture reading.
12:50 p. m.—Stock market quotations.

1:00 to 2:00 p. m.—Organ recital.
3:30 to 5:00 p. m.—Organ recital.
5:00 to 6:00 p. m.—Children's hour.
6:00 to 6:30 p. m.—Ye Towne Cryer service.
6:30 to 7:00 p. m.—Organ recital.
7:00 to 7:30 p. m.—Athletics.
8:00 to 9:00 p. m.—Caswell hour.
9:00 to 10:00 p. m.—National Broadcasting Company.
10:00 to 11:00 p. m.—Palace Hotel dance orchestra.

Friday, November 4

6:45, 7:15 and 7:45 a. m.—Health exercises.
8:00 to 9:00 a. m.—Sperry Flour happy hour.
10:30 to 10:45 a. m.—Ye Towne Cryer service.
10:45 a. m.—Ninon, fashion critic.
11:30 a. m. to 12:45 p. m.—Kane's Hawaiians.
12 noon—Time signals, Scripture reading.
12:45 p. m.—Commonwealth luncheon at Palace Hotel.
1:30 to 2:00 p. m.—Organ recital.
4:00 to 5:00 p. m.—Organ recital.
5:00 to 6:00 p. m.—Children's hour.
6:00 to 6:30 p. m.—Ye Towne Cryer service.
6:30 to 7:00 p. m.—Board of Education.
7:00 to 7:30 p. m.—Sports-on-the-air.
8:00 to 9:00 p. m.—Program, the Calpet orchestra.
9:00 to 11:00 p. m.—National Broadcasting Company.

Saturday, November 5

6:45, 7:15 and 7:45 a. m.—Health exercises.
8:00 to 9:00 a. m.—Sperry Flour happy hour.
10:00 to 10:30 a. m.—Domestic economist.
10:30 to 10:45 a. m.—Ye Towne Cryer service.
11:30 to 12:50 p. m.—Kane's Hawaiians.
12 noon—Time signals, Scripture reading.
12:50 p. m.—Stock market quotations.
1:00 to 2:00 p. m.—Organ recital.
2:00 p. m.—Football.
5:00 to 6:00 p. m.—Children's hour.
6:00 to 6:30 p. m.—Ye Towne Cryer service.
6:30 to 7:00 p. m.—States Restaurant orchestra.
8:00 to 9:00 p. m.—National Broadcasting Company.
9:00 to 11:00 p. m.—KPO Dance Orchestra.
11:00 to 12:00 p. m.—Palace Hotel Dance Orchestra.

KFYL—RADIO ENTERTAINMENTS, INC.
SAN FRANCISCO—267

Sunday, October 30

12:30 to 1:30 p. m.—Organ recital.
7:50 to 9:00 p. m.—Church services.
9:00 to 10:00 p. m.—Laura Ellen Windsor
10:00 to 12:00 p. m.—Clyde Cooper's orchestra.

Monday, October 31

8:20 to 10:27 a. m.—Breakfast program.
10:27 to 10:30 a. m.—U. S. weather reports.
10:30 to 11:00 a. m.—Fashion hints.
12:00 to 1:00 p. m.—Luncheon program.
1:00 to 1:30 p. m.—Country store.
5:00 to 5:30 p. m.—Construction reports.
6:00 to 6:50 p. m.—Dinner concert.
6:50 to 7:00 p. m.—Sports talk.
7:00 to 7:15 p. m.—Sports by Geo. T. Davis.
7:15 to 7:30 p. m.—Advertising talk.
8:00 to 8:30 p. m.—Darnelle Sister.
8:30 to 9:00 p. m.—Studio program.
9:00 to 10:00 p. m.—Dance orchestra.
10:00 p. m.—Weather and police reports.
10:03 to 10:30 p. m.—Gloria Del Rae
10:30 to 11:00 p. m.—Walter Cramer.

Tuesday, November 1

7:00, 7:30 and 8:00 a. m.—Health exercises.
8:20 to 10:27 a. m.—Breakfast program.
10:27 to 10:30 a. m.—U. S. weather reports.
12:00 to 1:00 p. m.—Concert.
1:00 to 1:30 p. m.—Country store.
1:30 to 2:00 p. m.—Caswell, Dean, piano and banjo.
5:00 to 5:30 p. m.—Concert.
5:30 to 6:00 p. m.—Construction reports.
6:00 to 7:00 p. m.—Dinner hour concert.
7:00 to 7:15 p. m.—Sports by Geo. T. Davis.
7:15 to 7:30 p. m.—Art course.
8:00 to 9:00 p. m.—Dance orchestra.
9:00 to 10:00 p. m.—Musical program.
10:00 p. m.—Weather and police reports.
10:03 to 10:30 p. m.—Novelty program.
10:30 to 11:00 p. m.—Lloyd Monroe.

Wednesday, November 2

7:00, 7:30 and 8:00 a. m.—Health exercises.
8:20 to 10:27 a. m.—Breakfast program.
10:27 to 10:30 a. m.—U. S. weather reports.
12:00 to 1:00 p. m.—Luncheon program.
1:00 to 1:30 p. m.—Country store.
5:00 to 5:30 p. m.—Concert.
5:30 to 6:00 p. m.—Construction reports.
6:00 to 7:00 p. m.—Concert.
7:00 to 7:15 p. m.—Sports by Geo. T. Davis.
7:15 to 7:30 p. m.—Studio program.
8:00 to 8:30 p. m.—Madeline Evans.
8:30 to 9:00 p. m.—Paul Harasin.
9:00 to 10:00 p. m.—Studio program.
10:00 p. m.—Weather and police reports.
10:03 to 11:00 p. m.—Clyde Cooper's orchestra.

Thursday, November 3

7:00, 7:30 and 8:00 a. m.—Health exercises.
8:20 to 10:27 a. m.—Breakfast program.
10:27 to 10:30 a. m.—U. S. weather reports.
10:30 to 11:00 a. m.—Fashion hints by Babette.
12:00 to 1:00 p. m.—Luncheon program.
1:00 to 1:30 p. m.—Country store.
5:00 to 5:30 p. m.—Concert.
5:30 to 6:00 p. m.—Construction reports.
6:00 to 7:00 p. m.—Dinner hour program.
7:00 to 7:15 p. m.—Sports by Geo. T. Davis.
7:15 to 7:30 p. m.—Art course.
8:00 to 9:00 p. m.—Studio program.
9:00 to 9:30 p. m.—Novelty program.
9:30 to 10:00 p. m.—Studio program.
10:00 to 11:00 p. m.—KFWL Gypsy band.
Friday, November 4
7:00, 7:30 and 8:00 a. m.—Exercise hour.

8:20 to 10:27 a. m.—Breakfast program.
10:27 to 10:30 a. m.—U. S. weather reports.
12:00 to 1:00 p. m.—Musical luncheon program.
1:00 to 1:30 p. m.—Country store.
5:00 to 5:30 p. m.—Concert.
5:30 to 6:00 p. m.—Construction reports.
6:00 to 7:00 p. m.—Program.
7:00 to 7:15 p. m.—Sports by Geo. T. Davis.
7:15 to 7:30 p. m.—Art course.
8:00 to 9:00 p. m.—Studio program.
9:00 to 10:00 p. m.—Dance program.
10:00 p. m.—Weather and police reports.
10:03 to 10:30 p. m.—Gloria Del Rae
10:30 to 11:00 p. m.—Walter Cramer.

Saturday, November 5

7:00, 7:30 and 8:00 a. m.—Exercise hour.
8:20 to 10:27 a. m.—Musical breakfast program.
10:27 to 10:30 a. m.—U. S. weather reports.
5:00 to 5:30 p. m.—Concert.
5:30 to 6:00 p. m.—Construction reports.
6:00 to 7:00 p. m.—Dinner hour concert.
7:00 to 7:30 p. m.—Election talk.
8:00 to 9:00 p. m.—Athena Alexandroff, soprano.
9:00 to 10:00 p. m.—Harriet Lewis.
10:30 to 11:00 p. m.—Dance program.
11:00 to 12:30 p. m.—KFWL surprise party.

KLX—OAKLAND TRIBUNE
OAKLAND—508

Monday, October 31

5:00 p. m.—Martha Lee.
5:30 to 6:30 p. m.—Brother Bob's club.
6:30 to 7:00 p. m.—Dinner concert.
7:00 to 7:30 p. m.—Amusement information.
8:00 to 9:00 p. m.—Special program.

(Continued on Page 16)

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day of....., 18.....

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Address.....

9:00 to 10:00 p. m.—Weekly meeting of Lake Merritt Ducks.  
**Tuesday, November 1**  
5:00 to 5:30 p. m.—George Keneipp.  
5:30 to 6:30 p. m.—Brother Bob.  
6:30 to 7:00 p. m.—Dinner concert.  
7:00 to 7:30 p. m.—Amusement information.  
**Wednesday, November 2**  
5:00 p. m.—Martha Lee.  
6:30 to 7:00 p. m.—Dinner concert.  
7:00 to 7:30 p. m.—Amusement information.  
8:00 to 9:00 p. m.—Educational program.  
9:00 to 10:00 p. m.—Special program.  
**Thursday, November 3**  
5:30 to 6:30 p. m.—Brother Bob.  
6:30 to 7:00 p. m.—Dinner concert.  
7:00 to 7:30 p. m.—Amusement information.  
**Friday, November 4**  
5:00 p. m.—Martha Lee  
5:30 to 6:30 p. m.—Brother Bob.  
6:30 to 7:00 p. m.—Dinner concert.  
7:00 to 7:30 p. m.—Amusement information.  
8:00 to 10:00 p. m.—Athens Athletic club orchestra.  
**Saturday, November 5**  
2:15 p. m.—Football.  
7:00 to 7:30 p. m.—Amusement information.

### KGO—GENERAL ELECTRIC OAKLAND—394

**Sunday, October 30**  
11:00 a. m.—Church service.  
5:30 to 6:30 p. m.—National Broadcasting Co.  
7:30 p. m.—Weather report.  
7:35 to 9:00 p. m.—Church service.  
9:00 to 10:00 p. m.—National Broadcasting Company.  
**Monday, October 31**  
11:30 a. m. to 1:00 p. m.—Hotel Leamington concert.  
12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
3:30 to 4:00 p. m.—Women's Clubs.  
4:00 to 5:00 p. m.—St. Francis Orchestra.  
5:30 to 6:00 p. m.—KGO Kiddies' Klub.  
6:00 to 6:45 p. m.—Dance orchestra.  
6:45 p. m.—"What's Happening in the World."  
7:05, weather; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).  
8:00 to 9:00 p. m.—National Broadcasting Company.  
9:00 to 9:20 p. m.—"Chats About New Books."  
**Tuesday, November 1**  
11:30 to 1:00 p. m.—Hotel Leamington concert.  
12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
6:00 to 6:55 p. m.—Dinner concert.  
6:55, news; 7:03, weather; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).  
8:00 to 8:30 p. m.—H. M. and J. P. entertain.  
8:00 to 9:00 p. m.—National Broadcasting Co.  
9:00 to 10:00 p. m.—National Broadcasting Company.  
10:00 to 11:00 p. m.—National Broadcasting Company.  
**Wednesday, November 2**  
11:30 to 1:00 p. m.—Hotel Leamington concert.  
12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
6:00 to 6:30 p. m.—Dinner concert.  
6:30, weather.  
6:35 to 7:30 p. m.—Farm program.  
8:00 to 9:00 p. m.—Vaudeville.  
9:00 to 10:00 p. m.—National Broadcasting Company.  
10:00 to 12:00 p. m.—St. Francis Dance Orchestra.  
**Thursday, November 3**  
11:30 to 1:00 p. m.—Hotel Leamington concert.  
12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
5:00 to 5:15 p. m.—Mental Measurements.  
5:15 to 6:00 p. m.—"Friend to Boys."  
6:00 to 6:55 p. m.—Dinner concert.  
6:55 p. m.—News; 7:05, weather; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).  
8:00 to 9:00 p. m.—The Pilgrims.  
9:00 to 10:00 p. m.—National Broadcasting Company.  
**Friday, November 4**  
11:30 a. m. to 1:00 p. m.—Hotel Leamington concert.  
12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
5:30 p. m.—Wise man from the Land-O-Health.  
6:00 to 6:45 p. m.—Dinner concert program.  
6:45 to 6:55 p. m.—"Weekly Financial Review."  
6:55, news; 7:03, weather; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).  
8:00 to 9:00 p. m.—Rembrandt trio.  
9:00 to 10:00 p. m.—National Broadcasting Company.  
10:00 to 11:00 p. m.—National Broadcasting Company.  
11:00 to 12:00 p. m.—St. Francis Dance Orchestra.  
**Saturday, November 5**  
11:30 a. m. to 1:00 p. m.—Hotel Leamington concert.  
12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
6:00 to 7:00 p. m.—Dinner concert.  
7:00 to 7:15 p. m.—Weather, news.  
7:15 to 7:30 p. m.—Weekly short review.  
8:00 to 9:30 p. m.—National Broadcasting Company.  
9:30 to 10:00 p. m.—Classical program.  
10:00 to 12 p. m.—Dance music.

### KFI—EARLE C. ANTHONY, INC LOS ANGELES—468 METERS

**Sunday, October 30**  
10:00 a. m.—Morning services.  
5:30 p. m.—National Broadcasting Co.  
6:30 p. m.—Boris Myronoff, concert pianist.  
7:00 p. m.—Aeolian organ recital.  
8:00 p. m.—Packard classic hour.  
9:00 p. m.—National Broadcasting Company.  
10:00 p. m.—Bill Funk and his orchestra.  
**Monday, October 31**  
5:30 p. m.—Glenn Edmund's orchestra.  
6:15 p. m.—Radiatorial.  
6:30 p. m.—Gamut male quartet.  
7:00 p. m.—Gene Johnston's Music Box hour.  
8:00 p. m.—National Broadcasting Company.  
9:00 p. m.—Enid Newton, concert pianist.  
10:00 p. m.—Roy Laner's KFI serenades.  
**Tuesday, November 1**  
5:30 p. m.—The Dragon Hawaiians.  
6:00 p. m.—Florence Sanger.  
6:15 p. m.—Prof. Knopf.  
6:30 p. m.—Vest pocket period.  
7:00 p. m.—Pal O'Mine Trio.  
7:45 p. m.—Mantle Lamp Co.  
8:00 p. m.—Nellie C. Mills, violinist.  
9:00 p. m.—National Broadcasting Company.  
10:00 p. m.—National Broadcasting Co.  
**Wednesday, November 2**  
10:45 to 11:05 a. m.—Gold Medal Talks.  
5:30 p. m.—Sebastians Cotton Club Orchestra.  
6:15 p. m.—Radiatorial period.  
6:30 p. m.—Dare Sisters.  
7:30 p. m.—Nick Harris detective stories.  
8:00 p. m.—Calpet Orchestra.  
9:00 p. m.—National Broadcasting Company.  
10:00 p. m.—Nellie C. Mills, violinist.  
**Thursday, November 3**  
5:30 p. m.—Elkin's and Hite's Dixieland Orchestra.  
6:15 p. m.—Radiatorial period.  
6:30 p. m.—Bill Henry and Katherine O'Neill.  
7:00 p. m.—Program by the University of Southern California.  
8:00 p. m.—Drama program.  
9:00 p. m.—National Broadcasting Company.  
10:00 p. m.—Program of modern classical music.  
**Friday, November 4**  
10:45 to 11:05 a. m.—Gold Medal Talks.  
5:30 p. m.—Eugene Biscailuz.  
6:00 p. m.—Florence Sanger.  
6:15 p. m.—Radiatorial period.  
6:30 p. m.—Clarice Russell, blues singer.  
7:00 p. m.—Program by Paul Roberts.  
8:00 p. m.—Scottish Rite Glee Club.  
9:00 p. m.—National Broadcasting Company.  
10:00 p. m.—N. B. C. program.  
**Saturday, November 5**  
10:00 a. m.—Eastern Football game.  
2:15 p. m.—Football game.  
5:30 p. m.—Strangers Social Club Orchestra.  
6:00 p. m.—Florence Sanger.  
6:15 p. m.—Radiatorial period.  
6:30 p. m.—Vest Pocket program.  
7:00 p. m.—Henry Starr, pianist and vocalist.  
7:30 p. m.—Felipe Delgado, Spanish Baritone.  
8:00 p. m.—National Broadcasting Company.  
10:00 p. m.—Packard Radio Club.  
11:00 p. m.—KFI Midnight Frolic.

### KJR—NORTHWEST RADIO CO. SEATTLE—348

**Sunday, October 30**  
7:45 to 8:00 p. m.—Twilight Organ Hour.  
8:00 to 9:30 p. m.—Evening services.  
9:30 to 11:00 p. m.—Concert orchestra.  
**Monday, October 31**  
6:30 to 7:00 p. m.—Time signals, sport news.  
6:30 to 7:00 p. m.—KJR junior hour.  
7:00 to 10:00 p. m.—Studio program.  
10:00 p. m.—Time signals.  
10:00 to 12:00 p. m.—Dance music.  
**Tuesday, November 1**  
6:00 to 6:30 p. m.—Time signals, sports news.  
6:30 to 7:00 p. m.—KJR junior hour.  
7:00 to 10:00 p. m.—Studio program.  
10:00 p. m.—Time signals.  
10:00 to 12:00 p. m.—Vic Meyers' dance orchestra.  
**Wednesday, November 2**  
6:00 to 6:30 p. m.—Time signals, sport news.  
6:30 to 7:00 p. m.—KJR Junior Hour.  
7:00 to 10:00 p. m.—Studio program.  
10:00 p. m.—Time signals.  
10:00 to 12:00 p. m.—Dance music.  
**Thursday, November 3**  
6:00 to 6:30 p. m.—Time signals, sport news.  
6:30 to 7:00 p. m.—KJR junior hour.  
7:00 to 9:00 p. m.—Studio program.  
9:00 to 10:00 p. m.—Concert orchestra.  
10:00 p. m.—Time signals.  
10:00 to 12:00 p. m.—Dance music.  
**Friday, November 4**  
6:00 to 6:30 p. m.—Time signals, sport news.  
6:30 to 7:00 p. m.—KJR junior hour.  
7:00 to 8:00 p. m.—Studio program.  
8:00 to 9:00 p. m.—John Hopper trio.  
9:00 to 10:00 p. m.—Studio program.  
10:00 p. m.—Time signals.  
10:00 to 12:00 p. m.—Vic Meyers' dance orchestra.  
**Saturday, November 5**  
6:00 p. m.—Time signals.  
6:00 to 6:30 p. m.—Sport news, News items.  
6:30 to 7:00 p. m.—KJR Junior Hour.  
7:00 to 10:00 p. m.—Studio program.  
10:00 p. m.—Time signals.  
10:00 to 12:00 p. m.—Vic Meyers Dance Orchestra.

### KGW—MORNING OREGONIAN PORTLAND—491.5

**Sunday, October 30**  
7:30 to 9:00 p. m.—Studio program.  
9:00 to 10:00 p. m.—N. B. C. program.  
10:00 to 11:00 p. m.—Little Symphony orchestra.  
**Monday, October 31**  
6:00 to 7:00 p. m.—Dinner concert.  
7:00 to 7:30 p. m.—Instrumental talk.  
7:30 to 7:45 p. m.—Utility service.  
7:45 to 8:00 p. m.—Talk.  
8:00 to 9:00 p. m.—N. B. C. program.  
9:00 to 10:00 p. m.—Concert.

**AIR LINES**

By Lieut. Blaine Stubblefield



Lieutenant Blaine Stubblefield

The fastest air mail trip on the Western division of the transcontinental route since this line was awarded to Boeing Air Transport, Inc., July 1, this year, was made by Pilot C. K. Vance last

week. Pilot Vance flew from Concord field, 30 miles east of Oakland, to Reno in one hour and 29 minutes, making a stop at Sacramento. His time from Sacramento to Reno, 99 miles, was 55 minutes—one and four-fifths miles per minute. Vance's altitude over the "hump" was 11,000 feet. The plane was a Boeing air mail special, equipped with 425 horsepower Pratt and Whitney "Wasp." This engine weighs only 650 pounds, but it carries its 5700-pound load easily, climbing to 10,000 feet altitude in 19.5 minutes.

\* \* \*

Like electricity, the airplane will soon spread out over a vast field of new uses. The next thing in air service will be parcel post. Air mail contractors and postoffice officials now in conference on the subject at Chicago have agreed that the service should be established at once. They will leave the matter of rates to the Post Office Department in its recommendations to Congress. It is safe to say that air parcel post rates will be practicably low and the service satisfactory. Parcels now go by air mail at the flat rate for first class mail of ten cents per half ounce.

\* \* \*

Among the long list of aeronautical inventions this week is one by a Los Angeles designer which at least commands attention. Inside the propeller cap he places a small electric motor which, when the pilot presses a button, changes the pitch of the propeller blades to "reverse," with the result that the entire power of the engine can be used to bring the plane to a stop. The inventor claims that with this arrangement a landing ship can be stopped in twice its length. The device has at least one good feature: it tends to set the plane back on its tail rather than to nose it over.

\* \* \*

How long will an airplane last? Five "F III's" purchased in 1926, by Ba-

lair, in Europe, have flown 2400 hours each, and are still in good condition. Junkers have flown three planes 2270, 2262 and 2156 hours each, and they are still in flying trim. Other exceptional machines have flown much longer. A plane 2000 hours in the air, at a speed of 100 miles an hour, will cover 200,000 miles, eight times around the world. Automobiles with that much road behind them are usually in need of extensive adjustments.

\* \* \*

Among the various flying instruments now offered for the "smart" dashboard is one that records the distance flown, reading both "season" and "trip" mileage. How does it work? The answer is that it doesn't. As long as the air is comparatively still, the figures on this instrument do not lie. But suppose the plane on which it is mounted is bucking a strong headwind. The plane itself may be making 100 miles an hour through the air, but if the wind is blowing 30 miles, the ground speed of the ship is only 70. Or, if the same ship were flying with or down the same wind, its air speed would be 100 miles, while it would cover the ground at a speed of 130 miles an hour. All of which is to say that the air speed of an airplane does not change so long as the engine speed remains the same, other things being equal. To make another example, if a plane flying 50 miles an hour met a wind blowing 50 miles an hour, the ship would stand still while the "speedometer" went on recording miles. After all, though, the instrument in question records what makes the most difference to the plane—how far it has flown through the air. There is no way to measure the ground miles flown by an airplane, except to assume that the pilot is able to fly a straight course, and then measure the trip on the map.

\* \* \*

When the San Francisco-Salt Lake section of the transcontinental air mail route is lighted for night flying, as it will be in a few months, two nights and a day instead of two days and a night will be the coast-to-coast schedule. Under the present schedule, mail leaves the bay in the morning and arrives in New York on the evening of the second day. Under the new schedule, which it is expected will be worked out by the post office department, mail will leave the bay late in the evening, probably about 10 p. m., and arrive in New York on the morning of the second day. Huge 12 passenger ships will go on the San

(Continued on Page 18)

**Agua Caliente Springs**

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**Air Lines**

(Continued from Page 17)

San Francisco-Chicago section about May first next spring.

\* \* \*

Most of us are ready to believe that mail, express, and passengers will, on a not far distant day, be flown from New York after dinner to San Francisco before breakfast.

Every day new concerns enter the list of air mail users. A San Francisco Bank sends as many as thirty air mail letters a day. Salesmen, sales managers, brokers, engineers, advertisers, printers, retailers, packers, shippers, coast representatives for eastern houses, etc., are speeding up their activities with air mail. Presently no company will find it possible to have important mail dribbling along at an average speed of 35 miles an hour. They can't afford it. Interest and credit charges accrue, and hours lost mean dollars lost. A Chicago bank saves \$100 a day by air mail clearance through New York banks.

**Lecture by Explorer**

Matthew W. Stirling, who used an airplane to reach a hitherto unexplored region of Dutch New Guinea and found an unknown tribe of Pygmies, will tell the story of his interesting adventures and show the remarkable motion pictures of this stone-age people, in the Scottish Rite Auditorium, Thursday evening, November 3, under the direction of Paul Elder. Dr. Stirling, whose expedition made this remarkable ethnological find, received his schooling in Berkeley and was at one time on the faculty of the university.

Due to the educational nature of this event, the tickets are to be at a popular price. They are now on sale at the Paul Elder gallery.

**Paul Elder's**

Ben Legere, former director of the Telegraph Hill Players and of the San Francisco Art Theatre, will read "The Plough and the Stars," by Sene O'Casey, in the Paul Elder Gallery Tuesday afternoon, November 1, at 2:30 o'clock. O'Casey's plays occasioned great excitement in Ireland. The Dublin first nights, particularly of "The Plough and the Stars," resulted in stormy scenes and at least one violent theater riot. Plays of the Irish theater are rarely seen here. Mr. Legere, by association with the original Irish players, is exceptionally equipped to interpret them.

The Vacation Reading Club will hold its annual meeting in the Paul Elder Gallery Saturday afternoon,

November 5th, at 2:30 o'clock. The meeting will be conducted by the officers of the club, Alfred Shepherd, president, presiding, with Betty Van Allen, secretary. Adelyn Brickley Jones, "Aunt Dolly, of The Chronicle Club, and "Cousin Mary," of The Bulletin Junior Club, will be present, and also many authors of popular children's books will contribute to the program.

**The Monterey Peninsula**

Building permits to date this year for Monterey and Pacific Grove total twice the amount of last year's permits. Monterey shows \$978,582 to date this year, as compared with \$436,078 for the same period of 1926. Pacific Grove permits total \$619,024 for 1927, as compared with \$308,388 for last year. The entire Monterey Peninsula is enjoying the greatest building activity in its history.

\* \* \*

Monterey will soon have a municipal rose garden, featuring the many varieties of roses that can be grown on the Monterey peninsula.

The roses of Monterey enjoy a romantic place in the early history of California and played a prominent part in the stories of Robert Louis Stevenson, General Sherman's and other romances of early days at Monterey.

\* \* \*

Hunting conditions in Monterey county are good, while fishing is only fair. There is good duck hunting in the lagoons in the vicinity of Monterey Bay. Small striped bass and perch are being taken in the lagoon at the mouth of the Salinas river. Other fishing is negligible.

**Meeting of the A. E. F. Unit**

It wasn't until the boys had returned from overseas and swapped yarns with doughboys from outfits other than their own, that they realized what a square deal and even break they had received from their regimental commander who led them in four major engagements and was decorated for his ability in doing so.

It is for that reason that the artillerymen of the First Army Artillery Park, A. E. F., a regular army unit, recruited from the youth of San Francisco, will gather at Legion Hall, 68 Haight street, on Monday night, November 14, to pay their respects to the old gray haired Colonel, William H. Tobin, U. S. A., at the reunion, grand ball, and vaudeville show of the organization. The consuls of the nations who participated on the side of the allies will be among the guests.

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**Godeau for Supervisor**

The campaign of Julius S. Godeau for supervisor received tremendous momentum last week at a big testimonial luncheon in the Whitcomb Hotel, tendered the candidate by several hundred of his campaign workers. Mrs. Hannah McDonald presided and the speakers included Brig. General W. D. Potter, Mrs. Grace Bl Calkin, J. H. Douglas, E. H. Harpold, Mrs. A. Armstrong, Mrs. J. J. Ryan, Julius S. Godeau, Mrs. Julius S. Godeau, Mrs. May Barry, Mrs. Hannah McNamara, Mrs. Edna Ferguson, Mrs. Samuel Hayes, Mrs. Dell Eden, Mrs. May Conroy, Mrs. George Saunders and Mrs. Nellie Maloney.

In stressing the necessity of registering every vote at the polls lest over-confidence defeat Godeau's candidacy, Mrs. Calkin said in part: "Everyone interested in clean government must do everything to secure the largest possible vote. Remember it takes thousands of votes to put Mr. Godeau into the place that needs him so badly. In voting for Mr. Godeau we are only doing our civic duty."

In thanking his workers for their support Godeau said in part:

"I am deeply touched at the remarks of my friends. I want them to know that if I am elected supervisor I shall do all in my power to make them proud of their choice. I want to do everything possible for the benefit of the children, to build better schools, to bring industries and factories to this city, and to lower taxes and help the laboring man. Public office is not a question of making money to me. I already have earned what I need. My only desire is to serve the city of my birth."

**Radio Programs**

(Continued from Page 16)

**Tuesday, November 1**  
 6:00 to 7:00 p. m. Dinner concert.  
 7:00 to 7:10 p. m. Talk.  
 7:10 to 7:30 p. m. Utility service.  
 7:30 to 8:00 p. m. Book review.  
 8:00 to 9:00 p. m. Educational program.  
 9:00 to 10:00 p. m. N. B. C. program.  
 10:00 to 11:00 p. m. N. B. C. program  
**Wednesday, November 2**  
 6:00 to 7:00 p. m. Concert orchestra.  
 7:00 to 7:30 p. m. Concert.  
 7:30 to 7:45 p. m. Talk.  
 7:45 to 8:30 p. m. Lecture  
 8:00 to 9:00 p. m.—Concert.  
 9:00 to 10:00 p. m. N. B. C. Program.  
 10:00 to 12:00 p. m. Dance music.  
**Thursday, November 3**  
 6:00 to 7:00 p. m.—Dinner concert.  
 7:00 to 7:30 p. m. God Honor orchestra.  
 7:30 to 7:45 p. m. Utility service.  
 7:45 to 8:00 p. m. Talk.  
 8:00 to 9:00 p. m.—Concert.  
 9:00 to 10:00 p. m.—N. B. C. program.  
**Friday, November 4**  
 6:00 to 7:00 p. m. Dinner concert.  
 7:00 to 7:30 p. m. Program.  
 7:30 to 8:00 p. m. Utility service and talk.  
 7:30 to 8:00 p. m.—Program.  
 8:00 to 9:00 p. m.—Concert.  
 9:00 to 10:00 p. m.—N. B. C. Program.  
 10:00 to 10:30 p. m. Concert.  
 10:30 to 12:00 p. m. Keep Growing Wiser Order of Host Owls.  
**Saturday, November 5**  
 6:00 to 7:00 p. m.—Dinner concert.  
 8:00 to 9:00 p. m.—National Broadcasting Company.  
 10:00 to 12:00 p. m. Dance music.

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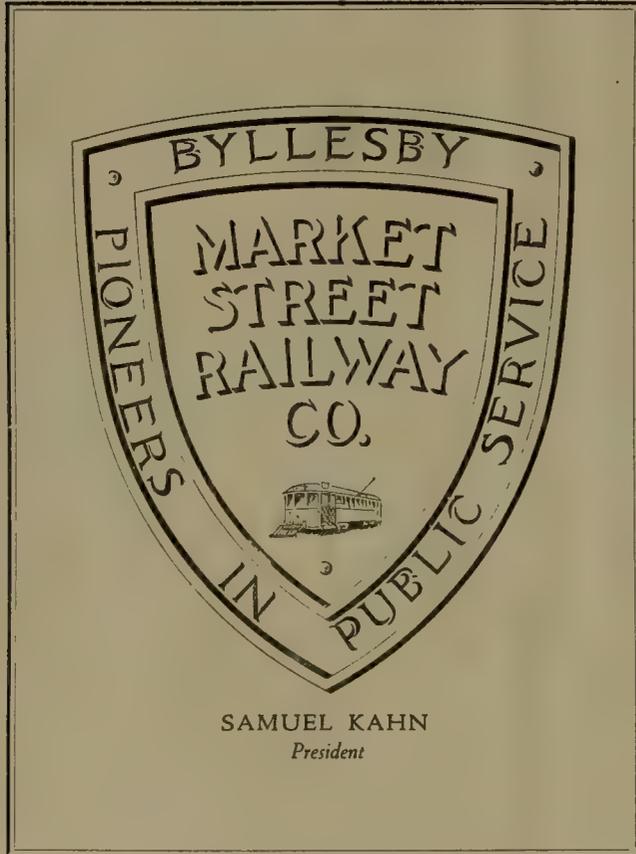
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### Radio

(Continued from Page 14)

around compositions written by Carrie Jacobs Bond, on November 3, from 9 to 10 p. m. \* \* \*

Friday evening from 9 to 10 p. m. the Pacific Coast Network of the National Broadcasting Company will present another of the popular "Philco Hours," sponsored by the Philadelphia Storage Battery Company. \* \* \*

For the hour in Memory Lane program on Friday, November 4, from 10 to 11 p. m. Jerome Stewartson has chosen a variety of numbers of other days for presentation during this hour of old time music. \* \* \*

A feature of the Saturday night revue will be Professor Schnitzer of the Ooniversity of Cincinapolis, popular comedian of the Pacific Coast Network. This program will be presented over the network from 8 to 8:30 on November 5. \* \* \*

On Saturday evening from 8:30 to 9 p. m. November 5, another of the popular Pictorial Revue programs will be presented.

#### CERTIFICATE OF CO-PARTNERSHIP

KNOW ALL MEN BY THESE PRESENTS: That we, the undersigned, George C. Ashley, Frank A. Gregory and William D. Newman, do hereby certify:

That we are copartners transacting business in the State of California, under the firm name and style of A & G STUDIOS; that the principal place of business of said copartnership is situated at 220 Post Street, in the City and County of San Francisco, State of California, and that the names in full of all the members of said copartnership and their respective places of residence are as follows:

GEORGE C. ASHLEY, 114 Central Avenue, Sausalito, California.

FRANK A. GREGORY, 880 Sausalito Boulevard, Sausalito, California.

WILLIAM D. NEWMAN, 225 Harrison Avenue, Sausalito, California.

IN WITNESS WHEREOF, we have hereunto set our hands and seals this 13th day of October, 1927.

GEORGE C. ASHLEY  
FRANK A. GREGORY  
WILLIAM D. NEWMAN

State of California.

City and County of San Francisco, ss.

On this 13th day of October, 1927 before me, Flora Hall, a Notary Public in and for the City and County of San Francisco, State of California, duly commissioned and sworn, resulting therein, personally appeared George C. Ashley, Frank A. Gregory and William D. Newman, known to me to be the persons whose names are subscribed to the within instrument and they acknowledged to me that they executed the same.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal, the day and year in this certificate last above written.

(Seal) FLORA HALL,

Notary Public in and for the City and County of San Francisco, State of California.

#### ASSESSMENT NOTICE

The MINERAL DEVELOPMENT COMPANY, location of principal place of business, San Francisco, California.

Notice is hereby given that at a meeting of the Directors held on the 11th day of October, 1927, an assessment of one-half cent per share was levied upon the issued capital stock of the corporation payable immediately in legal money of the United States, to the Secretary, at the office of the company, Room 245, Monadnock Building, San Francisco, Calif.

Any stock on which this assessment shall remain unpaid on the 12th day of November, 1927, will be delinquent and advertised for sale at public auction, and unless payment is made before, will be sold on Tuesday the 13th day of December, 1927, to pay the delinquent assessment, together with costs of advertising and expense of sale.

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# News Letter

SAN FRANCISCO

ESTABLISHED JULY 20, 1856

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SAN FRANCISCO

Saturday, November 5, 1927

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**NEWS LETTER**



Devoted to the Leading Interests of California and the Pacific Coast

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Vol. CIX

SAN FRANCISCO, CALIF., NOVEMBER 5, 1927

No. 45

## "By Their Good Deeds Ye Shall Know Them"

By Eleanore F. Ross

The San Francisco News Letter has proved itself to be a prophet of no mean ability. In its issue of September 30th, 1911, when James Rolph Jr. was first elected to the office of Mayor of San Francisco, this journal published an editorial which was more than an article of eulogy on the newly-elected official—it was a prediction which has come to pass during the sixteen years of Rolph's administration.

We quote in part from the article in question:

"In the election at the primary of James Rolph Jr., to be mayor for the next four years, there is excellent reason for a broad smile on the face of every San Franciscan. Peace is thereby declared and assured—peace and a long season of progress, of substantial prosperity, of constructive municipal government. Next January the city will have a government it can trust. Sooner than that—as soon as the news is spread throughout the country—the lack of confidence from which we have suffered so long, will come back. Indeed, there is evidence already that the nation appreciates what we have done for ourselves and believes in our civic rehabilitation."

These words are significant: they are eloquent of a past situation in our civic government which had evidently been of such a conspicuously unfortunate nature that we felt compelled to account to the country at large for our actions; we felt the desire to demonstrate to the nation that it should still retain its confidence in San Francisco as a worthy municipality!

Not as yet recovered from the disaster of 1906, preyed upon and fairly rotten with union politics, ruled by bossism, the condition of our city at that time, cried aloud to Heaven for relief.

Building was at a low ebb, for who could tell at what moment that dreadful handicap to modern progress—a strike—might be called? Our beloved city was comparatively speaking, at a standstill financially and socially.

"More than anything else," went on the News Letter of September 30, 1911, "Mayor Rolph is interested in the welfare of this city—of all its classes! Rolph is essentially the loyal, enthusiastic, optimistic San Franciscan, actively and aggressively a progressive in business, intensely radical in all that pertains to the development and maintenance of a strong and sound municipal spirit. Yet he is and will, in all his dealings, be revealed the sane, sober, thoughtful citizen, wearing his responsibilities with an earnest and purposeful sincerity, filled with the sense of justice and fairness. If we have industrial difficulty, it will not be of Rolph's making . . . The News Letter believes it will not come at all. There is not and will not be any necessity for it—not while we have common sense, no-class, constructive government and enjoy the confidence of the world's investors and its seekers of homes and opportunities."

"Every prospect of peace, prosperity and progress is now held up before San Francisco for the next four years . . . There must be a revival here of industry and enterprise whereby more people can make comfortable livings. Our vanishing manufactories will need to be built up again, our lost trade recaptured. The election of Rolph wipes out any doubt there may have been concerning the success of the World's Fair. There will be no shortage of outside capital for that huge undertaking, nor for the host of kindred and cognate ventures that cluster about such celebrations. Nobody will be kept away by evil tales of the social and commercial conditions prevailing here or of the possibilities of internal strife among our people."

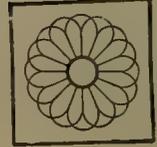
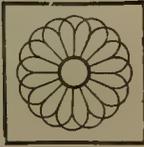
The World's Fair! Will anyone who ever witnessed it, forget that dream of beauty planned and built while most of the nations participating were involved in a colossal holocaust that spread ruin over the face of Europe! That wonderful enterprise accomplished with absolutely no whisper of graft, no hint of the scandal which generally accompanies international expositions. It might be well taken as symbolical of Rolph's determination to do what he sets out to do, even though the rest of the world staggers to its doom.

The Civic Center stands as an enduring monument to the Rolph administration—the integrity and honesty of its building voicing most eloquently the integrity and honesty of its Mayor.

Go back for the moment, and visualize the horse-drawn antiquities of our fire department in the early days of Rolph's reign. Rolph modernized all that! San Francisco needed an adequate water supply; the Mayor set on foot the plans to supply us with this essential. Remember the unsightly cobbled streets which we bumped over for eternities. Smooth asphalt now covers them. The conditions of the public schools were shocking to behold, until Rolph changed them. Twin Peaks tunnel, Stockton tunnel, the Duboce tunnel have all been built during the time that Rolph held the reins of the city in his capable hands.

From a city honeycombed with graft, hag-ridden by unionism, looked at askance by the rest of the world, San Francisco is today a city of which any state or country should be proud, with a Mayor at its head who is more than a ruler of a mere municipality; he is an international figure, admired by potentates of Europe, spoken of as the man who rebuilt San Francisco, and who at all times has, and will have, the progress and welfare of his native city at heart.

"By their good deeds ye shall know them!"



### A Funny World

We have had a judge and a rabbi talking birth control in public and creating all sorts of comment in the public press with respect to matters which formerly were hardly discussed in privacy. We do not suppose that at any other time has there been such wide and free talk about matters concerning which the average man on the ferry boat would turn pink at the very mention.

It must be conceded that the average is losing modesty, at least apparently, for great masses of people paid to hear these discussions and pressed into semi-sacred buildings to hear the secret facts of biology hurled vehemently to and fro by paid advocates of this and that. It was clear that they both believed in birth control, one with marriage, as we know it; the other with a little more elastic connubial arrangements.

How does it happen that there is all this talk about this sort of thing? The older crowd say that it is due to the youth, who, in the post-war revolt against conventionality, have carried the game to its present lengths. That looks all right, but it does not work out. For it was surely not the youth that paid money to hear the distinguished gentlemen who batted arguments on the platform. There were hardly more than a baker's dozen of young people in a very large audience. The audience partly was old; middle-aged for the most part. In fact, it almost made one giggle to see such eagerness regarding birth control among people to whom the question was at the best a very secondary matter.

It would be hard to say what is the attraction in arguments of this sort. One could hear with profit, Judge Lindsey talking on his actual experiences as a juvenile court judge, but Judge Lindsey, generalizing and theorizing on matters concerning which he really knows no more than the rest of us, is far from convincing.

\* \* \*

### The Sovereign People

We are about to have an election. We have been in the throes of preparation for the event for some months now and the air has been heavy with suspicion and intrigue and the accusations which have been brought against men whose citizenship and honor have not heretofore been even under suspicion. The whole thing makes one wonder about the value of elections and ponder upon the actual destructive influences of a method of choosing rulers which seems to poison the public atmosphere and destroy mutual confidence.

This election is no different from many others. All over the country the same brutalities and the same stupidities are repeated, time and time again, until a man whose sensitiveness is no more than should belong to any self-respecting person, is utterly disgusted with the thing and refuses any longer to submit to the indignity.

It is all very well to say that thin skinned people should not be in politics. As a matter of fact, the only people who are really valuable as public servants should be thin skinned, and should resent painfully any animadversions upon their honor and integrity. A man without a sense of honor is no fit person to have responsibilities. Yet, the first thing which the political refuse-monger aims his stinkpots at, is just this sense of honor. He strives to make his opponent not only stupid but dishonorable.

### "We Are Betrayed!"

We begin to notice a tendency on the part of a certain part of the press to endeavor to reproduce in our own midst those sensational and emotional reactions to political happenings which have been for some time the most unpleasant feature of the political life of France.

In the Franco-Prussian war when things went ill with La Patrie, it was not the stupidity of generals or the insubordination of the masses which came in for denunciation at first. No, the first reaction to disaster came in the form of the now historical expression, "Nous sommes trahis": We are betrayed. This was the inevitable reply to any misfortune that happened. And it was an evil reply, for instead of leading to examination and amendment of the evil which had brought the disaster, it merely provided an emotional "get-away."

The Hearst papers, which are very skillful in exploiting the baser elements of popular emotionality, have come back to the French formula and are explaining the lack of success in the matter of naval disarmament by the statement that the American delegation was loaded against its own program. In fact, it says that an American betrayed his own side.

This is all very wrong. We do not believe for a moment that anything like that occurred. Americans do not betray their own people and it is a disgrace to say that they do so. We are sure that every man who went to that conference behaved with all the care and thought for his own nation possible. To think otherwise is to doubt the reality of patriotism and we do not dare to do that. An article which makes such accusations does harm to the cause of true Americanism.

\* \* \*

### The Power Obsession

There is a great hubbub about the power which is presumably to belong to the city upon the definite completion of the much discussed Hetch-Hetchy project. And, to add to the confusion, there is quite a body of people of the extra vociferous variety who are now clamoring for the immediate completion of the proposed power line from Newark to San Francisco. This would cost \$2,000,000 the money going to build the power line. But what would be done with the power when they got it to the end of the line?

It has been pointed out that a distributing system could not be installed without spending \$15,000,000 more, and it is obviously impossible to think about that at present. But, the question must be rubbed into the minds of the noisy ones, what will be done with the power coming into the city via the new line from Newark, when it has been constructed?

That question cannot receive a satisfactory answer at present because none of the means for making use of the power are at hand or likely to be so for some time to come. In the meantime, the power which is now being sold to the city and which if not sold would be earning nothing would be wasted. This does not appear to be a good policy, but when has good policy anything to do with the clamor of the noisy ones? They would rather deprive the city of the revenue now derived from the sale of power than that the matter should proceed quietly and decently to its ultimate completion.

## Local News of the Week at A Glance

### For Those Away From Home

All committees working for the success of the Pacific Trade and Travel Exposition, scheduled for Nov. 11 to 20, sent in their reports last Monday noon, the occasion being the luncheon of the Foreign Trade Club of California at the rooms of the Commercial Club.

Approximately 850 ferry boat employes in the bay district were awarded increases averaging \$10 per month in a decision handed down this week by the board of arbitration affecting workers for the Santa Fe, Southern Pacific and Western Pacific railroads.

Presidio will be stocked with quail, golden pheasants and other semi-wild birds in the near future, according to Col. Frank C. Bolles, commanding officer of the post. Plans are being made to create a sanctuary in the military reservation for wild and semi-wild birds. This is an interesting and most worthy project.

Lieut. Jack Frye, pilot for the Aero Corporation of California, landed at his home field in Los Angeles, from New York, Oct. 30, in one of the latest Fokker airplanes, a single-motored dual control cabin plane. The flight was made in thirty-one flying hours. The plane will probably be used on the air mail route between Los Angeles and Fort Worth, Texas.

R. R. Cannington and T. D. Doyle, two Australian engineers, who are studying railroad methods in the United States, have stated that in their opinion, American prosperity and development are due in large part to the efficiency and scope of its railway facilities. The two engineers sailed from this port for Australia last Wednesday.

California wives who are employed in the businesses conducted by their husbands are entitled to make a separate income tax return of their salaries, according to a ruling made by the Board of Tax Appeals at Washington. This decision was created in the case of Mrs. Delia B. Salomon, whose husband, Leon Salomon, is a San Francisco merchant. She stated that she earned her salary and should be permitted to make a separate return.

The Department of Public Instruction has announced the annual session of San Francisco City and County Teachers' Institute, to be held here the week of December 19th. In the bulletin, the Department of Public Instruction cited Armistice Day, November 11, and urged children of the public schools to participate in the program being arranged by the citizens' committee, headed by Jesse C. Colman.

The head of the traffic bureau of the San Francisco Police Department, Capt. Henry P. Gleeson, passed away last Sunday morning; death resulting from a heart affliction. Capt. Gleeson was preparing to go to his office after a brief vacation, when the end came. Gleeson advanced to the head of the traffic department, from the ranks when he first served in this department as patrolman in the year 1888. He was a splendid looking man, most faithful to his duties, cordial and very much beloved, and San Francisco suffers a great loss in his passing.

San Francisco was the wettest place in California, last Sunday, when .87 of an inch of rain fell in the twenty-four hours ending at 5 o'clock in the afternoon.

The grape car plan, designed to assure grape growers sufficient cars for the transportation of their crop at the proper time, has given complete satisfaction, so it was announced Wednesday at a meeting of representatives of the American Railway Association.

Another great bank building which will contain perhaps the biggest and most ornate banking room on the Coast, is being fitted up for the Bank of Italy on the southwest corner of Montgomery and California streets, and is expected to be ready for occupancy December 15th.

Prince William of Sweden will be a visitor in San Francisco Sunday and Monday. He has requested that no public reception be given, and these wishes are to be respected. Sunday evening the International Organization of Poets, Editors and Novelists will give the Prince a reception at Hotel Mark Hopkins and Monday he will be a guest at luncheon at the Bohemian Club.

In the pink of condition, far different from that of her return last year, Miss Helen Wills stepped off the Pacific Limited at Berkeley early this week, saying it was the most enjoyable trip she had had. Miss Wills captured the greatly coveted all-English championship at Wimbledon from a field of the best amateur women players in the world.

Captain Frederick Giles expressed in a speech given Wednesday night at a meeting of the National Aeronautical Society, that transoceanic flying, except in planes properly equipped for alighting on water, should be stopped immediately. Captain Giles, who is arranging for a flight from here to Australia, was the guest of honor at the meeting. He is a former member of the British Royal Air Service.

Last Monday evening was the opening night of the Far Western boxing championships, taking place at the Golden Gate arena. Members of the Hollywood Athletic Club and the Olympic Club took the most prominent part in the boxing championships. Milo Mallory, Olympic Club boxer and wearer of the national amateur heavyweight crown, was knocked out cold in his first appearance. Tom Elliott, a comparatively unknown from the Hollywood Athletic Club, put the champion to sleep in the second round.

Next Monday will see a group of eager young singers from all parts of Northern California in San Francisco, for the state radio contest. From all walks of life they have been chosen, as follows: Miss Marie Wolf, from Redding; Miss Doris Colleen Kelley, Roseville; Herbert Miller, San Jose; Miss Mildred Ward, from Paso Robles; Miss Florence Bennallack, Grass Valley; Miss Margaret Simpson, Fresno; Clifton Adcock, Salinas; all of these, together with the thirty or more contestants from other parts of the State, will be tried out, to find out and bring forth genuine talent for KPO.



By Antoinette Arnold

### Bridal Days

With the nearer approach to Christmas holidays, and the winter border-months, wedding bells ring right merrily.

Such a lot of lovely weddings!

Brides ever have been lovely, of course, but this season they are just more glorious and attractive than ever!

Home weddings, church weddings, hotel ceremonies, each, in turn, with settings enhancing the beauty of the bridal party; each, in turn, the center of interest—to "hearts that beat as one."

\* \* \*

### McLaughlin-Doolittle

A wedding which united two well known families took place Wednesday, October 12, when Miss Jean McLaughlin became the bride of Mr. Jefferson Jennings Doolittle at the home of the bride's mother, Mrs. Alfred McLaughlin on Clay street.

Miss Adrienne Sharp, cousin of the bride, was maid of honor and the only attendant, Mr. George Nixon, was best man.

The groom is the son of Mrs. G. J. Barker and the late Jefferson E. Doolittle. The wedding, though simple, was a most charming one and the bride was "a dream" in her wedding gown.

\* \* \*

### Church Wedding

An elegant church wedding took place at St. Luke's Church, Tuesday, October 4, when Miss Doris Harrigan, daughter of Mr. and Mrs. A. L. Harrigan, became the bride of Mr. John Douglas Morse, son of Mr. and Mrs. Charles Percy Morse.

Miss Betsy Harrigan was maid of honor at her sister's wedding and the bridesmaids were Misses Mariona Smith and Hannah Barrett. Little

Mary Jane Smith and Helen Elizabeth Schroeder were flower girls.

Mr. Grant Morse was best man and the ushers were Bruce Cruickshank, Robert Frederick, Morse Frazier, Benning Cook.

\* \* \*

### Miss Fay Engaged

Miss Phyllis Fay, the charming daughter of Mr. and Mrs. Philip J. Fay, announced her engagement at a luncheon given at the Olympic Country Club, Lakeside, to Mr. Arthur Stevenson, son of Mr. and Mrs. William M. Stevenson.

Novelty, so rare these days in the way of clever engagement announcements, certainly distinguished this lovely affair, and the bride-to-be, always decidedly original, has been the recipient of praise as well as happy felicitations.

Towards the close of the luncheon, while every guest was on the qui vive for something to happen, two newboys rushed into the luncheon room lustily crying: "Extra."

They then gave miniature newspapers to the guests. The newspapers carried big headlines which read: "Fay-Stevenson—Big Merger—Diamond Found on Fay Territory."

The excitement over the "news" started everyone talking at once as each one read the interesting betrothal, while the bride-elect seemed to thoroughly enjoy the surprise contained in the "extra."

The luncheon was a beautiful affair in all of its appointments, table decorations, favors and entertainment plan being the very last word in smartness and charm.

\* \* \*

### Gold Terrace Room Scene of Tea-Dansant

Miss Caroline Lindhart Beedy was the charming hostess at the first formal tea-dansant given in the new Gold Terrace room at the Fairmont Hotel on Friday afternoon, October the twenty-eighth. The decorations were in harmony with the gold and black of the room, which has as its motif the old classical French salon. Tea was served from a buffet table beautifully decorated with autumn blooms in urns of ornate design.

\* \* \*

### Author Greets Friends

After an illness of many months,

Mrs. William Beckman, author of seven books on world travels and philosophy, was hostess to a group of friends last Saturday night, at the Stewart Hotel where she makes her home.

Mrs. Beckman sat at a prettily decorated table during a dinner which she designated as a "Thanksgiving" event and greeted, in gracious and well chosen words, her guests of the evening. Tributes to the brilliant author and philosopher were introduced, in an original way, by her relatives and intimate friends.

Mrs. Beckman has recovered from months of illness, and now that she is up and among her many friends she really seems stronger and better than ever. That is why, perhaps, her lovely dinner party was in reality a "thanksgiving-event."

\* \* \*

### Reception Precedes Lovely Luncheon

A reception of cordiality—the kind which always prevails at the Bertola Assembly, was held in the Empire room and ante room at the Fairmont Hotel last Saturday, with Miss Adrienne Thompson heading the line. She was assisted by a group of leading members who just made every one "feel-at-home."

The hospitable receiving line included Mrs. Jennie Greene, Mrs. Emma Gummer O'Donnell, Mrs. Mary Growney, Mrs. Joseph Whelan, Mrs. Genevieve Watson Baker, Mrs. N. Lawrence Nelson, Mrs. John Boege, Mrs. John W. Smith, Mrs. Margaret Grote Hill, Mrs. S. I. Simmons, Mrs. E. J. Barton, Mrs. Otis Neibel, Dr. Marianna Bertola, Mrs. K. Breen.

\* \* \*

### Bertola Assembly

The Bertola Assembly of California Women of which Miss Adrienne Thompson is the efficient president.

## SANTA MARIA INN

SANTA MARIA, CALIFORNIA

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San Francisco and Los Angeles

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HOWARD T. BLETHEN, Proprietor

gave a distinctive luncheon last Saturday in the gold ballroom of the Fairmont Hotel, honoring as special guests Mrs. Mae Himes-Noonan, grand president of Native Daughters of the Golden West and Miss Lillian Troy, grand organist, N. D. G. W.

Judge Charles Thompson, grand president of the Native Sons, was an honor guest at this memorable affair and he certainly honored the women by being present at their handsome luncheon—usually attended exclusively by women.

A long table, artistically decorated with flowers of the Autumn season with some Hallowe'en favors of brilliant yellows adding color, was stretched the entire north end of the Fairmont ballroom. At this table sat many honor guests with the gracious president, Miss Thompson, and the chairman of the day, Mrs. Emma Gummer O'Donnell, a past president of the club.

\* \* \*

#### Dr. Bertola Honored.

Dr. Mariana Bertola, past president of the California State Federation of Women's Clubs, was honor guest at the assembly luncheon as it was she who inspired the organization which now bears her illustrious name.

Mrs. E. J. Butterfield, president of the San Francisco City and County Federation of Women's Clubs, whose administrative work is interesting women throughout the entire nation, was a special guest. Mrs. Butterfield has recently returned from a tour of the nation in company with her husband.

Presidents of other clubs were complimented guests on this anniversary affair. Mrs. N. Lawrence Nelson, past president of the assembly and of the Pacific Coast Women's Press Association sat at the honor table and was the recipient of many congratulations over her charming poem, "San Francisco," one of the splendid program numbers of this luncheon.

\* \* \*

#### Golden Jubilee Reception

A brilliant reception of universal



**HOTEL MARK HOPKINS**  
Nob Hill  
A Smart Town House for a  
Day or a Year  
500 Rooms  
Tariff: From \$4 per day

interest will be held at the Palace Hotel on the evening of Wednesday, November 9, when the Golden Jubilee of Rev. Richard A. Gleeson S. J. will be fittingly and appropriately observed.

Mrs. Eustace Cullinan, Mrs. Frank Silva, Mrs. R. E. White, Miss Nancy Buckley, Mrs. Edward J. Kiel, Mrs. A. E. Mackin, Miss Jessie G. Inglis, Mrs. Margaret Lynch, Mrs. Elizabeth McFadden, Mrs. Lillian Graham, Mrs. N. Lenfeld, Mrs. John M. Craig, Miss Laura Brenham, Mrs. W. S. Millerick, are on the reception committee headed by Stanislaus A. Riley, A. J. Theis, Halsey Manwaring, Plinio Campana.

\* \* \*

The Grand Chapter of California, Order of Eastern Star, at its closing session on October 21st, selected Sacramento as the convention city for 1928. The convention was held in the Casino auditorium, with headquarters at the Casa del Rey Hotel. Mrs. Hazel Marsh Piper, junior past worthy grand matron of Santa Cruz, pronounced the convention as one of the most successful.

Newly elected officers are: Grand matron, Mrs. Gladys Fitch Pierce, Santa Barbara; worthy grand patron, Henry Pernan, Sacramento; associate grand matron, Mrs. Pauline Ada Haliso, Lodi; associate grand patron, Bert Richard Holloway, Van Nuys; grand secretary, Mrs. Kate Josephine Willats, San Francisco; grand treasurer, Mrs. Mattie Chorette, Los Angeles, and grand conductress, Mrs. Willa Jane Hellwig, Alvarado.

The Casa del Rey and Casino provided speed boat rides and free swims to over 1600 of the delegates, and with the co-operation of the local chamber of commerce, automobiles were provided to take the delegates to the Big Trees.

#### Prominent Visitor

The Hon. Cora Woodbridge, assemblywoman of the State Legislature, was a guest at luncheon last Sunday at the Fairmont Hotel during her visit to this city with relatives.

Mrs. Woodbridge, wife of Dr. Bradford Woodbridge, mayor of Roseville, has been visiting her daughter, Anna Young (Mrs. L. Foster Young) prima donna of the San Francisco Opera Company, at her home on Fifth avenue.

\* \* \*

#### After Big Game

Mr. and Mrs. Paul Fay have invited a number of their friends from town and down the peninsula to a buffet supper to be given in Woodside on Saturday, November 19, following the football game between Stanford and the University of California.

The Fays are spending this winter at their country place in Woodside and their daughters, Miss Molly and Miss Jean Fay, are attending the Sacred Heart Convent in Menlo Park.

Among the many other parties to be given down the peninsula after the big game is the dinner dance at the Menlo Country Club. A large number of members and their friends will meet there for the event.

\* \* \*

Mr. Edward Vere Saunders was host at a dinner party on Wednesday evening given in honor of Mr. A. L. Zeitung of New York who were visiting San Francisco and other points of interest on the coast. The Empire room at the Fairmont Hotel, where Mr. Saunders makes his home, was the setting for the affair, and the guests were seated at a table having a cover of delicate green metal cloth. Del Robia pots of handsome and unique design were filled with roses, small chrysanthemums and pom poms shading from pale yellow to russet with a dash of deep red in the blooms. Tall groom tapers in candlesticks of matching design added to the attractiveness of the motif, and Del Robia pots filled with gardenias held the place cards and were given as favors. The gold service was used.

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"Maisonnette" has the elegance of a mansion with all conveniences of an apartment house.

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# PLEASURE'S WAND

OBEY NO WAND BUT PLEASURE'S  
— Tom Moore



By Josephine Young

## Vitaphone Scores Successful Local Premiere—Embassy Theater

San Francisco has had a long-desired chance to watch the synchronization of music, voice and sound with the action of the motion pictures by means of the Vitaphone.

This wonderful invention, adjudged the most important in the motion picture industry, had its local introduction, or premiere, last Thursday night at the new Embassy Theater, where the Warner Brothers' talking movies, the Vitaphone, attracted prominent people from various parts of the state.

Warner Brothers' Vitaphone presents operatic artists, one of the largest orchestras in the world and many famous stage actors and vaudeville people.

Giovanni Martinelli, leading dramatic tenor of the Metropolitan Opera Company headed the opening program at the Embassy theater in San Francisco. Martinelli's recent appearance during the opera season here, added interest to his part in the initial presentation of the Vitaphone in this city.

\* \* \*

## Vitaphone Features

Vitaphone features on the evening program at the Embassy theater, selected to demonstrate various instruments, voices and effects through this new miracle of the motion pictures that sing, talk, laugh or play, included Vincent Lopez and his orchestra, favorite of New York's night clubs and radio audiences, in a scene of merrymakers.

Vitaphone Symphony Orchestra which provides a synchronized musical score for the Warner Brothers' picture: "When a Man Loves," starring the famous John Barrymore and Dolores Costello on the screen, gave the spectators and auditors visions of the progress of motion pictures. This picture, an adaptation of Abbe Prevost's immortal classic, "Manon Lescaut" is certainly a masterpiece with the Vitaphone.

Herman Heller, a native of San Francisco, formerly of the Palace Hotel and California Theater orchestra, is music director at the Vitaphone studios and conducts the orchestra.

Other features also presented on the opening program at the Embassy theater with the Vitaphone included the Four Aristocrats, an instrumental quartet, combining steel guitar, ukelele and piano.

\* \* \*

## Many Stars

Many stars of opera, musical comedy, vaudeville and the legitimate stage will be seen and heard at the Embassy theater through the medium of the Vitaphone.

In addition to Giovanni Martinelli, dramatic tenor, the artists include, Mary Lewis, brilliant soprano of the Metropolitan Opera Company, New York; Mischa Elman, celebrated concert violinist; Harold Bauer, famed pianist; Anna Case, soprano in "A Spanish Fiesta," assisted by Caninos, Spanish dancers and the Metropolitan Opera chorus.

Elsie Janis in a vaudeville act; Willie and Eugene Howard in a sketch, "Between the Acts of Opera," George Jessel, in a comedy monologue and Al Jolson singing some of his famous songs are just a few of the attractions which will be features the Embassy theater will present through the Warner Brothers' marvelous Vitaphone.

\* \* \*

## Columbia

"Just Life," with Marjorie Rambeau, the star, was presented last week only at the Columbia theater and will be followed by "Daddy's Gone a Hunting," Zoe Akin's drama.

Herbert Hayes, Dorothy Desmond, Elizabeth Wilbur, Ben Taggart, Thelma Barnet, Zeffie Tilbury, Bernice Berwin, and Allen Vincent, the last of whom handles a comedy part, with consummate understanding. Edgar Iverson and Irving Kennedy were other players.

\* \* \*

## Curran

Have YOU been to the Curran to see "My Maryland"?

Don't miss it. For you will get the best kind of mental and stimulating refreshment that you have known for many a day.

"My Maryland" is an operetta, or as the program puts it, "a musical romance."

## Amusements

NEXT WEEK  
ON THE STAGE

### Alcazar, O'Farrell nr. Powell

"Figs." Henry Duffy presents the John Golden comedy starring May Buckley and Emerson Treacy.

### Columbia, Eddy nr. Powell

"Just Life," Marjorie Rambeau. Play of modern America.

### Curran, Geary nr. Mason

"My Maryland," musical romance based on story of "Barbara Freitchie."

### Lurie, Geary nr. Mason

"The Great Neck," starring Taylor Holmes with Nat Carr.

### President, McAllister nr. Market

"Why Men Leave Home," Leneta Lane star. Newcomers in play.

### Community Playhouse,

### "The Players' Guild"

The Players' Guild, "Rollo's Wild Oats," Reginald Travers directing.

\* \* \*

## VAUDEVILLE

### Golden Gate, G. G. Ave. and Taylor

Al Shean, comedy team of Gallagher and Shean, with Lynn Canter, Jessie Maker and William Redford, Clifford and Marion, comedy, "Amateur Night in London"; and Pepita Grandos, castnettes.

### Orpheum, O'Farrell nr. Powell

Ned Wayburn's Variety Show; Fred Hughes, Welsh tenor; Four Ortons, "At the Circus"; Charles Irwin; Steve Fred and Johnny Palace, holdovers.

### Union Square, O'Farrell nr. Powell

Vaudeville—pictures

### Wigwam, Mission nr. 22nd

Change of policy—legitimate drama, "The Cat and the Canary," Dudley Ayres, Oreta Porter.

\* \* \*

## ON THE SCREEN

DOWN TOWN

### California, Market St. at 4th

"The Garden of Allah," based on Robert Hichens' novel. William Boyd, Mary Astor stars. Gino Severi, leader of orchestra.

### Cameo, Market opp. Fifth street

Latest pictures—changes twice a week—clear good screen.

### Casino, Ellis at Mason

Double bills with feature pictures and notes stars. Changes of pictures practically every day.

### Embassy, Market St., near Seventh (Formerly Rivoli)

"Vitaphone," giving voice to motion pictures John Barrymore in "When a Man Loves," Warner Brothers production.

### Granada, Market at Jones

"The City Gone Wild," Thomas Meighan, star. Elaborate stage presentation.

### Imperial, Market St. op. Jones

"The Covered Wagon," Ernest Torrence, Lol Wilson.

### St. Francis, Market bet. 5th-6th.

"Les Miserables," European players; elaborate production.

### Warfield, Market at Taylor

"A Man's Past," Conrad Veidt, European star. "Peacock Ideas," stage show. Al Lyon, new director.

## RESIDENCE DISTRICT

### Alhambra, Polk St., nr. Green

Tom Mix in "The Canyon of Light," and "The Rejuvenation of Aunt Mary," Sat., double bill "Slaves of Beauty," Sun. "Cradle Snatchers," Mon., Tues., Wed. "The Stolen Bride," Thur and Fri.

It is made from the Donnelly Clyde Fitch play, "Barbara Frietchie." The Shuberts have sent a handsome production out here to us, with new costumes, a large company and a splendid piece—all told.

\* \* \*

### Orpheum

Ned Wayburn's Variety Show will be the big headline offering at the Orpheum theatre for the week beginning this Saturday matinee. This show will consist of feature acts with twenty scenes and Ned Wayburn's proteges. The lyrics are by Robert Ware while the music is by Eugene F. Ford.

On this program will be Al and Fannie Stedman, a team of vaudeville favorites in "Pianocapers"; Charles Irwin, popular Broadway musical comedy star, offering his own act; The Four Ortons, a quartette of clever funsters in "At the Circus"; Fred Hughes, the Welsh tenor in a program of songs; Mary Horan and company in "A Cameo Revue; and Ned Wayburn's Minstrel misses.

Steve Freda and Johnny Palace, popular Italian comedians, in "Bartcha-Kalloop," will remain over for a second week. In addition to these will be other big features to round out a big show for the Orpheum circuit's 40th anniversary year.

\* \* \*

### California

"The Garden of Allah," will be the attraction on the California screen starting Friday.

Always known as one of the most fiery of romance novels, it comes equally romanticized by Rex Ingram. The director took an entire company to Algiers in order to film the story on the exact locale of Robert Hitchens' book.

Alice Terry has the leading role, while the part of the monk is essayed by Ivan Petrovitch, one of the best known Continental actors.

\* \* \*

### Granada

The Granada theatre has booked "The City Gone Wild" as its next attraction for the screen. After the recent showing of "Underworld," a general interest developed in plays dealing with the underside of big city life.

Fred Kohler, who was in "Underworld," with Emil Jannings in "The Way of All Flesh," has, perhaps, the flashiest part. Others are Louise Brooks, Marietta Millner and Thomas Meighan.

\* \* \*

### Imperial

"The Covered Wagon," now four years old, will be upon the Imperial screen Saturday for its third appearance at a leading downtown theater.

This epic of Empire's relentless march to the West, seems to have taken on a charm of immortality.

\* \* \*

### St. Francis

"Les Miserables," the Victor Hugo classic had its premier at the St. Francis theater Saturday.

The immortal story of Jean Valjean's struggles and noble philosophy, has adapted itself well to screen reproduction. Filmed in France, many of the best names in the French theater are seen in the picture. The story selects dramatic incidents in the novel, always preserving the main theme, the regeneration of humanity through the influence of man.

### President \* \* \*

"Why Men Leave Home," Avery Hopwood's laugh riot, will be produced at the President at the matinee Sunday. It is expected to prove the biggest success of the year at the McAllister street theater.

San Franciscans will not forget "The Best People," which proved so popular here. "Why Men Leave Home" is said to be in the same line. It is a story about neglected husbands. It shows the poor fellows pinning for attention. One hopeless, long suffering wretch is so bitter over his wife's indifference to her home duties that he declares: "If Nina ever had a child it would have to be born at a house party or on an ocean liner."

### Alcazar \* \* \*

"Pigs" begins its seventh week at the Alcazar Sunday afternoon.

### Golden Gate \* \* \*

Al Shean, of the comedy team of Gallagher and Shean, with Miss Lynn Canter, prima donna of the "Greenwich Village Follies," comes to the Golden Gate next week as the headline attraction. Gallagher and Shean were forced to dissolve their partnership of long standing due to the illness of the former, and it was with difficulty that Al Shean finally found a suitable person to replace him. In Miss Canter, Shean has acquired an able partner and comedienne. They offer a skit, "Business is Business," written by that past master of sketch writers, William K. Wells.

Jessie Maker and William Redford have enlarged their act this season to include a company of five in "High Lights."

Clifford and Marion have an act called "Just Dumb."

"Amateur Nite in London" is the name of a novelty. The audience is taken to London, England, and seated in a cheap music hall of the White Chapel district to see an "Amateur Nite" being held. Pepita Granados, player of the castenets, and Harry Holbrook, baritone, are also on the bill.

## An electric heater for quick warmth

The whole family will like one of these large portable electric heaters—mother for clean, quick warmth in the sewing room or for drying her hair, father for heat in the bathroom while shaving, and the children for their playroom.

An electric heater, during the cold months, keeps the family healthy. The clean, quick warmth drives away cold. Portable electric heaters are fine when you want heat without the trouble of starting the furnace or the fire.



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1,500,000 cups were served at the  
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INCORPORATED FEBRUARY 10TH, 1858

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the Assets of which have never been increased  
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526 California Street, San Francisco, Cal.

JUNE 30th, 1927

Assets.....	\$113,925,831.54
Capital, Reserve and Contingent Funds.....	4,700,000.00
Employees' Pension Fund over \$575,000.00, standing on Books at.....	1.00

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## Finance

The California State Automobile Association is carrying to the voters the necessity of supporting the bond issue for eight important boulevards, amounting to \$9,-380,000, under the slogan "Vote as One for Number One." This bond issue should be passed, as it is of the greatest importance to the city that these boulevards should be made. It will enable simultaneous construction on all eight roads and will relieve traffic pressure as well as leading to a rapid development of outlying portions of the city.

Reports from the San Francisco Stock and Bond Exchange show a persistence of the same notable tendencies as we have observed during the past few weeks—a determined vigorous development on the part of Bank of Italy and Pacific Lighting Common. Pacific Lighting, in particular, closed at 50 points above the close of the previous week, 780.

The same unevenness in oils which we have noted also persists. The market opens with an attempt at forcing up the prices which in turn decline before the close of the day. It would seem as if the oil industry really did demand an overhauling and reconstruction if it is going to inspire the necessary public enthusiasm.

Public utilities are always well to the fore and there does not seem to be any diminution in public confidence. No one a decade ago would have ventured to predict so steady a future and so complete a development. For quiet and unostentatious growth that in public utilities is the most noticeable, is the history of latter day social economic progress.

Fireman's Fund Insurance is another of those old and favorite investments.

The executive secretary of the San Francisco Traffic Survey, in addressing the Commonwealth Club, recently stated: "San Francisco is in a motorized age but has to carry on under a horse and buggy speed." Mr. Ralph W. Robinson, who stated this, established his argument very completely by an illustrated description of the effects of the street plan, the grades and the lack of proper regulation.

There are at present, according to the annual report of the hydraulic division of the Engineering Department of the State Railroad Commission, 432 water utilities operating in the State of California. These water utilities vary in size from small plants serving not more than two dozen consumers to the largest, which serves more than 120,000 consumers.

"Finance and Trade" has been going into a short history of the clearing house certificates which were put into circulation twenty years ago as the result of the great fire. The writer points out with a great deal of ability that, as a matter of fact, the clearing house certificates practically performed the functions of the present Federal Reserve System and insured stability in the midst of the crisis of 1907.

The apple industry is one of the most important on the Pacific Coast, says the Southern Pacific Bulletin.

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**McLeran**  
 Supervisor

VOTE FOR

**JULIUS S. GODEAU**

FOR

**SUPERVISOR**



VOTE FOR

(Supervisor)

**James B. McSheehy**

FOR

**Assessor**

He Is Capable, Honest and  
 Conservative



Elect

FRED

**SUHR**

**SUPERVISOR**

A much sought for endorsement is that of the San Francisco Bar Association. This has been accorded to Leo A. Murasky, candidate for police judge and according to those in the "know," Mr. Murasky will be returned on November 8th a clear winner.

Judge Lile T. Jacks, candidate for re-election, has only to spread his record as jurist before the San Francisco voters in asking for a return to the office he has so well conducted. That alone should be the basis on which the merit of a candidate may be ascertained and if this is kept in view there will be no question of Judge Jack's making a successful flight.

**Gallagher for Re-election**

Supervisor Andrew J. Gallagher believes in attending the meetings of the Board of Supervisors, for out of 112 meetings, he has attended 107, missing only five, and those absences were due to illness or being out of the city.

In addition to this high percentage of attendance, at regular meetings, he has also attended over 400 committee meetings. Gallagher, in this connection has an enviable record. He is punctilious as regards board meetings.

Julius Godeau, candidate for supervisor, is reaping the reward given to those who observe in business that quality called brotherhood. In his particular calling, he is perhaps more often called upon to extend the human helping hand than in any other avocation and this is now the bread cast on the water—friendship born of sorrow endures and multiplies.

More than 170,000 motorists crossed the Carquinez and Antioch bridges during October, not counting the hundreds of touring stages and the vehicles of commerce which carried thousands of other passengers.

"Northern California all-year playgrounds are coming into their own since the waters of San Francisco bay were spanned at Carquinez straits and the San Joaquin river was crossed at Antioch by concrete and steel," said Harry Main, secretary of the Pacific Highway Association. "The fact that there are no ferry waits and fine paved highways lead north beyond the bridges is gradually swinging the motor tide from the south to the north. I predict that at this time next year the resorts in Northern California will keep open every month in the year, instead of just a few weeks in the summer. The demand of the motor pleasure seekers will compel this concession. There is much to be seen beyond the Carquinez and Antioch bridges and the bay district motorists are determined to lead the explorations into this new all-year playground."

It is interesting to learn that the three most popular dishes on railroad trains are the very humble old favorites, corned beef and cabbage, New England boiled dinner and Irish stew. In other words, people are beginning to lunch on the train as they would at home.

Another part of an evening gown that seems to stay up without visible means of support is the price.—Publishers Syndicate.

# It's A Long Ways Back

By Lyman Martin

Twenty thousand weary Golden Bear supporters returned from the southland early this week. They went, they saw and what they saw gave them a headache. The Bears went into the game 10 to 6 favorites to win. Leaving out sentiment, those odds were all out of proportion. The Bears are a wonderful improvement over last year's varsity, yet they have not improved enough to have been established at such odds. We, of the north, have proved to ourselves that if we have a team that in any way merits backing, we are not at all loath to fulfill that mission.

We broke one record, that of sending 20,000 supporters on such a long journey to support a football team. Many of us also broke training and our pocketbooks.

\* \* \*

The game itself was a spectacle that few of us would have missed. This fellow Drury was sure poison to California. He was possessed of the uncanny notion that he was always going places, mostly in the direction of the California goal line. At Stanford not long ago he looked powerfully good. Last Saturday he was perfect. The U. S. C. line outcharged the Bears and opened holes for him so that on very few occasions was he stopped at the line of scrimmage. It is hard to grow very eloquent over him as he is playing for U. S. C. Suffice it to say that to us he is bad medicine and an All-American if there ever was one.

The Bears were beaten but they are not discouraged. They have an easy game this week, if any football contest can be called easy. Montana comes down to the Berkeley stadium. Here is a chance for the Bears to perfect an offensive interference and to polish off their plays for the coming contests with Washington and Stanford.

California has improved unbelievably this season over last year. They have an excellent chance to beat Washington and the "Big Game" will not be a romp for the Red Shirts this year.

\* \* \*

Upon the outcome of the game up in Seattle this week between Stanford and Washington, many contingencies rest. Stanford is in good shape to beat the Husky team, as all of their first string men had a good rest against Oregon last week. "Pop" Warner let his second team remain in the contest throughout the entire game and they won 19 to 0.

Coach Bagshaw of Washington is a tough person to beat in his own back yard, or maybe it should be called a gravel pit, for the gridirons up north are not turf. Yet Stanford must win to remain a conference contender. The Cards can afford to "shoot the works," for the following week they can rest before taking on the Bears.

\* \* \*

This Saturday the best game hereabouts should be out at Kezar stadium, where St. Mary's is playing the University of Idaho. The Idaho team is rated as one of the strongest teams in the north. Charlie Erb, quarterback of the Golden Bears during their wonder team days, is coaching Idaho. Charlie was one of the best of quarterbacks. It will be interesting to see how well he can coach.

"Slip" Madigan of St. Mary's has had a hard time all season trying to keep a backfield together. As soon as he has one set of men working as a unit, someone gets hurt and he has to begin all over again. However, he has his linemen intact, so Idaho will have to be plenty good to win.

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**COOK**

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**District Attorney**

Born at Hollister, Calif., Nov. 22, 1880; came to San Francisco, 1898; entirely self-made; a man of strength and legal ability; graduate from Kent Law School and Hastings College of the Law (L. L. C.); been an instructor in law past 15 years; had 20 years' general practice of the law; became a candidate at request of many public-spirited citizens; free from political entanglements.

HE IS QUALIFIED.



925 O'Farrell Street  
San Francisco



## Petrol Paragraphs

A Transcontinental Trip by Auto

By George R. Borrmann

The writer just returned from an automobile tour from the East, and was quite surprised to find the Victory highway from Salt Lake City, through Nevada and Utah, in such wonderful condition. While the road is not paved, it is straight and level, and one can make very fast time.

Four years ago I took a trip from San Francisco to New York and back, going to New York via the southern trail. When I arrived East I inquired in practically all of the large cities from automobile clubs and newspaper offices as to which was the best route to drive back to San Francisco, and was told in all cases that I would have to go by way of Los Angeles or Portland as the road from Salt Lake to California was impassible.

At that time I drove over the Lincoln highway through Nevada and found this road to be in a terrible condition. I agree that it was the proper information for our Eastern friends to give, as it was quite a problem driving through Nevada over the Lincoln highway at that time.

Now the point I wish to bring to your attention is, that the people in the East do not know that we have a through road to Northern California. Los Angeles is doing whatever it can to divert the traffic to Los Angeles. They advise the tourist to go by way of Arrowhead Trail from Salt Lake City, and post signs as to which is the best road to go to Los Angeles, diverting the traffic even in Nevada.

At Salt Lake City the Automobile Clubs of Utah are trying to divert any traffic to California, via Los Angeles, telling people that if they are going to California, the best way for them to go is through Southern Utah as they can then see the wonderful parts and scenic sights of Utah, (such as Zion National Park and Grand Canyon) and that this, also, is the best road to California.

The tourist travel is not appreciated by the people in this section. In a newspaper recently there appeared an article which mentioned that the tourist travel to the Western states is really assuming a state of migration.

It is time that the business men of Northern California begin to take advantage of the opportunity they have to divert this tourist travel to Northern California. The Victory or Lincoln Highway is the direct route to California from the East. If you will take the map of the United States, you will realize that all we would have to do is to advertise that we have good roads to Northern California, and the natural trend of the travel would come this way. In looking at the map, also note and visualize the fact that in all this time of automobiles, Northern California had no road East. This certainly is a deplorable condition, and, now that we have the road open, I believe if all the money that is being spent to advertise different sections of Northern California were used to tell the people of the United States that the Victory highway is open and the condition of the road, we would get more benefit than in any other way.

Also, considering the fact that a good many home seekers come West with their automobiles to look for a location, and if they have to go to Southern California first, is it any wonder that most of the newcomers are locating in Southern California? And again most of the tourists, if they intend to come to Northern California, doubtless have all their money spent or their time spent, by the time they visit Southern California and never see this section of the state.

Two suggestions: Have highway booths during the summer months. Keep the Victory Highway over the Sierras open all of the year.

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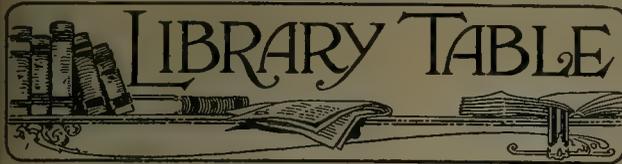
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By Florence de Long

**NAPOLEON IN CAPTIVITY.** Reports and Letters of Count Balmain, Russian Commissioner at St. Helena During the Years 1816-20. Translated and Edited by Julian Park. Century Co., publishers; \$3.00.

An excellent book and well worth reading. The title proves its authenticity. Count Balmain of Russia was one of the commissioners appointed by virtue of the treaty of August 2, 1815, "to abide at the place which the government of his Britannic Majesty shall have assigned for the residence of Napoleon Bonaparte, and who without being responsible for his custody, will assure themselves of his presence"; the translator and editor is professor of European history at the University of Buffalo; and the "hero" himself, is Napoleon Bonaparte, that great and masterly mind who rose to the zenith of power only to sink to the nadir of misfortune.

(England and Austria also sent their commissioners on this mission, but Prussia, although included in the invitation, declined to be represented.)

What better authority can you ask concerning the last years of the authoritative mind doomed to pass those years in exile on "The Rock" as the lonely island of St. Helena was called? Those bitter years when his dominant spirit was forced to submit to the authority of Sir Henry Lowe, the governor of the island—a man who was extremely antagonistic to Napoleon. Napoleon hated Lowe and Lowe was always in a panic lest Napoleon gain some advantage which would lessen his (Lowe's) position. It was a battle of wits between the two men with too much authority vested in Lowe to give Napoleon an opportunity to exercise those powers for which he was noted. And the deadlock continued to the end.

**MURDER IN THE MAZE,** by J. J. Connington; Little, Brown and Company; \$2.00.

Two apparently incomprehensible murders committed within a few moments in a mystic maze situated on the grounds of an English country home give the reader a fine change to test his possibilities as a successful detective. He has the same opportunities as the master mind who comes upon the scene just at the psychological moment. Clues are dropped here and there, false trails are followed, more murders are attempted, and confusion is rampant.

Through it all, Sir Clinton Driffield, the chief constable, weaves his way, stopping to pick up a thread here, to unravel a persistent hitch there; always making sure of his ground. While the reader is stumbling along in his baffled way, Sir Clinton solves the mystery, and is concerned only with a method of proving his theory. As he says there is a vast difference between knowing the identity of the criminal and being able to prove the criminal guilty.

The last chapter in the book is given over to his method of procedure, showing the working process of deduction and how the keen observant mind can unravel a seemingly impossible mystery. To announce the solution here would be a crime in itself and spoil a very entertaining



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# RADIO

By C. J. Pennington



By C. J. Pennington

## On the Air

Have you that secret desire to own and fly your own airplane?

Almost everyone has since reading of the heroic feats of courage recently displayed by America's eaglemen and women. Realizing the interest in aviation at the present time, KFRC will soon give flying lessons over the radio, a feature that has met with the greatest success in Eastern broadcasting circles.

Lieutenant Blaine Stubblefield, one of the country's best known and highly acclaimed pilots, will prepare the material for the lessons and with the co-operation of the United States airmail service and the Boeing Air Transport Company, they will be radioed to eager flight enthusiasts of the Pacific Coast.

The lessons are scheduled to start on KFRC Thursday, November 17th, at 9:45 p. m. and will be given weekly at this hour, according to the station's management.

\* \* \*

The songs of the World War, the music that we sang when the boys went "over there" and when they came home, will be recalled by KFRC in a special program to be broadcast Armistice Day between 9 and 10 p. m. The program will bring before the microphone the Piggly Wiggly Trio, including Donald H. Wilson, Harry J. Morton and Martin W. Daugherty, and the Cecelians, KFRC's popular instrumental ensemble.

\* \* \*

KFRC's contribution to footballdom Saturday, November 12, will be in the nature of a simultaneous broadcast of the game at Palo Alto between Stanford and Santa Clara and the gridiron clash at Berkeley between California and Washington, according to an an-

nouncement from the station management.

Two games at the same time from the same station is a novelty to Western radio football fans recently introduced by KFRC. Its success is attested by the receipt by KFRC of hundreds of commendatory letters from gridiron followers, it is said.

\* \* \*

Many interesting reports of distant reception are being received by KJBS, the local broadcaster operated by Julius Brunton & Sons. Although the station's power of 50 watts is not very imposing in these days of superpower, it is all the more noteworthy that its signals are being received at distant points through such a barrage of high-power stations.

Some recent reports of verified reception include Ensenada, Mexico, Phoenix, Ariz., Astoria, Ore., and Rio Grande, Texas, the latter an airline distance of approximately 1800 miles from San Francisco, reports consistent reception of KJBS day or night.

A recent interesting communication received at the station reported that an automobile party listened to an entire program from KJBS while camping overnight in the Mojave desert, the receiving set used being a home-made affair employing a temporary antenna strung between the cars.

With the advent of winter and better radio receiving conditions, it is anticipated that KJBS will establish an imposing list of listeners located at distant points.

\* \* \*

The National Broadcasting Company will present "Sam Adams," father of the American revolution during the "Great Moments of History Hour," on Sunday evening from 9 to 10 p. m., November 6.

\* \* \*

The grand opera "Ernani" will be presented by the National Opera Company under the direction of Max Dolin on Monday night from 8 to 9 p. m., November 7, over the Pacific Coast Network.

\* \* \*

The Eveready Hour sponsored by the National Carbon Company for November 8 promises to be of unusual merit. Featured will be the Eveready orchestra under the direction of Max Dolin and "The Rounders" under the direction of Dudley Chambers. This program will be broadcast over the Pacific Coast Network of the National Broadcasting Company.

## Programs for Next Week

KFRC—DON LEE

SAN FRANCISCO—454

Sunday, November 6

12 noon to 1:00 p. m.—Church service.  
5:00 to 6:00 p. m.—Organ recital.  
6:00 to 6:30 p. m.—Talk.  
6:30 to 8:30 p. m.—Mark Hopkins concert orchestra.  
8:30 to 10:00 p. m.—Walter Krausgrill's Orchestra.  
10:00 to 12:00 p. m.—KFRC dance orchestra.

Monday, November 7

7:00 to 8:00 a. m.—Seal Rock program.  
8:00 to 9:00 a. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Household hints.  
11:30 to 12:00 noon—Amateur tryouts.  
12:00 to 1:00 p. m.—Sherman, Clay program.  
4:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:00 p. m.—Mac and his gang.  
6:00 to 6:20 p. m.—Joe Mendel and Pep Band.  
6:20 to 6:30 p. m.—Stage and screen, police reports.  
6:30 to 7:00 p. m.—Sports talk.  
7:00 to 7:30 p. m.—The Cecelians.  
8:00 to 10:00 p. m.—Blue Monday Jamboree.  
10:00 to 12:00 p. m.—Dance program.

Tuesday, November 8

7:00 to 8:00 p. m.—Seal Rock program.  
8:00 to 9:00 a. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Doings of Dorothy.  
11:30 a. m. to 12:00 noon—Amateur tryout program.  
12:00 to 1:00 p. m.—Sherman, Clay concert.  
4:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:20 p. m.—Mac and his gang.  
6:20 to 6:30 p. m.—Stage and screen.  
6:30 to 6:50 p. m.—The Cecelians.  
6:50 to 7:00 p. m.—Investment talk.  
7:00 to 7:30 p. m.—The Cecelians.  
8:00 to 9:00 p. m.—Shell Oil Serenaders.  
9:00 to 10:00 p. m.—KFRC Dance Orchestra.  
10:00 to 11:00 p. m.—Mark Hopkins Dance Orchestra.  
11:00 to 12:00 p. m.—KFRC Dance Orchestra.

Wednesday, November 9

7:00 to 8:00 p. m.—Seal Rock program.  
8:00 to 9:00 a. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Household hints.  
11:30 to 12:00 noon—Amateur tryout period.  
12:00 to 1:00 p. m.—Sherman, Clay concert.  
4:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:20 p. m.—Mac and his gang.  
6:20 to 6:30 p. m.—Stage and screen.  
6:30 to 7:30 p. m.—The Cecelians.  
8:00 to 9:00 p. m.—Maxwell House Coffee program.  
9:00 to 10:00 p. m.—KFRC Ensemble and soloists.  
10:00 to 12:00 p. m.—Dance program.

Thursday, November 10

7:00 to 8:00 a. m.—Seal Rock program.  
8:00 to 9:00 a. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Doings of Dorothy.  
11:30 to 12:00 noon—Amateur tryouts.  
12:00 to 1:00 p. m.—Sherman, Clay program.  
4:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:20 p. m.—Mac and his gang.  
6:20 to 6:30 p. m.—Stage, Screen, Police reports.  
6:30 to 7:30 p. m.—The Cecelians.  
8:00 to 9:00 p. m.—Mona Motor Oil Co.  
9:00 to 10:00 p. m.—KFRC Movie Club.  
10:00 to 11:00 p. m.—Dance orchestra.  
11:00 to 12:00 p. m.—Balconades Dance Orchestra.

Friday, November 11

7:00 to 8:00 p. m.—Seal Rock program.  
8:00 to 9:00 p. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Hints to home-makers.  
11:30 to 12:00 noon—Amateur tryouts.  
12:00 to 1:00 p. m.—Sherman, Clay program.  
3:30 to 4:30 p. m.—Student hour.  
4:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:20 p. m.—Mac and his gang.  
6:20 to 6:30 p. m.—Stage and screen.  
6:30 to 7:30 p. m.—Armistice Day program.  
8:00 to 9:00 p. m.—Shell Oil Serenaders.  
9:00 to 10:00 p. m.—Studio program.  
10:00 to 12:00 p. m.—Dance orchestra.

Saturday, November 12

7:00 to 8:00 a. m.—Seal Rock program.  
8:00 to 9:00 p. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:45 a. m.—Amateur tryouts.  
11:45 to 12:00 noon—Announcements of Sunday church sermons.  
12:00 to 1:00 p. m.—Sherman, Clay concert.  
2:30 p. m.—Football game.  
5:00 to 5:30 p. m.—Organ recital.  
5:30 to 6:20 p. m.—Mac and his gang.  
6:20 to 6:30 p. m.—Stage and screen.  
6:30 to 7:30 p. m.—The Cecelians.  
8:00 to 9:00 p. m.—Shell Oil Serenaders.  
9:00 to 12:00 p. m.—Dance program.

**KYA—PACIFIC BROADCAST CORP.**

**SAN FRANCISCO—309.1**

**Sunday, November 6**  
 11:00 a. m.—Church services.  
 7:45 p. m.—Church services.  
**Monday, November 7**  
 7:00 to 8:00 a. m.—Golden Gate Crier.  
 8:00 a. m.—Correct time.  
 12:30 to 2:00 p. m.—Clift Concert Trio.  
 5:30 to 6:30 p. m.—Golden Gate Crier.  
 6:30 to 7:00 p. m.—Prize package period.  
 7:00 to 7:30 p. m.—Clift Concert Trio.  
 8:00 to 10:00 p. m.—Studio program.  
 10:00 to 11:00 p. m.—The Golden Gate Amphions.  
 11:00 p. m.—Correct time.  
**Tuesday, November 8**  
 7:00 to 8:00 a. m.—Golden Gate Crier.  
 8:00 a. m.—Correct time.  
 10:30 to 10:45 a. m.—Diet and health talk.  
 12:30 to 2:00 p. m.—Clift Hotel Concert Trio.  
 4:30 to 5:30 p. m.—Studio program.  
 5:30 to 7:00 p. m.—Golden Gate Crier.  
 7:00 to 7:15 p. m.—"Magazine on the Air."  
 7:15 to 7:30 p. m.—Clift Hotel Concert Trio.  
 8:00 to 10:00 p. m.—Studio program.  
 10:00 p. m.—Correct time.  
**Wednesday, November 9**  
 7:00 to 8:00 a. m.—Golden Gate Crier.  
 8:00 a. m.—Correct time.  
 12:30 to 2:00 p. m.—Clift Hotel Concert Trio.  
 5:30 to 7:00 p. m.—Golden Gate Crier.  
 7:00 to 7:30 p. m.—Clift Hotel Concert Trio.  
 8:00 to 10:00 p. m.—Studio program.  
**Thursday, November 10**  
 7:00 to 8:00 a. m.—Golden Gate Crier.  
 8:00 a. m.—Correct time.  
 12:30 to 2:00 p. m.—Clift Hotel Concert Trio.  
 5:30 to 7:00 p. m.—Golden Gate Crier.  
 7:00 to 7:30 p. m.—Clift Hotel Concert Trio.  
 8:00 to 9:00 p. m.—Regular weekly meeting "26th Squad."  
 9:00 to 10:00 p. m.—The Clarion Trio.  
**Friday, November 11**  
 7:00 to 8:00 a. m.—Golden Gate Crier.  
 8:00 a. m.—Correct time.  
 10:30 to 10:45 a. m.—Diet and health talk.  
 12:30 to 2:00 p. m.—Clift Hotel Concert Trio.  
 5:30 to 7:00 p. m.—Golden Gate Crier.  
 7:00 to 7:30 p. m.—Clift Hotel Concert Trio.  
 8:00 to 9:00 p. m.—Studio program.  
 9:00 to 10:00 p. m.—KYA artists.  
 10:00 p. m.—Correct time.

**Saturday, November 12**  
 7:00 to 8:00 a. m.—Golden Gate Crier.  
 8:00 a. m.—Correct time.  
 12:30 to 2:00 p. m.—Clift Hotel Concert Trio.  
 5:30 to 7:00 p. m.—Golden Gate Crier.  
 7:00 to 7:30 p. m.—Clift Hotel Concert Trio.  
 8:00 to 10:00 p. m.—Studio program.  
 10:00 p. m.—Correct time.

**KPO—HALE BROTHERS AND THE CHRONICLE**  
**SAN FRANCISCO—422**

**Sunday, November 6**  
 9:45 to 10:30 a. m.—Church services.  
 6:00 to 6:30 p. m.—States Restaurant orchestra.  
 6:30 to 7:30 p. m.—Symphony hour.  
 7:30 to 8:30 p. m.—Palace Hotel Concert Orchestra.  
 8:30 to 10:00 p. m.—Fairmont Hotel concert orchestra.  
**Monday, November 7**  
 6:45, 7:15 and 7:45 a. m.—Health exercises.  
 8:00 to 9:00 a. m.—Sperry Flour happy hour.  
 10:30 to 10:45 a. m.—Ye Towne Cryer service.  
 11:30 to 12:50 p. m.—Kane's Hawaiians.  
 12 noon—Time signals, Scripture reading.  
 1:00 to 2:00 p. m.—Organ recital.  
 3:30 to 5:00 p. m.—Organ recital.  
 5:00 to 6:00 p. m.—Children's hour.  
 6:00 to 6:30 p. m.—Ye Towne Cryer service.  
 6:30 to 7:15 p. m.—Organ recital.  
 7:15 to 7:30 p. m.—Book review.  
 8:00 to 9:00 p. m.—National Broadcasting Company.  
 9:00 to 10:00 p. m.—Musical program.  
 10:00 p. m. to 12 midnight—KPO's variety hour.  
**Tuesday, November 8**  
 6:45, 7:15 and 7:45 a. m.—Health exercises.  
 8:00 to 9:00 a. m.—Sperry Flour happy hour.  
 10:30 to 10:45 a. m.—Domestic economist.  
 10:30 to 10:45 a. m.—Ye Towne Cryer service.  
 11:30 to 12:50 p. m.—Kane's Hawaiians.  
 12 noon—Time signals, Scripture reading.  
 1:00 to 2:00 p. m.—Organ recital.  
 3:30 to 5:00 p. m.—Organ recital.  
 5:00 to 6:00 p. m.—Children's hour.  
 6:00 to 6:30 p. m.—Ye Towne Cryer service.  
 6:30 to 7:30 p. m.—States Restaurant orchestra.  
 8:00 to 8:30 p. m.—Organ recital.  
 8:30 to 9:00 p. m.—N. B. C. program.  
 9:00 to 11:00 p. m.—National Broadcasting Company.

**Wednesday, November 9**  
 6:45, 7:15 and 7:45 a. m.—Health exercises.  
 8:00 to 9:00 a. m.—Sperry Flour happy hour.  
 10:30 to 10:45 a. m.—Ye Towne Cryer service.  
 10:45 a. m.—Home service talk.  
 11:30 to 12:50 p. m.—Kane's Hawaiians.  
 12 noon—Time signals, Scripture reading.  
 1:00 to 2:00 p. m.—Organ recital.  
 3:30 to 5:00 p. m.—Organ recital.  
 5:00 to 6:00 p. m.—Children's hour.  
 6:00 to 6:30 p. m.—Ye Towne Cryer service.  
 6:30 to 7:00 p. m.—States Restaurant orchestra.  
 7:00 to 7:30 p. m.—Organ recital.  
 8:00 to 9:00 p. m.—Studio program.  
 9:00 to 10:00 p. m.—Atwater Kent Artists.  
 9:00 to 10:00 p. m.—National Broadcasting Company.

10:00 to 11:00 p. m.—Palace Hotel dance orchestra.  
**Thursday, November 10**  
 6:45, 7:15 and 7:45 a. m.—Health exercises.  
 8:00 to 9:00 a. m.—Sperry Flour happy hour.  
 10:30 to 10:45 a. m.—Domestic economist.  
 10:30 to 10:45 a. m.—Ye Towne Cryer service.  
 11:30 to 12:50 p. m.—Kane's Hawaiians.  
 12 noon—Time signals, Scripture reading.  
 1:00 to 2:00 p. m.—Organ recital.  
 3:30 to 5:00 p. m.—Organ recital.  
 5:00 to 6:00 p. m.—Children's hour.  
 6:00 to 6:30 p. m.—Ye Towne Cryer service.  
 6:30 to 7:00 p. m.—Organ recital.  
 7:00 to 7:30 p. m.—Studio program.  
 8:00 to 9:00 p. m.—Chickering hour.  
 9:00 to 10:00 p. m.—National Broadcasting Company.  
 10:00 to 11:00 p. m.—Palace Hotel dance orchestra.  
**Friday, November 11**  
 6:45, 7:15 and 7:45 a. m.—Health exercises.  
 8:00 to 9:00 a. m.—Sperry Flour happy hour.  
 10:30 to 10:45 a. m.—Ye Towne Cryer service.  
 10:45 a. m.—Nixon, fashion critic.  
 11:30 a. m. to 12:45 p. m.—Kane's Hawaiians.  
 12 noon—Time signals, Scripture reading.  
 12:45 p. m.—Commonwealth luncheon at Palace Hotel.  
 1:30 to 2:00 p. m.—Organ recital.  
 3:30 to 5:00 p. m.—Organ recital.  
 5:00 to 6:00 p. m.—Children's hour.  
 6:00 to 6:30 p. m.—Ye Towne Cryer service.  
 6:30 to 7:00 p. m.—Board of Education.  
 7:00 to 7:30 p. m.—Studio program.  
 8:00 to 9:00 p. m.—Program, the Calpet orchestra.  
 9:00 to 10:00 p. m.—Abas String Quartet.  
 10:00 to 11:00 p. m.—National Broadcasting Company.  
**Saturday, November 12**  
 6:45, 7:15 and 7:45 a. m.—Health exercises.  
 8:00 to 9:00 a. m.—Sperry Flour happy hour.  
 10:30 to 10:45 a. m.—Domestic economist.  
 10:30 to 10:45 a. m.—Ye Towne Cryer.  
 11:30 to 12:50 p. m.—Kane's Hawaiians.  
 12 noon—Time signals, Scripture reading.  
 1:00 to 2:00 p. m.—Organ recital.  
 2:00 p. m.—Football.  
 5:00 to 6:00 p. m.—Children's hour.  
 6:00 to 6:30 p. m.—Ye Towne Cryer service.  
 6:30 to 7:00 p. m.—States Restaurant orchestra.  
 8:00 to 9:00 p. m.—National Broadcasting Company.  
 9:00 to 10:00 p. m.—National Broadcasting Company.  
 10:00 to 12:00 p. m.—Palace Hotel Dance Orchestra.

**KFWI—RADIO ENTERTAINMENTS, INC.**  
**SAN FRANCISCO—267**

**Sunday, November 6**  
 12:30 to 1:30 p. m.—Organ recital.  
 7:50 to 9:00 p. m.—Church services.  
 9:00 to 10:00 p. m.—Laura Ellen Windsor.  
 10:00 to 12:00 p. m.—Clyde Cooper's orchestra.  
**Monday, November 7**  
 8:20 to 10:27 a. m.—Breakfast program.  
 10:27 to 10:30 a. m.—U. S. weather reports.  
 10:30 to 11:00 a. m.—Fashion hints.  
 12:00 to 1:00 p. m.—Luncheon program.  
 1:00 to 1:30 p. m.—Country store.  
 5:00 to 5:30 p. m.—Construction reports.  
 6:00 to 6:50 p. m.—Dinner concert.  
 6:50 to 7:00 p. m.—Sports talk.  
 7:00 to 7:15 p. m.—Sports by Geo. T. Davis.  
 7:15 to 7:30 p. m.—Advertising talk.  
 8:00 to 8:30 p. m.—Darnelle Sister.  
 8:30 to 9:00 p. m.—Studio program.  
 9:00 to 10:00 p. m.—Dance orchestra.  
 10:00 p. m.—Weather and police reports.  
 10:03 to 10:30 p. m.—Glora Del Rae.  
 10:30 to 11:00 p. m.—Walter Cramer.

**Tuesday, November 8**  
 7:00, 7:30 and 8:00 a. m.—Health exercises.  
 8:20 to 10:27 a. m.—Breakfast program.  
 10:27 to 10:30 a. m.—U. S. weather reports.  
 12:00 to 1:00 p. m.—Concert.  
 1:00 to 1:30 p. m.—Country store.  
 1:30 to 2:00 p. m.—Cowell Dein, piano and banjo.  
 5:00 to 5:30 p. m.—Concert.  
 5:30 to 6:00 p. m.—Construction reports.  
 6:00 to 7:00 p. m.—Dinner hour concert.  
 7:00 to 7:15 p. m.—Sports by Geo. T. Davis.  
 7:15 to 7:30 p. m.—Art course.  
 8:00 to 9:00 p. m.—Dance orchestra.  
 9:00 to 10:00 p. m.—Musical program.  
 10:00 p. m.—Weather and police reports.  
 10:03 to 10:30 p. m.—Novelty program.  
 10:30 to 11:00 p. m.—Lloyd Monroe.

**Wednesday, November 9**  
 7:00, 7:30 and 8:00 a. m.—Health exercises.  
 8:20 to 10:27 a. m.—Breakfast program.  
 10:27 to 10:30 a. m.—U. S. weather reports.  
 12:00 to 1:00 p. m.—Luncheon program.  
 1:00 to 1:30 p. m.—Country store.  
 5:00 to 5:30 p. m.—Concert.  
 5:30 to 6:00 p. m.—Construction reports.  
 6:00 to 7:00 p. m.—Concert.  
 7:00 to 7:15 p. m.—Sports by Geo. T. Davis.  
 7:15 to 7:30 p. m.—Studio program.  
 8:00 to 8:30 p. m.—Madeline Evans.  
 8:30 to 9:00 p. m.—Paul Harasin.  
 9:00 to 10:00 p. m.—Studio program.  
 10:00 p. m.—Weather and police reports.  
 10:03 to 11:00 p. m.—Clyde Cooper's orchestra.

**Thursday, November 10**  
 7:00, 7:30 and 8:00 a. m.—Health exercises.  
 8:20 to 10:27 a. m.—Breakfast program.  
 10:27 to 10:30 a. m.—U. S. weather reports.  
 10:30 to 11:00 a. m.—Fashion hints by Babette.  
 12:00 to 1:00 p. m.—Luncheon program.  
 1:00 to 1:30 p. m.—Country store.  
 5:00 to 5:30 p. m.—Concert.  
 5:30 to 6:00 p. m.—Construction reports.

6:00 to 7:00 p. m.—Dinner hour program.  
 7:00 to 7:15 p. m.—Sports by Geo. T. Davis.  
 7:15 to 7:30 p. m.—Art course.  
 8:00 to 9:00 p. m.—Studio program.  
 9:00 to 9:30 p. m.—Novelty program.  
 9:30 to 10:00 p. m.—Studio program.  
 10:00 to 11:00 p. m.—KFWI Gypsy band.  
**Friday, November 11**  
 7:00, 7:30 and 8:00 a. m.—Exercise hour.  
 8:20 to 10:27 a. m.—Breakfast program.  
 10:27 to 10:30 a. m.—U. S. weather reports.  
 12:00 to 1:00 p. m.—Musical luncheon program.  
 1:00 to 1:30 p. m.—Country store.  
 5:00 to 5:30 p. m.—Concert.  
 5:30 to 6:00 p. m.—Construction reports.  
 6:00 to 7:00 p. m.—Program.  
 7:00 to 7:15 p. m.—Sports by Geo. T. Davis.  
 7:15 to 7:30 p. m.—Art course.  
 8:00 to 9:00 p. m.—Studio program.  
 9:00 to 10:00 p. m.—Dance program.  
 10:00 p. m.—Weather and police reports.  
 10:03 to 10:30 p. m.—Glora Del Rae.  
 10:30 to 11:00 p. m.—Walter Cramer.  
**Saturday, November 12**  
 7:00, 7:30 and 8:00 a. m.—Exercise hour.  
 8:20 to 10:27 a. m.—Musical breakfast program.  
 10:27 to 10:30 a. m.—U. S. weather reports.  
 5:00 to 5:30 p. m.—Concert.  
 5:30 to 6:00 p. m.—Construction reports.  
 6:00 to 7:00 p. m.—Dinner hour concert.  
 7:00 to 7:30 p. m.—Election talk.  
 8:00 to 9:00 p. m.—Athena Alexandroff, soprano.  
 9:00 to 10:00 p. m.—Harriet Lewis.  
 10:30 to 11:00 p. m.—Dance program.  
 11:00 to 12:30 p. m.—KFWI surprise party.

(Continued on Page 16)

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KJBS—JULIUS BRUNTON & SONS  
SAN FRANCISCO—220

Sunday, November 6  
1:30 to 3:30 p. m.—Instrument and vocal selections.  
3:30 to 5:00 p. m.—Dance music.  
Monday, November 7  
9:00 to 12:00 m.—Instrument and vocal selections.  
1:30 to 3:00 p. m.—Instrument and vocal selections.  
3:00 to 4:00 p. m.—Letterman Hospital program.  
4:00 to 5:00 p. m.—Instrument and vocal selections.  
8:00 to 9:00 p. m.—Instrument and vocal selections.  
9:00 to 11:00 p. m.—Studio program, presenting the  
Kambler's Dance Orchestra.  
Tuesday, November 8  
9:00 to 12:00 a. m.—Instrument and vocal selections.  
1:30 to 2:00 p. m.—Instrument and vocal selections.  
2:00 to 3:00 p. m.—Studio—Sheridan Williams, tenor.  
3:00 to 5:00 p. m.—Instrument and vocal selections.  
8:00 to 9:00 p. m.—Orthophonic selections.  
9:00 to 11:00 p. m.—Coco-Nut Club meeting.

Wednesday, November 9  
9:00 to 12:00 a. m.—Instrument and vocal selections.  
1:30 to 5:00 p. m.—Instrument and vocal selections.  
8:00 to 10:00 p. m.—Orthophonic recital.  
Thursday, November 10  
9:00 to 12:00 a. m.—Instrument and vocal selections.  
1:30 to 5:00 p. m.—Instrument and vocal selections.  
8:00 to 10:00 p. m.—Music lovers' program.  
Friday, November 11  
9:00 to 12:00 a. m.—Instrument and vocal selections.  
1:30 to 5:00 p. m.—Instrument and vocal selections.  
8:00 to 9:30 p. m.—Dance music.  
9:30 to 11:00 p. m.—Studio—Presenting Al Meyers  
and assisting artists.  
Saturday, November 12  
9:00 to 12:00 a. m.—Instrument and vocal selections.  
1:30 to 5:00 p. m.—Instrument and vocal selections.

KLX—OAKLAND TRIBUNE  
OAKLAND—508

Monday, November 7  
5:00 p. m.—Martha Lee.  
5:30 to 6:30 p. m.—Brother Bob's club.  
6:30 to 7:00 p. m.—Dinner concert.  
7:00 to 7:30 p. m.—Amusement information.  
8:00 to 9:00 p. m.—Special program.  
9:00 to 10:00 p. m.—Weekly meeting of Lake Merritt  
Ducks.  
Tuesday, November 8  
5:00 to 5:30 p. m.—George Keneipp.  
5:30 to 6:30 p. m.—Brother Bob.  
6:30 to 7:00 p. m.—Dinner concert.  
7:00 to 7:30 p. m.—Amusement information.  
Wednesday, November 9  
5:00 p. m.—Martha Lee.  
6:30 to 7:00 p. m.—Dinner concert.  
7:00 to 7:30 p. m.—Amusement information.  
8:00 to 9:00 p. m.—Educational program.  
9:00 to 10:00 p. m.—Special program.

Thursday, November 10  
5:30 to 6:30 p. m.—Brother Bob.  
6:30 to 7:00 p. m.—Dinner concert.  
7:00 to 7:30 p. m.—Amusement information.  
Friday, November 11  
2:30 p. m.—Army-Navy football game.  
5:00 p. m.—Martha Lee  
5:30 to 6:30 p. m.—Brother Bob.  
6:30 to 7:00 p. m.—Dinner concert.  
7:00 to 7:30 p. m.—Amusement information.  
8:00 to 10:00 p. m.—Athens Athletic club orchestra.  
Saturday, November 12  
2:15 p. m.—Football.  
7:00 to 7:30 p. m.—Amusement information.

KGO—GENERAL ELECTRIC  
OAKLAND—394

Sunday, November 6  
11:00 a. m.—Church service.  
4:00 p. m.—Vesper service.  
6:30 to 7:30 p. m.—Dinner concert.  
7:30 p. m.—Weather report.  
7:35 to 9:00 p. m.—Church service.  
9:00 to 10:00 p. m.—National Broadcasting Company.  
Monday, November 7  
11:30 a. m. to 1:00 p. m.—Hotel Leamington concert.  
12:30, weather; 1:00, weather; 1:03, S. F. stocks;  
1:08, N. Y. stocks.  
3:30 to 4:00 p. m.—Women's Clubs.  
4:00 to 5:00 p. m.—St. Francis Orchestra.  
5:30 to 6:00 p. m.—KGO Kiddies' Klub.  
6:00 to 6:45 p. m.—Dance orchestra.  
6:45 p. m.—"What's Happening in the World."  
7:05, weather; 7:08, S. F. produce, grain, cotton;  
7:16, S. F. stocks (closing); 7:23, N. Y. stocks  
(closing).  
8:00 to 9:00 p. m.—National Broadcasting Company.  
9:00 to 9:20 p. m.—"Chats About New Books."  
Tuesday, November 8  
11:30 to 1:00 p. m.—Hotel Leamington concert.  
12:30, weather; 1:00, weather; 1:03, S. F. stocks;  
1:08, N. Y. stocks.  
6:00 to 6:55 p. m.—Dinner concert.  
6:55, news; 7:03, weather; 7:08, S. F. produce, grain,  
cotton; 7:16, S. F. stocks (closing); 7:23, N. Y.  
stocks (closing).  
8:00 to 8:30 p. m.—H. M. and J. P. entertain.  
8:00 to 9:00 p. m.—National Broadcasting Co.  
9:00 to 10:00 p. m.—National Broadcasting Company.  
10:00 to 11:00 p. m.—National Broadcasting Company.

Wednesday, November 9  
11:30 to 1:00 p. m.—Hotel Leamington concert.  
12:30, weather; 1:00, weather; 1:03, S. F. stocks;  
1:08 N. Y. stocks.  
2:15 p. m.—Football game.  
5:30 p. m.—Strangers Social Club Orchestra.  
6:00 p. m.—Florence Sanger.  
8:15 p. m.—Radiatorial period.  
8:30 p. m.—Vest Pocket program.  
7:00 p. m.—Henry Starr, pianist and vocalist.  
7:30 p. m.—Felipe Delgado, Spanish Baritone.  
8:00 p. m.—National Broadcasting Company.  
9:00 p. m.—Maurine Dyer.  
10:00 p. m.—Packard program.  
11:00 p. m.—KFI Midnight Frolic.

Thursday, November 10  
11:30 a. m. to 1:00 p. m.—Hotel Leamington concert.  
12:30, weather; 1:00, weather; 1:03, S. F. stocks;  
1:08, N. Y. stocks.  
5:30 p. m.—Wise man from the Land-O-Health.  
6:00 to 6:45 p. m.—Dinner concert program.  
6:45 to 6:55 p. m.—"Weekly Financial Review."  
6:55, news; 7:05, weather; 7:08, S. F. produce, grain,  
cotton; 7:16, S. F. stocks (closing); 7:23, N. Y.  
stocks (closing).  
8:00 to 9:00 p. m.—The KGO Players.  
9:00 to 10:00 p. m.—National Broadcasting Company.  
10:00 to 11:00 p. m.—Dance music.  
Friday, November 11  
11:30 a. m. to 1:00 p. m.—Hotel Leamington concert.  
12:30, weather; 1:00, weather; 1:03, S. F. stocks;  
1:08, N. Y. stocks.  
5:30 p. m.—Wise man from the Land-O-Health.  
6:00 to 6:45 p. m.—Dinner concert program.  
6:45 to 6:55 p. m.—"Weekly Financial Review."  
6:55, news; 7:05, weather; 7:08, S. F. produce, grain,  
cotton; 7:16, S. F. stocks (closing); 7:23, N. Y.  
stocks (closing).  
8:00 to 9:00 p. m.—The KGO Players.  
9:00 to 10:00 p. m.—National Broadcasting Company.  
10:00 to 11:00 p. m.—Dance music.  
Saturday, November 12  
11:30 a. m. to 1:00 p. m.—Hotel Leamington concert.  
12:30, weather; 1:00, weather; 1:03, S. F. stocks;  
1:08, N. Y. stocks.  
6:00 to 7:00 p. m.—Dinner concert.  
7:00 to 7:15 p. m.—Weather, news.  
7:15 to 7:30 p. m.—Weekly sport review.  
8:00 to 10:00 p. m.—National Broadcasting Company.  
10:00 to 12 p. m.—Dance music.

Sunday, November 6  
10:00 a. m.—Morning services.  
5:30 p. m.—Santa Anita Trio.  
6:30 p. m.—Boris Myronoff, concert pianist.  
7:00 p. m.—Aeolian organ recital.  
8:00 p. m.—Packard classic hour.  
9:00 p. m.—National Broadcasting Company.  
10:00 p. m.—National Broadcasting Company.  
Monday, November 7  
5:30 p. m.—Glenn Edmund's orchestra.  
6:15 p. m.—Radiatorial.  
6:30 p. m.—Gamut male quartet.  
7:00 p. m.—Gene Johnston's Music Box hour.  
8:00 p. m.—National Broadcasting Company.  
9:00 p. m.—Enid Newton, concert pianist.  
10:00 p. m.—Roy Isner's KFI serenaders.  
Tuesday, November 8  
5:30 p. m.—The Dragon Hawaiians.  
6:00 p. m.—Florence Sanger.  
6:15 p. m.—Prof. Knopf.  
6:30 p. m.—Mary Rosetti and Don Parker.  
7:00 p. m.—Pal O'Mine Trio.  
7:45 p. m.—Mantle Lamp Co.  
8:00 p. m.—Nellie C. Mills, violinist.  
9:00 p. m.—National Broadcasting Company.  
10:00 p. m.—National Broadcasting Co.

Wednesday, November 9  
10:45 to 11:05 a. m.—Gold Medal Talks.  
5:30 p. m.—Sebastians Cotton Club Orchestra.  
6:15 p. m.—Radiatorial period.  
6:30 p. m.—Roland Merkel, Dance Orchestra.  
7:30 p. m.—Nick Harris detective stories.  
8:00 p. m.—Calpet Orchestra.  
9:00 p. m.—National Broadcasting Company.  
10:00 p. m.—Nellie C. Mills, violinist.  
Thursday, November 10  
5:30 p. m.—Elkin's and Hite's Dixieland Orchestra.  
6:15 p. m.—Radiatorial period.  
6:30 p. m.—Bill Henry and Katherine O'Neill.  
7:00 p. m.—Program by the University of Southern  
California.  
8:00 p. m.—Drama program.  
9:00 p. m.—National Broadcasting Company.  
10:00 p. m.—Program of modern classical music.  
Friday, November 11  
10:45 to 11:05 a. m.—Gold Medal Talks.  
5:30 p. m.—Eugene Biscailuk.  
6:00 p. m.—Florence Sanger.  
6:15 p. m.—Radiatorial period.  
6:30 p. m.—Walter Leopold, pianist.  
7:00 p. m.—Program by Paul Roberts.  
8:00 p. m.—Ira D. Morgan.  
9:00 p. m.—National Broadcasting Company.  
10:00 p. m.—N. B. C. program.

6:00 to 6:30 p. m.—Dinner concert.  
6:30, weather.  
6:35 to 7:30 p. m.—Farm program.  
8:00 to 9:00 p. m.—Vaudeville.  
9:00 to 10:00 p. m.—National Broadcasting Company.  
10:00 to 12:00 p. m.—St. Francis Dance Orchestra.

Thursday, November 10  
11:30 to 1:00 p. m.—Hotel Leamington concert.  
12:30, weather; 1:00, weather; 1:03, S. F. stocks;  
1:08, N. Y. stocks.  
5:00 to 6:15 p. m.—Mental Measurements.  
5:15 to 6:00 p. m.—"Friend to Boys."  
6:00 to 6:55 p. m.—Dinner concert.  
6:55 p. m.—News; 7:05, weather; 7:08, S. F. produce,  
grain, cotton; 7:16, S. F. stocks (closing); 7:23,  
N. Y. stocks (closing).  
8:00 to 9:00 p. m.—The Pilgrims.  
9:00 to 10:00 p. m.—National Broadcasting Company.  
10:00 to 11:00 p. m.—St. Francis Dance Orchestra.

Friday, November 11  
11:30 a. m. to 1:00 p. m.—Hotel Leamington concert.  
12:30, weather; 1:00, weather; 1:03, S. F. stocks;  
1:08, N. Y. stocks.  
5:30 p. m.—Wise man from the Land-O-Health.  
6:00 to 6:45 p. m.—Dinner concert program.  
6:45 to 6:55 p. m.—"Weekly Financial Review."  
6:55, news; 7:05, weather; 7:08, S. F. produce, grain,  
cotton; 7:16, S. F. stocks (closing); 7:23, N. Y.  
stocks (closing).  
8:00 to 9:00 p. m.—The KGO Players.  
9:00 to 10:00 p. m.—National Broadcasting Company.  
10:00 to 11:00 p. m.—Dance music.

Saturday, November 12  
11:30 a. m. to 1:00 p. m.—Hotel Leamington concert.  
12:30, weather; 1:00, weather; 1:03, S. F. stocks;  
1:08, N. Y. stocks.  
6:00 to 7:00 p. m.—Dinner concert.  
7:00 to 7:15 p. m.—Weather, news.  
7:15 to 7:30 p. m.—Weekly sport review.  
8:00 to 10:00 p. m.—National Broadcasting Company.  
10:00 to 12 p. m.—Dance music.

KFI—EARLE C. ANTHONY, INC  
LOS ANGELES—468

Sunday, November 6  
10:00 a. m.—Morning services.  
5:30 p. m.—Santa Anita Trio.  
6:30 p. m.—Boris Myronoff, concert pianist.  
7:00 p. m.—Aeolian organ recital.  
8:00 p. m.—Packard classic hour.  
9:00 p. m.—National Broadcasting Company.  
10:00 p. m.—National Broadcasting Company.

Monday, November 7  
5:30 p. m.—Glenn Edmund's orchestra.  
6:15 p. m.—Radiatorial.  
6:30 p. m.—Gamut male quartet.  
7:00 p. m.—Gene Johnston's Music Box hour.  
8:00 p. m.—National Broadcasting Company.  
9:00 p. m.—Enid Newton, concert pianist.  
10:00 p. m.—Roy Isner's KFI serenaders.

Tuesday, November 8  
5:30 p. m.—The Dragon Hawaiians.  
6:00 p. m.—Florence Sanger.  
6:15 p. m.—Prof. Knopf.  
6:30 p. m.—Mary Rosetti and Don Parker.  
7:00 p. m.—Pal O'Mine Trio.  
7:45 p. m.—Mantle Lamp Co.  
8:00 p. m.—Nellie C. Mills, violinist.  
9:00 p. m.—National Broadcasting Company.  
10:00 p. m.—National Broadcasting Co.

Wednesday, November 9  
10:45 to 11:05 a. m.—Gold Medal Talks.  
5:30 p. m.—Sebastians Cotton Club Orchestra.  
6:15 p. m.—Radiatorial period.  
6:30 p. m.—Roland Merkel, Dance Orchestra.  
7:30 p. m.—Nick Harris detective stories.  
8:00 p. m.—Calpet Orchestra.  
9:00 p. m.—National Broadcasting Company.  
10:00 p. m.—Nellie C. Mills, violinist.

Thursday, November 10  
5:30 p. m.—Elkin's and Hite's Dixieland Orchestra.  
6:15 p. m.—Radiatorial period.  
6:30 p. m.—Bill Henry and Katherine O'Neill.  
7:00 p. m.—Program by the University of Southern  
California.  
8:00 p. m.—Drama program.  
9:00 p. m.—National Broadcasting Company.  
10:00 p. m.—Program of modern classical music.

Friday, November 11  
10:45 to 11:05 a. m.—Gold Medal Talks.  
5:30 p. m.—Eugene Biscailuk.  
6:00 p. m.—Florence Sanger.  
6:15 p. m.—Radiatorial period.  
6:30 p. m.—Walter Leopold, pianist.  
7:00 p. m.—Program by Paul Roberts.  
8:00 p. m.—Ira D. Morgan.  
9:00 p. m.—National Broadcasting Company.  
10:00 p. m.—N. B. C. program.

Saturday, November 12  
2:15 p. m.—Football game.  
5:30 p. m.—Strangers Social Club Orchestra.  
6:00 p. m.—Florence Sanger.  
8:15 p. m.—Radiatorial period.  
8:30 p. m.—Vest Pocket program.  
7:00 p. m.—Henry Starr, pianist and vocalist.  
7:30 p. m.—Felipe Delgado, Spanish Baritone.  
8:00 p. m.—National Broadcasting Company.  
9:00 p. m.—Maurine Dyer.  
10:00 p. m.—Packard program.  
11:00 p. m.—KFI Midnight Frolic.

KJR—NORTHWEST RADIO CO.  
SEATTLE—348

Sunday, November 6  
7:45 to 8:00 p. m.—Twilight Organ Hour.  
8:00 to 9:30 p. m.—Evening services.  
9:30 to 11:00 p. m.—Concert orchestra.  
Monday, November 7  
6:00 to 6:30 p. m.—Time signals, sport news.  
6:30 to 7:00 p. m.—KJR junior hour.  
7:00 to 10:00 p. m.—Studio program.  
10:00 p. m.—Time signals.  
10:00 to 12:00 p. m.—Dance music.  
Tuesday, November 8  
6:00 to 6:30 p. m.—Time signals, sports news.  
6:30 to 7:00 p. m.—KJR junior hour.  
7:00 to 10:00 p. m.—Studio program.  
10:00 p. m.—Time signals.  
10:00 to 12:00 p. m.—Vic Meyers' dance orchestra.

Wednesday, November 9  
6:00 to 6:30 p. m.—Time signals, sport news.  
6:30 to 7:00 p. m.—KJR Junior Hour.  
7:00 to 10:00 p. m.—Studio program.  
10:00 p. m.—Time signals.  
10:00 to 12:00 p. m.—Dance music.  
Thursday, November 10  
6:00 to 6:30 p. m.—Time signals, sport news.  
6:30 to 7:00 p. m.—KJR junior hour.  
7:00 to 9:00 p. m.—Studio program.  
9:00 to 10:00 p. m.—Concert orchestra.  
10:00 p. m.—Time signals.  
10:00 to 12:00 p. m.—Dance music.

Friday, November 11  
6:00 to 6:30 p. m.—Time signals, sport news.  
6:30 to 7:00 p. m.—KJR junior hour.  
7:00 to 8:00 p. m.—Studio program.  
8:00 to 9:00 p. m.—John Hopper trio.  
9:00 to 10:00 p. m.—Studio program.  
10:00 p. m.—Time signals.  
10:00 to 12:00 p. m.—Vic Meyers' dance orchestra.  
Saturday, November 12  
6:00 p. m.—Time signals.  
6:00 to 6:30 p. m.—Sport news, News items.  
6:30 to 7:00 p. m.—KJR Junior Hour.  
7:00 to 10:00 p. m.—Studio program.  
10:00 p. m.—Time signals.  
10:00 to 12:00 p. m.—Vic Meyers Dance Orchestra.

KGW—MORNING OREGONIAN  
PORTLAND—491.5

Sunday, November 6  
7:30 to 9:00 p. m.—Studio program.  
9:00 to 10:00 p. m.—N. B. C. program.  
10:00 to 11:00 p. m.—Little Symphony orchestra.  
Monday, November 7  
6:00 to 7:00 p. m.—Dinner concert.  
7:00 to 7:30 p. m.—Concert orchestra.  
7:30 to 7:45 p. m.—Utility service.  
7:45 to 8:00 p. m.—Talk.  
8:00 to 9:00 p. m.—N. B. C. program.  
9:00 to 10:00 p. m.—Concert.

Tuesday, November 8  
6:00 to 7:00 p. m.—Dinner concert.  
7:00 to 7:10 p. m.—Talk.  
7:10 to 7:30 p. m.—Utility service.  
7:30 to 8:00 p. m.—Book review.  
8:00 to 8:30 p. m.—Sealy dance program.  
8:30 to 10:00 p. m.—N. B. C. program.  
10:00 to 11:00 p. m.—N. B. C. program  
Wednesday, November 9  
6:00 to 7:00 p. m.—Concert orchestra.  
7:00 to 7:30 p. m.—Concert.  
7:45 to 8:00 p. m.—Lecture.  
8:00 to 9:00 p. m.—Concert.  
9:00 to 10:00 p. m.—N. B. C. program.  
10:00 to 12:00 p. m.—Dance music.

Thursday, November 10  
6:00 to 7:00 p. m.—Dinner concert.  
7:00 to 7:30 p. m.—Good Humor orchestra.  
7:30 to 7:45 p. m.—Utility service.  
8:00 to 9:00 p. m.—Concert.  
9:00 to 10:00 p. m.—N. B. C. program.  
Friday, November 11  
6:00 to 7:00 p. m.—Dinner concert.  
7:00 to 7:30 p. m.—Program.  
7:30 to 8:00 p. m.—Utility service and talk.  
8:00 to 8:00 p. m.—Program.  
8:00 to 9:00 p. m.—Concert.  
9:00 to 10:00 p. m.—N. B. C. Program.  
10:00 to 10:30 p. m.—Concert.  
10:30 to 12:00 p. m.—Keep Growing Wiser Order of  
Hoot Owls.

Saturday, November 12  
6:00 to 7:00 p. m.—Dinner concert.  
8:00 to 9:00 p. m.—National Broadcasting Company.  
10:00 to 12:00 p. m.—Dance music.

Bloody but Unbowed—  
Beat me, kick me, cheat me, lick me,  
Throw me down the stairs;  
Gash me, pound me, slash me, hound  
me,  
Make me say my prayers;  
Though we'll always have a fight,  
Life, I'll love you just for spite!  
—New York Evening Post.

## AIR LINES

By Lieut. Blaine Stubblefield



Lieutenant Blaine Stubblefield

With the realization of 31-hour air mail, express and passenger service from coast to coast to coast across our land and the certainty of still faster flying time for the future; and with scientists promising innumerable useful developments in the fields of radio, wireless transmission of power, chemistry, cold light, and whatnot, it is only the unsophisticated who register surprise at anything. Where miracles used to be necessary to start a new religion, they are now the foundation of new industries. When the ingenious electrician announces that a man in San Francisco can see his stock broker in Chicago over the telephone, the comic strip architects make a joke about talking to people in bath tubs. But that is about the extent of the excitement. Everybody will install Alice's Looking Glass telephone as soon as it is ready, and nobody will organize a new board of gods to preside over the "revelation."

But too many of us, it seems to me, are talking about the passing of the railway, the automobile, and the steamship under pressure of the growing flock of flying machines. That thousands and millions of people will presently make routine of both long and short flights, and that great volumes of goods will be flown over land and sea, there is not the slightest doubt. And there is just as little reason to believe that everything and everybody is going up into the air. Those street corner prophets, and there are many, who think that potatoes, pump handles, and saw logs will one day be catapulted through space on wings, are surely wrong. It should be borne in mind that poundage in flight must be suspended in the air while it is being transported, and this suspension costs money. Until some as yet unforeseen trick in the science of aviation is turned, only a limited variety of products will bear the cost of being flown. These "airable" goods are, however, of such vast quantity that they will support an intricate system of air lines between every industrial center of any size. To the list of goods available for regu-

lar air shipment will, of course, be added a constant stream of emergency shipments, such as, for example, the set of steam turbine rings air-expressed from the east to San Francisco to hurry the re-commissioning of a ship, lying idle at a cost of \$1000 a day.

As for passenger flying, there is not yet, nor will there be, cause for alarm on the part of automobile builders, and shipping and rail services. A large proportion of the people will fly, of course, but they will also travel on rubber tires, by Pullman and shipboard. Where else but aboard a vessel afloat on the water can one make an ocean voyage? Certainly not up in the air. "Working the world with steam and sail" is an occupation that will live as long as man. Where can one go to smell fresh earth and pine forests, hear the voices of streams and the crackle of open fires? Certainly not high over the mountain tops, speeding through a sea of air.

Flight has charms of its own, to most persons more striking and exhilarating than any other means of getting from one place to another. It is impossible to describe the grandeur of that lonely world above the clouds as seen from an airplane. Nothing quite so nearly satisfies our love of the magic and unreal as to go up from a world sodden and murky with rain into a crystal clear void of nameless blue, sunlight, and a dream-like expanse of white. Above all, to practical people (and we must be practical these days or fall behind the parade), is the speed of aircraft. If our business contemporaries travel fast when necessary and use air mail, we must do the same. If they cut an hour off their delivery or service time, we must cut off an hour, too—or more.

The day of flying is here, but not to crowd out other means of moving ourselves and our goods from place to place. The air mail service, for example, broadens the field of operations for a business house in San Francisco or St. Louis by many hundreds of miles, thereby delocalizing trade and making more traffic for the rails.

The airplane, the railroad, the motor car, the ship and all will take their places and do their parts. There is no cause for antagonism among those who handle these services.

More than 7830 pounds of mail was flown between all coast cities in October, according to the monthly traffic report compiled today by A. K. Humphries, vice-president of Pacific Air Transport. The total gain over the preceding month was 471 pounds, or more than six per cent. Californ-

(Continued on Page 18)

## Agua Caliente Springs

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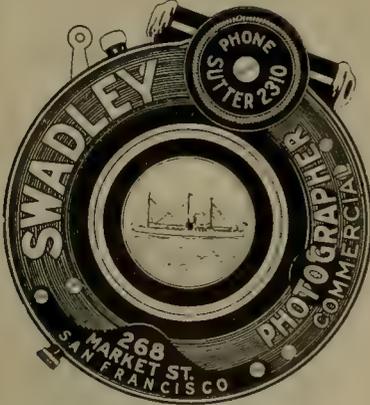
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**PHOTOGRAPHS**  
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**Air Lines**

(Continued from Page 17)

ians began by using the coastwise air mail, express, and passenger line in emergencies. That was hard on those who operated the planes every day, winter and summer. Now the people have found that fast mail and express service is a good thing, not only when they HAVE to have it, but all the time.

**Dooling for District Attorney**

With the day of election only a day or so off, the candidacy of Maurice T. Dooling for district attorney seems to be gathering momentum with every hour. The battle is obviously between the incumbent and Dooling, although a few votes will probably go to the third candidate through personal friends or uninformed voters.

The office of district attorney is by law non-partisan, and the district attorney has in his hands the prosecution and conviction of criminals against the public weal. On the efficient handling of the office and its affairs depends not only the peace and welfare of the city's law abiding citizenry, but a vast saving of money in speeding up the trials of apprehended prisoners, and in protecting innocent witnesses and complainants against the indignity of protracted legal procedure and the technical delays which can be raised by unscrupulous lawyers seeking to befuddle the machinery of the law.

**Re-elect John B. Badaracco**

John B. Badaracco, candidate for re-election as supervisor at the coming election, is expected to be one of the first who will be elected. The genial supervisor, and ex-assembly man has received the endorsement of practically every endorsing group among the organizations in the city, and indications are that he will head the ticket.

Among the groups that have chosen to sponsor him are the Republican Central County Committee, the Union Labor, the Progress ticket, the San Francisco Retailers Protective Association, the Lafayette club, Federation of Italian Societies (52 organizations) Swedish society, Telegraph Hill Improvement Association, Municipal Conference, Polish American Society, San Francisco Fruit Dealers Association, Down Town Business Men's Club, S. F. Retail Grocers Association, Colored Non-Partisan League, Twenty-third Assembly Club, S. F. Civil Service, Per Diem Men's Association, Painters' Union Local 510, Chauffeurs' Union, and many more.

**CERTIFICATE OF COPARTNERSHIP**

KNOW ALL MEN BY THESE PRESENTS: That we, the undersigned, Frances C. Gregory and Mary Meisinger, do hereby certify: That we are copartners transacting business under the firm name and style of TUNNEL BOOK SHOP AND CIRCULATING LIBRARY; that the principal place of business of said copartnership is situated at 415 Stockton Street, in the City and County of San Francisco, State of California, and that the names in full of all the members of said copartnership and their respective places of residence are as follows:

Frances C. Gregory, 880 Sausalito Boulevard, Sausalito, California.

Mary Meisinger, 910 Green Street, San Francisco, California.

IN WITNESS WHEREOF, we have hereunto set our hands and seals this 28th day of October, 1927.

FRANCES C. GREGORY  
 MARY MEISINGER

State of California,  
 City and County of San Francisco, ss.

On this 28th day of October, 1927, before me, Flora Hall, a Notary Public in and for the City and County of San Francisco, State of California, duly commissioned and sworn, residing therein, personally appeared Frances C. Gregory and Mary Meisinger, known to me to be the persons whose names are subscribed to the within instrument and they acknowledged to me that they executed the same.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day and year in this certificate last above written.

(SEAL) FLORA HALL.

Notary Public in and for the City and County of San Francisco, State of California.

**CERTIFICATE OF CO-PARTNERSHIP**

KNOW ALL MEN BY THESE PRESENTS: That we, the undersigned, George C. Ashley, Frank A. Gregory and William D. Newman, do hereby certify:

That we are copartners transacting business in the State of California, under the firm name and style of A & G STUDIOS; that the principal place of business of said copartnership is situated at 220 Post Street, in the City and County of San Francisco, State of California, and that the names in full of all the members of said copartnership and their respective places of residence are as follows:

GEORGE C. ASHLEY, 114 Central Avenue, Sausalito, California.

FRANK A. GREGORY, 880 Sausalito Boulevard, Sausalito, California.

WILLIAM D. NEWMAN, 225 Harrison Avenue, Sausalito, California.

IN WITNESS WHEREOF, we have hereunto set our hands and seals this 13th day of October, 1927.

GEORGE C. ASHLEY  
 FRANK A. GREGORY  
 WILLIAM D. NEWMAN

State of California,  
 City and County of San Francisco, ss.

On this 13th day of October, 1927 before me, Flora Hall, a Notary Public in and for the City and County of San Francisco, State of California, duly commissioned and sworn, residing therein, personally appeared George C. Ashley, Frank A. Gregory and William D. Newman, known to me to be the persons whose names are subscribed to the within instrument and they acknowledged to me that they executed the same.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal, the day and year in this certificate last above written.

(Seal) FLORA HALL.

Notary Public in and for the City and County of San Francisco, State of California.

**ASSESSMENT NOTICE**

The MINERAL DEVELOPMENT COMPANY, location of principal place of business, San Francisco, California.

Notice is hereby given that at a meeting of the Directors held on the 4th day of October, 1927, an assessment of one-half cent per share was levied upon the issued capital stock of the corporation payable immediately in legal money of the United States, to the Secretary, at the office of the company, Room 245. Monadnock Building, San Francisco, Calif.

Any stock on which this assessment shall remain unpaid on the 12th day of November, 1927, will be delinquent and advertised for sale at public auction, and unless payment is made before, will be sold on Tuesday the 13th day of December, 1927, to pay the delinquent assessment, together with costs of advertising and expense of sale.

M. J. SEELY, Secretary.

245 Monadnock Building San Francisco, Calif.

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**Suhr for Supervisor**

Fred Suhr, candidate for supervisor, in a final campaign statement requests his friends to discount the wide-spread rumors forecasting a tremendous landslide for him at the polls on Tuesday, and urges them to see that every citizen approving his candidacy casts a ballot. Suhr's statement follows in part:

"If all my friends go to the polls and vote next Tuesday I feel confident that I shall be elected by a wide majority. However, I want my supporters to know I have a definite fight on my hands and that the only way to make certain of success on election day is to register the largest possible vote. Many times overconfidence and carelessness have resulted in defeat. I am sure that all my loyal friends will not allow pre-election optimism to prevent my election. I am confident that their sense of civic duty will get them to the polls, and, if that is the case, I feel sure of winning by a wide margin.

**McSheehy for Supervisor**

Supervisor McSheehy points out that he is qualified for the office of assessor from his experience as a builder in San Francisco for the last twenty-five years. He also pointed out that the assessorship is the logical next step from the chairman of the finance committee.

Supervisor McSheehy also says that his platform during his ten years as supervisor was one of economy, and that he has always endeavored to keep down the costs of this city's government, consistent with the needs of San Francisco.

Ex-service men are forming clubs throughout the city to further Supervisor McSheehy's candidacy in recognition of his efforts for the securing of San Francisco's War Memorial, as a tribute to her soldier dead. Supervisor McSheehy is a member of the executive committee of the San Francisco War Memorial.

Supervisor McSheehy's campaign slogan is: "I have reduced your taxes; if elected assessor I will equalize your assessments."

**New Partnership Formed**

George Filmer, Roy Bradford, Victor T. Maxwell and Donald Bradford announce the formation of a co-partnership under the firm name of Filmer, Bradford & Maxwell, to engage in the general stock and bond brokerage business. Temporary offices have been opened at room 303-341 Montgomery street. They are members of the San Francisco Stock and Bond Exchange.

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One person, room with bath	\$3.50 to \$4.50	\$21.00 to \$27.00
Two persons, room with bath	5.00 " 6.50	30.00 " 39.00
One person, room without bath	2.50 " 3.00	15.00 " 18.00
Two persons, room without bath	3.50 " 4.00	21.00 " 24.00
Corner suites of two rooms for two persons	8.50 " 10.00	

Special Weekly and Monthly Rates During Fall and Winter.

For additional information and reservations, address:

THE MANAGEMENT

**Casa del Rey Hotel and Apartments**  
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From Brighter Pens Than Ours

"How ja like my dress, it's a sample?"—Youth (sympathetically)—You don't get much for nothin' these days, do you?—Toronto Goblin.

\* \* \*

A man whose whole life had been spent in active business passed to the spirit world.

On arriving there he thought, "Now for some rest and perfect peace."

After quite a short time a spirit tapped him on the shoulder and said, "Excuse me, sir; you are wanted on the ouija board."—Tit Bits.

\* \* \*

"Safety First," while an eminently useful slogan, is not the sign under which the human race moves on to power and conquest.

\* \* \*

The Man—There must be some shooting going on up there.

The Cop—Yeah, according to all reports.—Hamilton Chaperon.

\* \* \*

They called him Daniel, because he was a Boone to his family.—Louisville Satyr.

\* \* \*

Some people have tact, and others tell the truth.—Norfolk Virginian-Pilot.

\* \* \*

Job had trials, but he never had to make seven more payments on a car that lost an argument with a locomotive.—Eugene (Ore.) Guard.

\* \* \*

Mr. Coolidge's prudence is illustrated by the fact that he telephoned to Mexico, but is actually going to Cuba.—Albany Knickerbocker Press.

\* \* \*

Grandmother says that one reason why girls are naughty is because they get the shingle in the wrong place.—Los Angeles Times.

\* \* \*

A news item mentions the case of a New York man who started life as an errand-boy and has now been made an editor. This just shows the danger of starting life as an errand-boy.—Punch.

\* \* \*

Mr. Maurice Campbell, federal prohibition administrator, will not permit his agents to sample liquor sold in New York. His men have as much right to live as anybody.—New York Evening Sun.

\* \* \*

Ex-Kaiser Wilhelm is said to have been entertaining a batch of German mythologists at Doorn. Maybe he contemplates getting out some more memoirs in the causes of the World War.—Beloit Daily News.

\* \* \*

"What funny names these Chinese towns in the news have," remarked a man from Schenectady as he read a Poughkeepsie newspaper on his way to meet a friend in Hoboken.—Christian Science Monitor.

\* \* \*

It isn't surprising to learn that women spend so much more on their toilettes than the Government does on its warships. The women, as a matter of fact, are always better prepared for war than the government is.—Philadelphia Inquirer.

\* \* \*

Minds are like parachutes: They function only when they are open.—Louisville Times.

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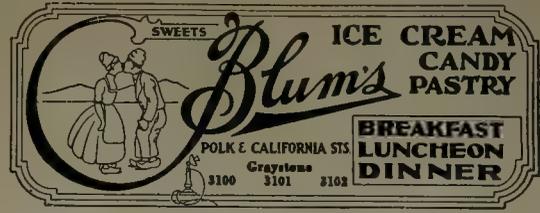
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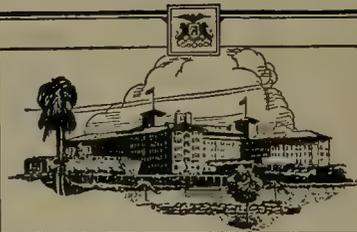
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# News Letter

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ESTABLISHED JULY 20, 1856

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SAN FRANCISCO

Saturday, November 12, 1927

LOS ANGELES

*Join!*



## *An Invitation to Join*

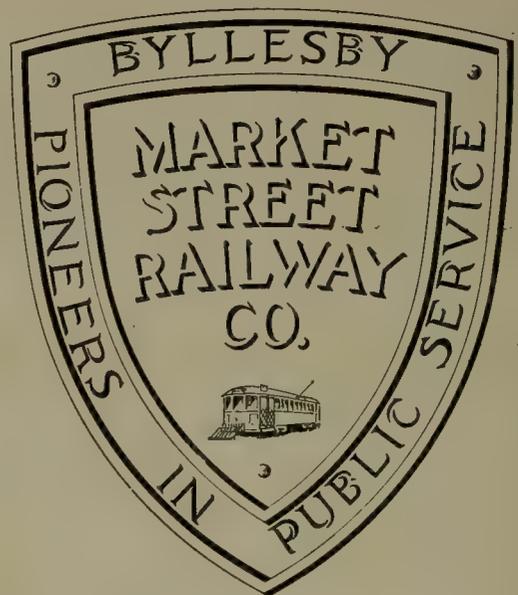
THE AMERICAN NATIONAL RED CROSS will hold its ELEVENTH annual Roll Call from Armistice Day through Thanksgiving — November 11-24 — when all are cordially invited to become members of this great organization. Membership dues paid at that time maintain the work of the Red Cross — Local, National and International — throughout the coming year.

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 OF THE CITY AND COUNTY OF SAN FRANCISCO  
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Devoted to the Leading Interests of California and the Pacific Coast

The San Francisco News Letter and California Advertiser was founded July 20, 1856, by Frederick Marriott. Published by Frederick Marriott, Jr., from 1884 to 1926. Is now printed and published weekly by Frederick Alfred Marriott, 268 Market Street, San Francisco, California. Telephone Kearny 8357. Entered at San Francisco, California, Postoffice as second-class matter. London Office: Street & Co., 20 Cornhill, E. C. London, England. Subscription Rates (including postage), one year, \$5.00. Foreign, one year, \$6.00. Canada, one year, \$6.00

Vol. CIX SAN FRANCISCO, CALIF., NOVEMBER 12, 1927 No. 46

# Cruise De Luxe

## *Planned by Panama Mail Line*

A seven weeks' sea and rail tour to seven countries and seven thousand miles of sightseeing has been arranged by the Panama Mail Line for a party of one hundred prominent business men and women to sail from San Francisco aboard the liner Venezuela on December 17.

The cruise-party, an all expense tour, will arrive in countries of the Spanish Americas when these lands are most favorable from a scenic vista point of view to the visitor.

The party is limited to one hundred persons and the tour will be conducted by expert guides who are familiar with the languages and customs of the people in the lands to be visited.

The "Venezuela" is especially fitted for cruising in the semi-tropics. The vessel is known to thousands of travelers for her fine accommodations and cuisine. Her officers and crew are selected.

The restorative effect and life-giving properties of a sea voyage are universally acknowledged. But when this is combined with congenial companionship, then there is no question but that such a voyage becomes the utmost in personal enjoyment.

Built especially for service in tropical waters and equipped with every modern convenience for the comfort and safety of the passengers, the liner Venezuela leaves nothing to be desired in a cruise of this nature.

The cuisine of the ship is maintained at the highest standard and the food and service will compare favorably with the best hotels in the land.

A well trained and highly efficient crew assures the maximum of comfort and happiness aboard ship, a vital factor to consider when choosing a cruise.

Broad deck space is a popular feature of the liner "Venezuela." There is plenty of room for all the diversions that make for entertainment while at sea, such as deck games, promenades and other features.

The deck veranda with its armchairs and card tables is especially inviting. All deck spaces are sun-protected but open to the breeze. One of the most enjoyable features aboard the liner "Venezuela" is the open air salt water swimming tank.

A splendid ship's orchestra plays delightful music at meal times, as well as for the nightly dancing, and special concerts that are features of a trip on the "Venezuela."

The staterooms are large and attractively furnished. Each has two floor-standing beds. There are no heat-con-

fining upper berths. Each stateroom is equipped with double wash stands with running water, clothes closets, electric lights and fans, including individual lamps. There are also de luxe cabins which have private baths adjoining.

Then as the traveler enjoys life at its best, the "Venezuela" makes calls at Mexico, Guatemala, Nicaragua, Panama Canal Zone, Cuba, and after these countries are toured, the party will proceed to Miami, Florida, where they will start on an eight-day 700-mile automobile parlor car tour.

One of the most interesting places to be visited will be to Guatemala City. The party will dis-

embark at Champerico, and board a special train for the delightful trip up to an elevation of 5,000 feet above sea level where glorious Guatemala City rests.

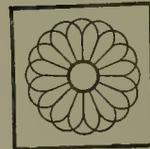
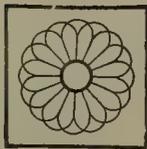
Shore excursions have been arranged at nearly all of the places to be visited. The party will reach Havana at a time when King Joy reigns in this Pearl of the Antilles. Here the tour party will witness gaiety at its height with merrymakers from the four corners of the world, making Havana their pleasure spot during the winter months.

Florida will be toured over a journey of 700 miles aboard de luxe motor cars, with visits to all the pleasure resorts, the Everglades and other interesting places.

An all day tour of the Apache trail to Phoenix is also included in the itinerary.



Aboard the Panama Mail S. S. "Venezuela"



### Hit-and-Run Scoundrels

One of our best police captains died the other day; it is said, largely through despair at the increase in hit and run cases with which he seemed to be unable to grapple. There is something about that thing which is very uncanny and which tends to fill the heart and soul with dismay at the very beastliness of so large a part of the human race.

We do not suppose that anyone who reads this could imagine anybody, still less himself, in the position of a hit-and-runner. We, all of us, at times imagine ourselves guilty of some crime or other. It is presumably true that there is no one who has not at one time or another thought of himself as a murderer. Indeed, as far as most of us are concerned, occasions in life have arisen where we have been, at least, potential murderers. But it is very doubtful whether any person has ever contemplated himself as a hit-and-runner. The thing is too nasty even to think about.

It is not only that the actuality of the crime is abominable, but the conditions surrounding it are so dreadful. To drive into a human body, to strike it down and then to speed away, leaving it prostrate, the result of one's own handiwork, is so gruesomely inhuman as to defy imagination. And yet it is done and increasingly. We do not wonder that Captain Gleason succumbed to the contemplation of such a condition.

There is no remedy in punishment for the hit-and-runner has such a chance to avoid punishment. It would appear as if a portion of the population was in possession of an instrument, in the auto vehicle, which transcended its power of responsibility. That is true; there are too many children in mental development with high power cars.

### Mussolini and Telegraph Hill

We think that there must be some subtle change in the Italian which the mere transportation to this part of the world and exposure to the free air of the Pacific seems to effect. We doubt very much if the great Dictator could successfully grapple with his people here as he does at home. They show a very valiant and determined ability to declare themselves and to be master of their own destiny.

We do not refer to supermen like Giannini, who has played the great role of banker and organizer in this part of the world and has shown a genius which can only be matched by the most distinguished financiers. After all, Giannini was originally a Santa Clara boy and we claim him as our own. At any rate, genius is genius and will make its way in spite of everything.

We are talking about the people on Telegraph Hill who live such an independent life, while so many of the rest of us are bound down by the tyrannical bonds of the later day puritanical government which has no part or lot in the real California. We submit, the Italian does not. A walk up Telegraph Hill will show the wine presses merrily at work and the sons of Italy in happy abandon.

And yet this will not last for very long. The immigration laws will prevent the further coming of the Italian. The buoyance which is his will disappear and we will be utterly at the mercy of the joy-killers.

### A Real Californian

Dr. Morris Hertzstein, who died a week or two ago, was one of the great San Francisco physicians. He added to the distinction of the city by his ability as a medical practitioner. In his life he was a worthy man and a good citizen as well as good doctor. But he has added immeasurably more to his stature by the way in which he disposed of his property after his death.

It is not that he left money to the universities. He was a rich man and many rich men leave money to the universities, a fine and distinguished thing to do, but not calling for any special mention. Stanford gets \$100,000 for a chair in biology and the University of California about half a million dollars, for scholarships in medical research work and other scholastic activities, in which the doctor was personally interested in his life time.

But it was the point of view which the will expressed that was at the same time distinctive and promising. The good doctor pointed out that he had made his money in this community and that he had made it unaided, by his own efforts. Europe had done nothing for him and therefore he would do nothing for Europe. This idea that a man should recognize the community in which he works is admirable. It is an inspiration as well as a suggestion to others who have unusual gifts and who have acquired money in the course of useful work. It reminds one of the attitude of the churchman to his wealth in the middle ages.

Yet Europe had something to do with it, after all. One does not become a Hertzstein through merely wanting to be that sort of person. Behind the personality of the doctor is a line of people in Europe from whom in the nature of things, he must have derived much.

### The Election Returns

San Francisco has vindicated its own claims to good sense, for the voting at the recent election was far more representative of good and thoughtful citizenship than is often the case. Mayor Rolph is returned with a triumphant majority in excess of 30,000. This is not only a victory; it stamps the grateful approval of a loyal constituency. The Mayor has now the distinct mandate to go ahead with his policies and we shall all benefit.

The defeat of Finn for sheriff is a lesson which machine politicians may well heed. There is no longer any chance for the return of the saloon and slum methods of coercing public opinion. Those days have gone and San Francisco will never see them again. The effort to restore them lost San Francisco a good sheriff, for, with all his faults as a politician, Finn was a good executive of the sheriff's office.

Perhaps more satisfactory than anything else was the voting on the bonds. The Boulevard bonds, which are necessary, carried, well ahead, while those proposed bonds which were either wasteful or foolish, were repudiated.

The election has been entirely satisfactory and the results are progressively conservative.

### Late Autumn

Here we are with the first rains already fallen and the snow beginning to lie thickly on the summits of the mountains. We are now beginning to store up our life for the coming spring. As other communities are starting to look forward to a period of cessation and of stark inactivity in nature, we, on the other hand, are just beginning to see the coming of the new life. With the first rains, the California of next year is really born.

Already the hills are changing; there is a touch of green running through the grey grass and in a short time the Marin Hills across the Golden Gate will be emerald. The violets are here already and it will not be long before the new spring flowers will be coming in to challenge the market.

And yet the past year is with us still. It is fall, at the same time as it is spring. The chrysanthemums are still the great attraction in gardens and florist windows. The California market shows a wealth of color, of browns and reds, crimsons and purple which belong alone to the fall and in which the spring has no place. One could take a drive in the Carmel Valley and see the pumpkins lying on the floor of the valley, orange and yellow, a beautiful sight, which will match many of the most famous sights. Very lovely are the Carmel pumpkins and glorious the colors of the hillsides in Monterey, but not so glorious as the woods of Shasta.

So, here we have at one and the same time the spring and the fall. The old glory fades away reluctantly in face of the new life; violets battle with chrysanthemums. That is the fact that makes late autumn here so aboundingly beautiful.

### Russia, the Problem

Ten years have gone since the present Russian government came into power. No one who saw the advent of Lenin and the bolshevists had any idea that they would persist for that length of time, least of all the bolshevists. As Lenin has explained, they made their coup because they were bound to, politically speaking, under the circumstances as they were. But he had no expectation of maintaining a government. Still, the government exists and it is not too much to say that it is as least as strong as any Russian government has been since history was written. All observers appear agreed that as far as the government, as such, is concerned, there is no present indications of any probable disturbance.

There must be something in the present condition which satisfies the needs of the Russian people, but what it is is inconceivable to the rest of us. They have a frank dictatorship, which does not pretend to be anything else, a tyranny, in short, with a secret police and all the embellishments of Tsardom. There is no pretense at liberty and apparently no demand for it, for great leaders who have called for more freedom have been relegated to the rear with practically no protest. The economic conditions are peculiar, there is surely no communistic state, and yet there is no capitalistic state. There is a curious mixture of state management combined with co-operatives, of trades unionism plus an enormous body of state or political overseers. It is a mixture which would drive an economist to despair.

Practically an outlaw, Russia still continues to maintain itself and even to increase the demand for outside commodities. It is a problem which has to be met, for, after all, there are 150 millions of people in Russia and wealth beyond calculation, in its practically untouched resources. But no statesman here or elsewhere has arisen who can grapple with that problem successfully.

## Football

### OVER THE HUMP

By Lyman Martin

Down from the North comes the purple and gold of the Washington Huskies this week to play California over at Berkeley. Previous to last Saturday we knew very little of Washington's strength. Conjecture and hypothesis were all that we could base any judgment on. If there were any doubt as to Washington's strength it was dispelled last Saturday when Stanford journeyed up to Seattle and beat them. Stanford won, but that tells very little of the story. The Huskies always have had big teams and powerful teams. This year is no exception. They literally pushed Stanford all over the field. That they lost was due to the fact that they played dumb football while Stanford played heads up football, taking advantage of all of the breaks and the Huskies' dumbness.

Last week California beat Montana over at the Berkeley Memorial Stadium, yet they showed far less in their victory than Washington showed in their defeat. If the Bears are to take Washington into camp and re-establish themselves as conference contenders they must snap out of their lethargy with a vengeance this week. Of course the boys over at the State University thought that they had a set-up and played accordingly, but they must change their tactics, and in the short period of one week.

Stanford has all the best of the schedule from now on. This Saturday they play Santa Clara down on the farm and can prepare for the "Big Game" the following week. Stanford at the present writing is overwhelmingly favored to win the annual clash between the two large universities. In doing so the worst that they can do is to tie with the University of Southern California for conference leadership.

"Pop" Warner will have all of his plays in nice working order by the time the "Big Game" rolls around and his men will be in the physical pink for the contest. At the start of each season the Stanford team plays mediocre football with an abundance of fumbling prevalent. As the teams go into their November games, the Cards seem to have forgotten their fumbling and the plays go off with plenty of dispatch. It will be noticed that nary a fumble did Stanford make up at Washington. To have done so probably would have meant the game. With wet ball and all, Stanford held on to the ball and took advantage of the breaks and won.

California, on the other hand, has to take on Washington and Stanford in a row. "Nibs" Price will have to give all that he has in both contests. If any of his first string men are injured in the Washington game, it may spell havoc for California's chances in the "Big Game."

On the turf at Kezar Stadium last Saturday was played one whale of a game of football. The final score was St. Mary's 3, Idaho 3.

It was primarily a game of defensive football with two great lines standing toe to toe. St. Mary's had assumed a three point lead in the first half. Those three points looked like more than plenty up till six minutes before the final gun. Idaho was getting nowhere through St. Mary's line. It was seen that the only way for the Idaho Vandals to advance the ball was over the line or around it and precious few yards were gained on flank movements, especially around the end guarded by Frankian.

Coach Erb sent in a "great beeg fella" named Sumpster. Few thought that he was a field goal kicker. Most everybody expected some line plunging "a la Fleishhacker." But Mr. Sumpster fooled them all and boosted as pretty a kick between the goal posts as has been seen for a long time. It did not win the game but it sure saved the day for Idaho.



By Antoinette Arnold

### Junior League Members Preparing for Big Event

Every member of the Junior League, practically, is an artist in the embryo these days.

Talented society girls are now given avenues in which to express their ability, and pretty debutantes are finding out the requirements of genius.

"It is such fun plus hours of hard work," exclaimed one of the most talented of the girls after going through the hard paces of rehearsals this week in the new gold terrace room of the Fairmont Hotel.

\* \* \*

### Gorgeous Costuming

Trunk loads of gorgeous costumes will be used in staging this season's show.

It will equal anything ever staged here and, according to authorities, will transplant some of Broadway's most alluring extravaganzas to the West. Two of the acts in the show will include thirty scenes. Some of the costumes cost \$300 and, according to Ned Wayburn this year's show will be a \$100,000 production.

Although amateur in its ranking it will, nevertheless, be of so finished a performance, that in worth and presentation it will merit professional recognition.

Periods ranging from the early court scenes, down to the present time, will be visions of loveliness, both as to settings and costumings.

\* \* \*

The "Follies," a feature of the Junior League program this year, will be staged at the Capitol Theater beginning with Monday, November 28, and continuing throughout the period of six days.

Ned Wayburn, dance mentor, is coaching and drilling and perfecting the Junior League for the stage production.

### Worthy Cause

Proceeds from the Junior League annual show will go toward the home established for young girls under their charge, a beneficiary so noble in its purpose and so far-reaching in its ramifications, that it ranks as an outstanding benevolence.

Last year's Junior League show netted a handsome sum for the purchase of a lot and building expenses of the new home for the girls. This year's annual show will, no doubt, exceed that substantial amount.

\* \* \*

### Engaged

Miss Shirley L. Gray was hostess at a beautifully appointed luncheon recently at the Fairmont Hotel complimenting Miss Edith Symonds whose engagement to Captain Curt Zastrow has been announced.

Table decorations were in recognition of the Captain Zastrow in command of the S.S. "Ecuador" and a miniature steamer centered the table. Small boats served as place cards.

\* \* \*

Mrs. J. F. Corkery assembled a group of congenial friends of many years standing at a bridge-luncheon given at the Fairmont Hotel on Thursday and the occasion also marked the anniversary of her wedding-day. Flowers of the autumn season formed an artistic center piece and brilliant hued leaves.

Nancy Buckley, the young San Francisco poet, was selected to write the official ode for Rev. Richard A. Gleason, S. J. Jubilee. The ode is entitled: "Christ's Disciple," and those who heard the beautiful poem regard it to be the best work Nancy Buckley has done so far.

She has won many prizes for her poetry, notably the Blandon Poetry prize given yearly for the best lyric. Her poem, "Alien" won over six hundred contestants.

\* \* \*

### Talented

Three talented local girls will be featured on the musical program to be given on Monday afternoon, November 14, at Sequoia Hall under the auspices of the Pacific Coast Women's Press Association.

Catherine Urner, young California composer, and winner of the Prix de Paris in 1919, will sing three songs entitled: "Kerry Glen," "Crossing

the Bay," and "Perchance." The music for these songs was written by Beatrice Clifford, the well known pianist-composer. The lyrics are by Nancy Buckley, the noted poetess, who is achieving great distinction in this field of work, and whose lyrics are in demand by eastern and western composers. One of the lyrics, "Crossing the Bay," created widespread comment when it appeared in a national magazine, on account of its vivid description of San Francisco Bay.

Miss Urner will be accompanied by Margaretha Von Loben Sels. The songs will be followed by a group of original piano numbers played by the composer, Miss Urner. Since her return from Europe Miss Urner has established her studio in Berkeley with Margaretha Von Loben Sels.

Mrs. E. Broad entertained the bridge club of which she is a member at a luncheon at the Hotel Whitcomb on Thursday afternoon. Seated at the table with the hostess were Mesdames T. A. Moitoret, J. J. Maher, J. J. Riley, F. F. Oehlert, A. T. Forde, E. R. Moffitt, W. B. Dowling and Miss A. A. Murry.

\* \* \*

Mrs. Joseph A. Clark entertained with a bridge tea Wednesday afternoon at the Hotel Whitcomb. The tables were attractively decorated with flowers and those invited to the tea included Mesdames William Heaney, E. E. Johnson, George Bowar, John Van Tassel, J. J. Gonzawa, J. J. McDermot, M. M. Roy.

\* \* \*

### Mark Hopkins

Last Tuesday night at the Mark Hopkins was a gala event in San Francisco society. The feature nights every Tuesday are becoming popular.

Mr. and Mrs. Webster Jones entertained Mr. and Mrs. Bronte Aikins and Mr. and Mrs. George Wallace Hastings.

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HOWARD T. BLETHEN, Proprietor

**Women Participate in Travel and Trade Convention**

Prominent women from the ranks of clubland and active workers in the welfare of the city and its great progress are participating zealously in the Travel and Trade Convention which had its formal opening yesterday, November 11 "Armistice Day" at the Civic Auditorium.

Mrs. W. D'Egilbert, head of the group of Women's Participation, is one of the most active and most popular of all the active workers. Mrs. D'Egilbert heads her own committee and is ex-officio member of all the other groups. Her excellent judgment and splendid leadership is criterion for the brilliant success of this Pacific Foreign Travel and Trade Exposition, which will continue from November 11 to 20, inclusive.

\* \* \*

**Grand Pageant**

The grand pageant which took place at the Exposition Friday night was a revelation to those who witnessed it. Mrs. D'Egilbert was indeed the feted leader.

Representatives of all nations participated with several hundred people in costumes, singing their own native songs and presenting a picturesque and memorable sight.

\* \* \*

**American Legion Day**

Special interest is attached to today's special events, including the specified American Legion observances.

Here is the interesting program for the week:

November 12—American Legion Day. Speakers, music by Legion Posts. Lieutenant-Governor Buron Fitts, honored guest. Convention State Commercial Secretaries' association, Bay Secretaries, Sacramento Valley Secretaries, San Joaquin Secretaries.

November 13—2 to 4 o'clock p. m., California Day. Musical program by Peninsula Singers and Bay Cities Musicians.

8 to 10 p. m.—An All-Indian program of music, dances and ceremonials in costume. Panama-Pacific International Exposition Board; Redwood Empire; Native Sons of the Golden



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West; Kiwanis; Adventurers of the World; Rotary; Optimist; Down Town; Commonwealth; Travelers Protective Association; Transportation; Chambers of Commerce, and all other fraternal, denominational and service clubs will be in attendance.

November 14—Women's Day. San Francisco City and County Federation of Women's Clubs, Native Daughters of the Golden West, Daughters of the American Revolution, Business and Professional Women's Clubs, American Association of University Women, San Francisco Center, the Open Forum, Soroptomists, all other fraternal, denominational and service organizations of women.

2 to 4 p. m.—Program of music by San Francisco, Berkeley and Oakland musicians, all junior members of the California Federation of Music Clubs.

8 to 10 p. m.—Artists' program of music by Bay Cities musicians.

November 15—2 to 2:30 p. m. Program of music, dance and pantomime by Central American countries in costume.

2:30 to 4 p. m.—Program of music by Italy.

8 to 10 p. m.—Spain, Mexico and Portugal in a costumed program of music and dance.

November 16—New Orient Society of America will present noted lecturer at 1:30 p. m. on "What the Orient Means to California," followed by a program of music, dancing, pantomime of the Orient. From 3 to 5 p. m. in small hall on second floor the Orient Society will give a program—with talks on Oriental art; of music and dance with instruments of the Far East. music of too intimate a nature to be given in big auditorium. From 3 to 4:30 in main auditorium the Italians will give a program of the music of their country in costume. 8 to 10 p. m.—Norwegian Singing Societies of San Francisco and Oakland will combine their talents (65 voices) for

a half hour of Norwegian music. At 8:30 Denmark will present an all-star program of music. 9:30 p. m.—Sweden will present a group of Swedish dancers in costume.

November 17—British Empire Day. 2:30 to 4:40—Musical program and dances of England, Ireland, Scotland, South African group, New Zealand and Australia. 8 to 10 p. m.—Welsh program of music, bagpipe band, Scotch singers, reels, dances and finale "Welcome of Flora McDonald to America." Also afternoon and evening programs of music of the Orient in small hall on the second floor.

November 18—2:30 to 4:30, musical program by Germany, Switzerland, Holland, interwoven with dances, all in costume. 8 to 10 p. m., a classical program of music by German and Swiss yodelers. Oriental music and art, with speakers, both afternoon and evening in small hall, second floor.

November 19—Slavonic Day, 2:30 to 4:30 p. m. and 8 to 10 p. m. Programs of Native Music in costume of all the Slav countries.

November 20—Hungary. Lecture at 1:30 p. m. on the history and evolution of music in Hungary, demonstrated by violin, tarogato and cimbalon, by San Francisco Hungarians. Classical program of Hungarian music by artists. 8:30 to 10:30 p. m.—Hungarian wedding ceremonial, with incidental music on cimbalon, dances and folk songs.

\* \* \*

**Artists Program**

An artists' program will be given in the evening. Kathleen Norris will speak on "World Peace" at 1:30 p. m., and later in the afternoon Dr. Arthur Upham Pope will speak on "The Position of Mohammedan Women." In the morning, Superintendent Joseph Marr Gwinn will discuss San Francisco schools and later Deputy Superintendent J. A. Cloud will be speaker. Mrs. Grace Palmer Craig will tell of European women's organizations and educational institutions.

\* \* \*

United States Shipping Board, U. S. Department of Commerce, U. S.  
(Continued on Page 19)

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# PLEASURE'S WAND

OBEY NO WAND BUT PLEASURE'S

—Tom Moore



By Josephine Young

## Theater Offerings

Many theater offerings this week have that magnetic appeal too interesting to miss.

Laughter, thrills, romance — all have their place on programs presented by the theater and the motion picture house, with the stage and the screen catering to individual choice.

Enjoy an evening at the theaters—and find home and family-life even more enjoyable "ever after."

\* \* \*

## Curran

Mitzie, the "adorable comedienne" comes to the Curran theater, Monday night, in a fascinating musical show: "The Madcap," presented by the Messrs. Shubert.

"My Maryland" comes to a glorious close with this week's performances. Those who have not yet seen this operetta have still a chance to hear: "Your Flag and My Flag," the ringing song with dramatic ensemble presentation.

This musical romance is far too good to lose and theater goers have attested their favor of the lovely songs including "Mother," "The Same Silver Moon," and "Won't You Marry Me," in addition to the soldier score of the "flag" song. Leonora Allen, Bartlett Simmons, Frank Lalor, Millie James are principals with a large supporting cast.

\* \* \*

## President

"Why Men Leave Home," an Avery Hopwood play is the attraction now at the Henry Duffy theater, "The President," on McAllister street.

We were told that the comedy had its dart at women and their frivolous ways. That is true, beyond a question, but this clever comedy certainly should amuse the men. For, it makes very plain truth of women's frailties and foibles, and launches plenty of laughter, which prevails throughout the entire play.

The story concerns three wives. But, gradually, centers about one wife and one husband—whose marital happiness is hazarded—until the "awakening" of the frivolous wife of course—in order to carry out the theme of the drama. There are some mighty clever scenes.

It really is a delicious bit of irony; and oh, you wives, go prepared to see your frivolities held up to the limelight. But, you'll like it—for a secret is there unfolded which you cannot but cherish.

This play is excellent writing. Walter B. Gilbert directed it to a nicety, displaying superlative mastery of situations and stage-craft. Leneta Lane and Kenneth Daigneau are the principal players.

Thomas Chatterton, Earl Lee, Robert Adams, John De Weese, Marie Sorrille and Elsie Bassett are other stage favorites in this new Henry Duffy play.

\* \* \*

## Lurie

Taylor Holmes, former star of "No, No, Nannette," remains at the Lurie Theater in "The Great Necker" for this week only. Nat Carr shares in popularity.

\* \* \*

## Columbia

Marjorie Rambeau at the Columbia theater this week is winning additional laurels by her superb acting in the emotional drama, "Daddy's Gone A-Hunting," a Zoe Akins play splendidly cast.

Miss Rambeau just completed her successful performances of "Just Life" and in the new play she has opportunities to display her emotional acting.

\* \* \*

## Alcazar

"The Mystery Ship," a comedy-drama characterized as a super-thriller, will have its first Pacific Coast production Sunday afternoon at the Alcazar. Depending for its success largely upon its strange and exciting features and the elements of surprise, in which it is said to abound, the play is heralded as in the same category as "The Bat" and "The Gorilla."

It is not so long since "The Ghost Train" entertained and puzzled large audiences at the President, during a run of ten weeks. The success of that mystery-farce here is said to have induced Henry Duffy to purchase the western rights to "The Mystery Ship." All of the four scenes of the piece are laid on board an ocean liner bound for Southampton.

## Amusements

NEXT WEEK  
ON THE STAGE

### Alcazar, O'Farrell nr. Powell

"The Mystery Ship" starts Sunday. Henry Duffy comedy romance.

### Columbia, Eddy nr. Powell

"Daddy's Gone A-Hunting." Marjorie Rambeau, emotional drama.

### Curran, Geary nr. Mason

Mitzie starring in "The Madcap."

### Lurie, Geary nr. Mason

Taylor Holmes in "The Great Necker." final week. Nat Carr.

### President, McAllister nr. Market

"Why Men Leave Home." Leneta Lane star. Newcomers in play.

### Community Playhouse,

#### Sutter and Mason

The Players' Guild—"The Jest." Isabel Withers, William S. Rainey, Cameron Prud'homme.

\* \* \*

## VAUDEVILLE

### Golden Gate, G. G. Ave. and Taylor

Nancy Gibbs—"Dear Little Rebel," tabloid operetta; Jue Fong, Chinese tenor. "Not for Publication." on the screen; Ralph Ince, star.

### Orpheum, O'Farrell nr. Powell

Florence O'Denishawn, in dancing feature. Harry J. Conley, comedian; Odalio Careno, Russian Grand Opera star; "Happy Hooligans."

### Union Square, O'Farrell nr. Powell

Vaudeville—pictures.

### Wigwam, Mission nr. 22nd

Spoken drama—"The Cat and the Canary." Nat Holt players. Dudley Ayres and Oreta Porter. Comedy play.

\* \* \*

## ON THE SCREEN

DOWN TOWN

### California, Market St. at 4th

"Garden of Allah." Alice Terry, Ivan Petrovich, stars.

### Cameo, Market opp. Fifth street

Change of splendid pictures.

### Casino, Ellis at Mason

"The Midnight Kiss" and "Oh Baby," double bill Sat. Clara Bow in "The Shadow of the Law," and James Kirkwood and Lila Lee in "The Million Dollar Mystery," Sun. and Mon.

### Embassy, Market St., near Seventh (Formerly Rivoli)

Vitaphone, giving voice to motion pictures John Barrymore in "When a Man Loves," Warner Brothers production.

### Granada, Market at Jones

"Dress Parade," William Boyd and Bessie Love. 30th Infantry Band.

### Imperial, Market St. op. Jones

"The Black Diamond." Monte Blue.

### St. Francis, Market bet. 5th-6th.

"Now We're in the Air." Wallace Beery and Raymond Hatton.

### Warfield, Market at Taylor

"She's a Shiek." Bebe Daniels, William Powell Richard Arlen.

## RESIDENCE DISTRICT

### Alhambra, Polk St., nr. Green

"The Monkey Talks." Raymond Hitchcock Sat. "The Poor Nut." Sun. "The Rouz Riders," Mon., Tues., Wed., Noah Beery, Mar Astor, George Bancroft, Charles Emmett Mack Charles Farrell. "The Life of Riley." Fri. Murray and George Sidney, Thurs., Fri., Sat

The authors, Edgar M. Shoenberg and Milton Silver, are represented as having written a very novel play with plenty of fun and some decidedly ludicrous situations. The element of tragedy is inserted even before the first curtain rises. There is a shrill scream and a pistol shot just as the theater is darkened and the footlights gleam. From that moment on, according to reports, the audience experiences alternate sensations of joy and fear.

Duffy, carrying out his policy of providing type players for his characters, has brought together almost an entirely new company. Seven of the players have been assembled from distant points. The cast is headed by Irving Mitchell and Glenda Farrell, both new here. As might be expected, the scenes on shipboard will permit of some elaborate sets and special effects are promised.

\* \* \*

#### President

"Why Men Leave Home," by Avery Hopwood, is making things hum at the President Theater. The mirth in this fast moving play is insistent. The situations are droll, the dialogue sparkling and a trifle daring and the characterization something to rave about.

From its title one might expect that this offering was all about deserted wives. Far from it, the fact is that it is chiefly concerned about neglected husbands. The wives, with plenty of money and no home ties, fit hither and yon, leaving their lords and masters to pine away from loneliness. Of course the men do nothing of the sort. They seek companionship and the wives do not approve of what they find.

Leneta Lane and Kenneth Daigneau have the major roles with Earl Lee again providing one of his comedy gems and walking away with the mirth making honors. Barbara Luddy, ingenue, is particularly well cast. Others include: Frances McDonald, Thomas Chatterton, Lillian Hayward, Robert Adams, Dorothy LaMar, Elsie Bassett, Marie Sorrille and John De Weese.

\* \* \*

#### Embassy

The Warner Brothers' miraculous Vitaphone at the Embassy Theater, home of the Warner Brothers productions in San Francisco, will remain here to continue its amazing presentation of motion, voice and sound.

Whatever we expected of this invention was transcended by demonstrations. It is hard to explain the feeling of awe which encompasses one on first hearing the Vitaphone.

As Vincent Lopez steps forward on the screen and announces each num-

ber to be played by his orchestra, one marvels at the perfect synchronization of tone, vision and production. Then, when the Four Aristocrats, with their soft voices and lovely music continue to delight us, we are "convinced."

Giovanni Martinelli's singing in his selection from Act IV of "La Juive" is positively marvelous, as reproduced by means of the Vitaphone.

"When a Man Loves" is the photoplay now showing at the Embassy with John Barrymore the star in his role of De Grioux of the immortal classic "Manon Lescaut." Dolores Costello plays the part of Manon.

San Francisco's own Herman Heller conducts the Vitaphone Symphony Orchestra of seventy-five musicians who provide the score for the picture through the Vitaphone.

The Embassy theater was opened last Thursday night by William B. Wagon for Warner Brothers and is one of the most attractive of the city's newer motion picture theaters.

\* \* \*

#### Orpheum

A program composed of headline feature attractions will be presented at the Orpheum theater beginning Saturday, which will include Florence O'Denishawn, Ziegfeld star, Nelson Snow and Charles Columbus presenting "A Terpsichorean Treat"; Harry J. Conley, comedian and his company in "Slick as Ever"; Odali Careno, Russian grand opera soprano, offering classical songs and operatic selections: "Fate," a Chinese playlet starring Valerie Bergere, assisted by Broadway players; the second and final big week of Elsa Ersi, singing and dancing Hungarian musical comedy star, and Nat Ayer, popular British composer, in a new program; Blanche and Jimmie Creighton in a "Mudtown Vaudeville"; Fortunella and Cirillino, Italian clowns in "The Happy Hooligans."

\* \* \*

#### Golden Gate

Excellent music and comedy will be at the Golden Gate, including four headline attractions. Nancy Gibbs is to be starred in a tabloid operetta entitled "Dear Little Rebel," a musical romance of the South during the Civil War period.

Another musical high light on the program will be Jue Fong, Chinese tenor. The exponents of comedy include: Clara Barry and Orval Whitledge in "Jest for Awhile," one of the favorite standbys of vaudeville; Willie Vest and McGinty, in a comedy of errors called "A Billion Builders Blunders"; and Ray and Dot Dean, presenting "Alpheus Pure and Simple." Another unit of the bill will be Reck

(Continued on page 18)

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## Finance

The growth of incendiarism is causing a great deal of questioning. Arson costs \$186,849,540 a year, which is simply a staggering sum of money to go in that sort of thing. There is no greater indictment against some of the social manifestations in this country than the arson showing. One third of all the fires, set according to the manager of the Board of Underwriters, were for direct profit and the rest were for spite. Of course, these fires must be paid for and the honest policy holders are the ones who pay.

There is a very complete admission that the general state of trade is showing some marks of retrocession. The experts are at a loss to explain the reason as the apparent causes of former trade reactions seem to be absent. Thus the money market is very sound and there is no reason at all why any trouble should have come from that direction. The new and unknown quantity is the great amount of installment buying and its effects upon the market as a whole.

The longest non-stop distance covered by any train in the world is that which the "Daylight" running between San Francisco and Los Angeles covers. It is 471 miles, without stopping for passengers. Its running time is twelve hours. The longest non-stop distance covered by a British train is that between London and Newcastle—268 miles.

The San Francisco Stock and Bond Exchange, for the first time in months, saw oil stocks replace bank and industrial shares as the dominant market. Standard proved the leader with Union Oil and Union Oil Associates as the highest since March of this year.

There is a long list of franchise expirations in the street railways of San Francisco in 1929. Something must be done about this state of affairs and it is the essence of statesmanship that the problem be tackled immediately after election, as soon as the muddy political waters have settled. Not only must the matter be settled but it must be settled with justice and as near dignity as we are able to come by the supervisor route.

One of the most perplexing as well as upsetting phenomena is the fact that industrial accidents occur with greater frequency. It was often argued that such accidents were for the most part due to the carelessness and negligence of the workers, and that as soon as the educational efficiency of this country got going they would rapidly diminish. But it does not seem to run that way. We have next to no immigration and yet up go the industrial accidents. There is a terrific yearly loss on that account. Who can explain?

We are running neck and neck with Florida in most things, in fact we have a little the best of it. But in the matter of divorce we come a second, a rather close second, but second nevertheless. We increase in marriage and yet more in divorce. The same facts hold good in reality for the whole country, but are more markedly shown in California and Florida.

They are always predicting the end of bossism and we, like good citizens, join in the joyful anticipation. But after reading the argument by Bernard Shaw on Mussolini, we are more inclined to regard the boss as a symptom of popular laziness and incapacity, which are incurable.

# Local News of the Week at A Glance

## For Those Away From Home

The annual horse show opened last Thursday at the St. Francis Riding Club, the proceeds going toward charity. The exhibition will continue through today. Entrants include some clever hunting and jumping horses. Dr. T. R. Creely is chairman of the committees in charge.

A grove of thirty-one redwood trees, its entrance guarded by a huge boulder, was dedicated last Sunday afternoon in Golden Gate Park as a memorial to members of San Francisco Native Sons parlors, who were killed during the World War. There were 39 in number.

The new Ocean View car service from Ocean View to the Ferry was formally started last Sunday with a special car operated by Mayor Rolph. With cheers and waving of flags, people gathered to witness the celebration of the new line as it traveled along the new route.

The first bar of gold ever carried from mine to mint by airplane arrived in San Francisco last Sunday, when John C. Benson came down from the Demarest mine near Angels Camp, Calaveras county, in a ship piloted by "Red" Williams of the Pacific Air Transport.

California clergymen are entitled to the benefits of the workingman's compensation insurance in case of industrial injury, which would mean injury while engaged in acting as ministers of the gospel, according to a decision made at the State Department of Industrial Relations this week.

Bartlett Lee Thane, San Francisco clubman and mining engineer, died of pneumonia last Monday in New York after an illness of three days. Thane was a San Francisco engineer and left last May for a business visit to the Eastern city, accompanied by Mrs. Thane. Thane was aid to Daniel C. Jackling.

"There is not so much difference between your American girls and our Swedish girls. They are very much the same. They both bob their hair, wear short dresses, hold political offices, are self-supporting, enterprising—and even dance the Charleston," quotes a local paper in its impressions of Prince William of Sweden, who has been quite the most important visitor in San Francisco this past week.

"The scenery between Portland and San Francisco reminds me very much of the scenery in Sweden," stated Prince William upon his arrival here. He gave a notable address on game hunting in the Civic Auditorium last Monday night before an audience which fairly filled the spacious halls.

Joseph B. Leonard of San Francisco has just completed 50 years of service in the employ of the Pacific Telephone and Telegraph Company and in recognition of his half century service he was presented with an eight star lapel button, the only one with this number of stars issued so far, as a mark of esteem from the company.

Leonard's fellow associates also presented him with shares of stock in the Pacific Telephone and Telegraph Company.

Funeral services for Arthur V. McNab, brother of Gavin McNab, were held Wednesday under the auspices of Mt. Davidson Lodge No. 481 F. and A. M. McNab leaves a widow and three daughters and three sons.

A Fokker airplane factory may be built in California within the year because of rapid development of airlines in the West, it was intimated this week by Anthony Fokker, internationally famous builder of airplanes.

Fokker, who has been stopping at the Palace Hotel, declared that passenger airlines direct from San Francisco to New York and up and down the Pacific Coast will be in operation within a year. Fokker has been conferring, while here, with the Pacific Air Transport, Boeing Transport and the Western Air Express air mail lines.

Final semi-official returns of Tuesday's election, in which 163,187 ballots were cast in 922 precincts, according to Registrar Zemansky, gave:

<b>For Mayor</b>		E. Jack Spauling .....	53,848
James Rolph Jr. ....	90,512	J. Boyd Oliver .....	52,542
James E. Power .....	59,576	Fred C. Jaeger .....	43,275
Adolph Uhl .....	11,495	Martin F. Welch .....	35,152
John E. Hines .....	283	John D. Hynes .....	22,567
<b>For Police Judge</b>		Frederick Head .....	11,417
Lile T. Jacks .....	110,814	Jeff Floyd .....	11,378
J. M. Golden .....	82,926	Edwin G. Bath .....	10,526
Leo A. Murasky .....	80,736	Henry D. Byrne .....	10,120
<b>For District Attorney</b>		John J. Calish .....	9,911
Matthew Brady .....	74,889	E. Bianchi .....	8,180
Maurice T. Dooling .....	62,357	Anna C. Wellbrock ..	7,578
Norman D. Cook .....	18,048	Cora J. Read .....	6,088
<b>For Assessor</b>		Theodore B. Bahr .....	6,082
Russell Wolden .....	95,197	Harry I. Koblik .....	5,415
James B. McSheehy .....	58,716	John Jay Kinrod .....	4,819
<b>For Sheriff</b>		Wm. E. Costley .....	2,717
W. J. Fitzgerald .....	90,838	Soloman A. Church ..	1,324
Thos. F. Finn .....	64,886	<b>Propositions</b>	
<b>For Auditor</b>		No. 1 (Highways) Won	
Thomas F. Boyle .....	109,773	Yes 89,352, No 25,941	
Joseph G. Harney .....	25,408	No. 2 (Municipal R. R.)	
<b>For County Clerk</b>		Lost	
H. I. Mulcreavy .....	106,712	Yes 69,068, No 48,420	
F. K. Spencer .....	27,675	No. 3 (Power Line) Lost	
<b>For Supervisors</b>		Yes 56,604, No 55,327	
(First nine elected)		No. 4 (Bridge) Won	
W. Shannon .....	80,286	(Public Ownership)	
A. Roncovieri .....	76,598	Yes 49,593, No 46,982	
J. B. Badaracco .....	76,398	No. 5 (Bridge) Lost	
J. M. Toner .....	74,093	(Private Ownership)	
J. C. Colman .....	73,080	Yes 43,254, No 51,493	
F. Suhr .....	73,023	No. 6 (Land Transfer) Won	
A. J. Gallagher .....	68,773	Yes 80,026, No 22,852	
J. E. Hayden .....	64,465	No. 7 (Franchises) Lost	
F. J. McGovern .....	60,536	Yes 37,022, No 63,143	
Carl W. Miles .....	60,290	For Member Board of Edu-	
Jefferson E. Peyser .....	59,502	cation	
Julius S. Godeau .....	58,604	Alfred I. Esberg (Con-	
Ralph McLeran .....	56,807	firmed)	
		Yes 83,555, No 25,477	

# Joy-Mad San Francisco—Nine Years Ago

By S. E. Kerr

On November 11, 1918, the word "Peace" flashed round the world and opened wide the throttle-valve of human hearts to the greatest flood of world-wide happiness since the dawn of time.

Never before had the city seen such a spontaneous outpouring of humanity, unheralded and undirected, as centered in Market street and gave vent to its spontaneities of joy in a thousand different ways. It surged up and down for half a night, a whole day, and again far into the night.

When employes arrived at business houses to take up the work of the day and were told to celebrate, they formed into groups and marched, shouting and singing, carrying hastily improvised banners, slogans and cartoons and noise-making contraptions.

Up and from out the shipping yards there swung into Market street in broken, uneven lines, ten thousand hoarsely shouting men, garbed in greasy coats and grimy jumpers, the steel union badges on their caps their only Croix de Guerre, who thought little perhaps of their own glorious part in hastening the end of the Hohenzollern-Hapsburg feudalism. These men, deep down in their hearts, gave all the credit to their khaki-clad comrades in France as they marched by, a cheering, laughing multitude, on their way to the Civic Center. There they kidnapped the mayor and hoisted him on brawny shoulders as they marched on mid shouting, laughter and tears.

Huge auto trucks filled with shouting people roll by. One from the wholesale district is loaded with luscious fruit which is generously tossed to the crowd. On the side of this truck, in big scrawly letters, is printed "To Hell with the Kaiser, Today We Celebrate." There comes a big truck from the jobbing house of Ikey Cohen. Ikey has liberally subscribed to all war issues, and liberty loans, but even today Ikey's patriotism is slightly tinged with commercialism, as his truck is not only loaded with happy shouting people, but also carries a few well-wrapped packages of merchandise that will be delivered farther down the street to his friend Liebwitz, who stands in the open door of his place of business to celebrate and to accommodate anyone who might be so thoughtless as to make a purchase on a day like this.

Autos and near-autos, thousands of them, and the omnipresent Ford.

One, ancient and asthmatic, perhaps the original of the Ford factory, is loaded with a score of shouting people and attached to it is a miscellaneous lot of old tinware and a bedspring, trailing on the ground behind. A girl on the front seat holds a string to which is attached a bunch of raucous cowbells, bumping along on the ground. In turning, the hind wheel runs over the bells and jerks the string from the girl's hand. The driver—gallantly stops to recover the bells and bing! a huge seven-thousand dollar Packard limousine bumps into little Lizzie, scattering her load into the street. A shatter of glass and crunching of fenders and other things, and the procession halts. Lizzie, as if recovering from an attack of influenza, sneezed, coughed up some black smoke from her congested interior, and wabbles away, minus the bedspring and some of her tinware. No names were taken, no damages asked. The crowd shouts and the procession moves on. What matters a few busted autos when the Kaiser is on the run?

"Hey! Lookit the sign!" yelled a freckled kid as he pointed to a bunch of marchers. The "sign," held aloft, was a large card with a cartoon of the Kaiser playing a flute and bears the title "A Little PEACE Entitled 'The Star Spangled Banner.'"

Here's an auto attracting attention. Twelve people inside the car, two soldiers standing on the corners of the lowered top, five kids astride the hood, girls perilously perched on mud guards and on the running boards on either side stand four young women, dressed as if just from some war-work shop, garbed in shop-stained jacket and breeches. Singing the national anthem, all wear "flu" masks—slanged as Bill Harts—except one girl, evidently the leader, who has cast aside her mask. Her shining eyes and face radiant with patriotic exaltation betoken the fervor of a Joan of Arc leading loyal legions to victory. As she passes, waving a flag, hats are doffed and cheers go up all along the line.

Tens of thousands singing, laughing, shouting and making an infernal racket and din.

At the Civic Center at 4 o'clock in the afternoon, ten thousand stand hushed for a moment as reverend gentlemen invoke the atmosphere. Then, following this brief interval of quiet, the throng swings into action

as the Municipal band plays a lively rag, and they keep it up for hours, here in the open and at hotels and cafes. The lid is off today!

Revelry never marked more sincere happiness. Yet it had something of the conqueror's jubilation. It carried joy at the relief from suspense and daily agony of apprehension of loss of loved ones. The city, ablaze with lights and its hilltops alight with bonfires, it was the greatest celebration in San Francisco's spectacular history, the climax of the dawn of peace.

Oh mad, glad San Francisco, the city loved the world round, known as "The City that Knows How," the very heart of you seemed bursting with the joy and the glory of it all. The bells, the bombs, the bonfires, the horns, tin cans and the din of sirens, and flags—flags everywhere. No pen can do you justice!

Homeward wearily wandering, leaving the midnight throng, final strength was expended in sending the following telegram to President Wilson:

"November eleventh is the world's Fourth of July. Mr. President, for the benefit of unborn generations, immortalize November eleventh as a world holiday!"

Voice of Authority—A little girl was put in an upper berth of a Pullman sleeping car for the first time. She kept crying till her mother told her not to be afraid, because God would watch over her. "Mother, you there?" she cried. "Yes." "Father, you there?" "Yes." A fellow passenger lost all patience at this point and shouted: "We're all here! Your father and mother and brothers and sisters and aunts and uncles and cousins. All here; now go to sleep." There was a pause; then, very softly: "Mamma!" "Well?" "Was that God?" —Tit-Bits.

\* \* \*

Three-ring Show—A moving-picture producer, on filming "The Passion Play," noticed that there were twelve Apostles. "Oh, that won't do," he said; "this is a big production. That number will have to be increased to twenty-four."—Outlook.

He—I've had this car for years and never had a wreck.

She—You mean you've had this wreck for years and never had a car Oklahoma Whirlwind.



By Eleanore F. Ross

**THE MELODY OF DEATH**, by Edgar Wallace; Lincoln MacVeagh; The Dial Press, New York. Price \$2.00.

Detective stories will always have a charm, especially to the tired business man or girl, who feel that they should be entertained after the strenuous business day, rather than that their mentalities should be called upon further.

"The Melody of Death," is not the usual mystery story, for it is written by a man whose name is one to conjure with in regard to tales of detective prowess. Though it is essentially a mystery story, it is really far more than that, for it contains a poignant love romance that is far from being a mere feeder to the main purpose of producing thrills for the reader.

**REBELLION**, by Mateo Howe Farnham; Dodd, Mead & Co., New York. Price, \$2.00.

The Dodd, Mead-Pictorial Review prize was given to the author of this novel, as the best story submitted to these publishers during 1926. It is a story of the days of the Civil War, and is also the story of a war of rebellion between a father and daughter, the last members of an aristocratic southern family who follow the western trail, after their fortunes are devastated by the great rebellion. It is a drama of the inevitable revolt of one generation from that which nurtured and preceded it.

**FATHER MISSISSIPPI**, by Lyle Saxon; The Century Co., New York; Price \$5.00.

Very apropos, coming at this time, is this quite lengthy biography of a mighty river, which has very recently gone on the rampage, and is proving to be one of the greatest problems for the secretary of the interior at Washington.

From the very beginning of its discovery by the Indians, up to the present day, the author has described its moods, its dangers, its beauty and lure. Very dramatic, and tragical, also, are the chapters dealing with the breaking of its levees—the cry of "crevasse! crevasse!" coming in the darkness of midnight to the hamlets clustered along its precarious shores, with the dread meaning that only these inhabitants can appreciate.

It is beautifully illustrated, this volume, with very fine half tones, depicting cotton fields; great trees, festooned with Spanish moss; beautiful old southern homes; industrial activities along the wharves; and lastly, the wreckage brought about by its last flooding.

**JUNGLE JOHN**, by John Budden; Longmans, Green & Co.; \$2.50.

A boy traveler, his father, a forest officer, a jungle girl companion and a great tiger hunter, this quartette on their journey through East Indian jungles, form the characters in a book which will especially appeal to the growing boy, and possibly the young girl also, for there are numerous girls who love stories of adventure, and this book teems with adventures, weird stories by the old hunter, and fascinating descriptions of the denizens of the forest.

It is a valuable book for the adult, for we are told that it is "founded on fact," and in that case, its authentic details regarding many different kinds of animals, will prove of interest to the student of natural history.

**THE BARTENSTEIN MYSTERY**, by J. S. Fletcher; Lincoln MacVeagh, The Dial Press, N. Y.; Price \$1.75.

There appears to be a regular epidemic of mystery stories, during the last few months. Here is another thrilling tale, centered around the killing of Marcus Bartenstein. The thrills come thick and fast, unforeseen events puzzle the reader until the very end, when the plot is revealed, in a manner just the opposite to what we naturally would surmise. It is a book which will surely keep you awake until the last word is read!

**THE SMOKING WORLD**, by A. E. Hamilton; The Century Co., New York; Price \$2.50.

Very daintily bound, is this book on nicotine, that brown leaf so universally enjoyed now by flapper or matron throughout the world. Even his popular highness, the Prince of Wales, contributes his opinion in this book, on the petty vice of smoking. He advocates the denicotinized cigarettes, from which the harmful drug, nicotine, has been removed.

**THE MYSTERY OF CASTLE PIERREFITTE**, by Eugenie Foa (translated from French by Amena Pendleton); Longman's Green & Co.; price \$2.00.

A mystery story for children, with a breathless interest in the plot which will make young eyes grow larger and larger—this illustrated book of Miss Foa's would make a very fascinating Xmas gift for any small one in the family.

**OUR MR. DORMER**, by R. H. Mottram; Lincoln MacVeagh; The Dial Press, N. Y.; Price \$2.50.

Essentially an English book is this latest by Mr. Mottram, who is being compared by authorities to Arnold Bennett; in fact, "Our Mr. Dormer" is said to rival Bennett's best—"Old Wives' Tales."

It is a story of provincial English bankers, and is given over to the mention of minor details and the conservative lives that only the British know how to live; it is Dickensque in its description of the favorite "cold joint" so prevalent in English stories of the old style, and it contains some valuable high lights on English politics and politicians.

Some critic once said of Arnold Bennett: "He takes half an hour to tell how a man laces his boots, but he makes it interesting!" This might also be applied to "Our Mr. Dormer."

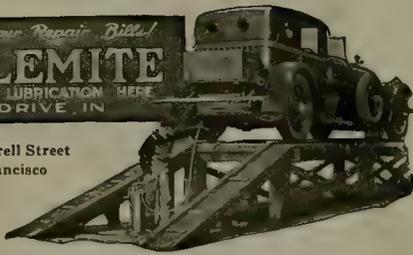
**PICTURESQUE PORTO RICO** by Elizabeth Kneipple Van Deusen; Silver, Burdette and Company, publishers, New York, N. Y.

With only one or two exceptions, these short stories breathe a tropical beauty that is quite irresistible to those who love languorous Southern days and nights, hibiscus flowers, summer seas and musical Spanish voices.

Mrs. Van Deusen, the author, is special supervisor of English in the Department of Education at San Juan, Porto Rico, and the reader may always be assured that the facts she sets forth, as well as her English or Spanish diction, and descriptions of this beautiful island are absolutely authentic. This little book is quite profusely illustrated, and would make a very attractive gift during the coming holidays.



925 O'Farrell Street  
San Francisco



# Petrol Paragraphs

National Automobile Club

By H. R. Swartz

The proposed International Highway which is being urged so much, and the idea of which is said to appeal to President Coolidge, will make it possible for San Franciscans to motor over paved roads through Mexico, Central America, along the west coast of South America to Puerto Montt, which is south of Valparaiso, then across the southern part of Argentina and down the east coast to Cape Horn. Or, at Valparaiso, the tourist can take a bee-line east for Buenos Aires. Rio de Janeiro can be reached northeast from Buenos Aires.

As far as length goes, the highway, if ever completed, will be the longest in the world. Scenic grandeur along the way is said to be unsurpassable.

The official starting point will be somewhere up in Maine. The route will lead through the U. S. down to Laredo, Texas, and there, or perhaps at Mexico City, is where California motorists will drive on to the main road on their journey to Cape Horn.

This dream, according to the Bureau of Public Roads, will someday come true.

The various routes to Yosemite via Wawona are closed for the season, according to latest reports. This applies to the roads from Fresno and Madera, and to the Wawona road out of Merced. The all-year road is open and in excellent condition, and is the only advisable route for the remainder of the winter season.

Enterprising young Mexicans are said to be flocking to Mexico City to take positions as assistant taxi-cab drivers, an occupation which demands a personality, but none too great an amount of energy.

An assistant to a cab driver in Mexico City is really sort of a director of public relations—a contact man. His duties consist of sitting beside the driver and trying to persuade pedestrians to take a ride. He crooks his finger at what he takes to be prospective fares as they stand on the corner or walk along the streets. There's where the personality part of it comes in. If he's a good salesman he can get a customer with a crook of the finger or by a flash of the eye.

Not only that, but if he's in good humor, he will open the door for the passenger he lures into the cab.

The first automobile curfew law on record is at Seminole, Oklahoma. At midnight the curfew rings and all cars must be off the streets or the owners will be arrested and fined. The reason for such drastic curtailment of night-riding is found in the fact that Seminole streets were getting so cluttered up with automobiles at night that the city street force was unable to do any work. So the town officials passed a curfew law to handle the situation.

### Get License Plates Early

Earlier attention must be given this year in California to license plates, for the re-registration period opens December 15th and will close January 31st, 1928. 1928 blue and gold license plates will again be provided to its members by the California State Automobile Association. The date of the opening of the period was advanced from January 1st to December 15th by Frank G. Snook, chief of the state motor vehicle division, to facilitate registration of California's more than 1,600,000 motor vehicles.

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## From Brighter Pens Than Ours

Famous last words in Mexico: "I hereby announce my candidacy for president."—Chicago Tribune.

\* \* \*

Giff Pinchot blames Secretary Mellon for the failure of prohibition. Well, whatever Mr. Mellon undertakes he certainly does thoroughly.—San Diego Union.

\* \* \*

The neurologist says optimists live longer than pessimists. They might if they didn't have such sublime faith in loose brakes.—Medford (Ore.) Mail-Tribune.

\* \* \*

Temperament is the substance of things howled for, the evidence of things unsecured.—Los Angeles Times.

\* \* \*

Tunney says his name is pronounced to rhyme with funny. Ah, yes, and funny rhymes with money. We have it now!—Philadelphia Inquirer.

\* \* \*

Just when everybody is thinking about world peace comes the mournful news that things are once again normal in Mexico.—Punch.

\* \* \*

There's no danger of America losing its martial spirit. Fifty per cent of our time-expired soldiers re-enlist, and 80 per cent of our divorced men re-marry.—Arkansas Gazette.

\* \* \*

A woman in Cleveland claims the baby given her by hospital authorities isn't the child she thought it was. Many parents have a similar experience, only seventeen or eighteen years afterward.—Detroit News.

\* \* \*

It's illegal to transport fight films. The idea is that it's wicked to see a fight unless you're rich enough to go to it.—Easton Express.

\* \* \*

The yellow race may dominate the world some day, but not unless the white race gets too yellow to dominate it.—New Bedford Times.

\* \* \*

In some respects the election machinery in Mexico is quite similar to ours, except that a candidate who is eliminated is eliminated.—Detroit News.

\* \* \*

One gets a good notion of the relativity of time by seeing how rapidly prominent people can serve a jail sentence.—Springfield Republican.

\* \* \*

George Sylvester Viereck says it is a sense of humor that "keeps the Kaiser in peace." It seems a pity he didn't cultivate that sense of humor before he played that monstrous practical joke.—Philadelphia Inquirer.

\* \* \*

The army order forbidding dogs to accompany troops on parade is believed to be a sequel to a recent inspection, when a dog jumped up and licked the general's hand. The dog ought to have known that only colonels are allowed to do that.—Punch.

\* \* \*

Who says college education isn't practical? Cheer leading, for example, best possible training for the profession of train-caller.—Bellingham Herald and Reveille.



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# RADIO

By C. J. Pennington



By C. J. Pennington

## On the Air

Lieut. Blaine Stubblefield, former army flying instructor and one of the country's best known pilots, will begin a series of lessons on flying from KFRC, San Francisco, Thursday evening, November 17. The lessons, to be given in 15 minute periods, will be on the air every Thursday thereafter at 9:45 p. m.

Beginning with the simple principles on which an airplane operates, the flyer will then give in detail exactly what one would have to do in learning to fly a plane. Each lesson will take up and fully cover some single maneuver such as "taxying on the ground," "taking off," making a turn while in the air and so on through an entire course up to cross-country flying, according to Stubblefield. The much-discussed "tail-spin," the "falling leaf," "whip-stall," "Immellmann" and "barrel-roll" will also be treated during the course.

\* \* \*

The mail-bag of KJBS, the local station operated by Julius Brunton & Sons, is daily emphasizing the fact that radio-listeners are fast becoming tired of jazz and are favoring music of a semi-classical or standard nature.

Several weeks ago KJBS established a Thursday evening music lovers program presenting symphonies and solos played and sung by world-famous artists and the fact that these programs are broadcast through the medium of the phonograph has in no way detracted from their popularity.

\* \* \*

The Crosley Moscow Art orchestra under the direction of Max Dolin will broadcast another of their symphony programs over the Pacific Coast Network, Sunday, November 13 from 5:30 to 6:30 p. m.

The hour from 9 to 10 p. m. on Sunday evening, November 13 will be devoted to another of the "Great Moments of History" series.

The title for this evening's hour is "Three Elevens." A competent cast selected from the ranks of the National Players will portray in dialogue form this interesting historical event.

\* \* \*

The National Opera Company under the direction of Max Dolin will present the grand opera "Maritana" by Wallace from 8 to 9 p. m., November 14, over the Pacific Coast Network.

\* \* \*

Tuesday evenings from 8:30 to 9:00 p. m. is devoted to the weekly bridge lessons under the guidance of masters over the Pacific Coast Network.

Tuesday, November 15, brings the popular Eveready hour to radio fans on the Pacific Coast. From 9 to 10 p. m. the Eveready orchestra, under the direction of Max Dolin and the Eveready male voices "The Rounders" under the direction of Dudley Chambers will broadcast an entertaining program of popular and classical music.

\* \* \*

The "Retold Tales Hour" on November 15 from 10 to 11 p. m. will be devoted to the "Handbook of Hymen," a story of the mines by O. Henry.

\* \* \*

This week the "vagabonds" will journey to the Klondike regions, and present an appropriate program of music illustrative of the ice and snow, the miners, the dog sleds and the last of the frontier lands, from 9 to 10 p. m., November 16 over the Pacific Coast Network.

\* \* \*

A classical program of music featuring the Brahms quartette will be broadcast over the Pacific Coast Network of the National Broadcasting Company on Thursday evening from 9 to 10 p. m. The program will originate in the Los Angeles studio of the National Broadcasting Company.

\* \* \*

The Hour in Memory Lane Friday, November 18, from 9 to 10 p. m., over the Pacific Coast Network, contains many old time numbers that were popular a decade or more ago.

\* \* \*

The regular Saturday night revue for November 19 from 8 to 9 p. m. over the Pacific Coast Network will include the outstanding hits of the entire week's program. Bits of the programs of each night will be played.

## Programs for Next Week

KFRC—DON LEE  
SAN FRANCISCO—454

### Sunday, November 13

12 noon to 1:00 p. m.—Church service.  
5:00 to 6:00 p. m.—Organ recital.  
6:00 to 6:30 p. m.—Talk.  
6:30 to 8:30 p. m.—Mark Hopkins concert orchestra.  
8:30 to 10:00 p. m.—Walter Krausgrill's Orchestra.  
10:00 to 12:00 p. m.—KFRC dance orchestra.

### Monday, November 14

7:00 to 8:00 a. m.—Seal Rock program.  
8:00 to 9:00 a. m.—Musical program.  
9:00 to 9:10 p. m.—Shopping service.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Household hints.  
11:30 to 12:00 noon—Amateur tryouts.  
12:00 to 1:00 p. m.—Sherman, Clay program.  
4:30 to 5:15 p. m.—Organ recital.  
5:15 to 5:45 p. m.—Mac and his gang.  
5:45 to 6:20 p. m.—Joe Mendel and Pep Band.  
6:20 to 6:30 p. m.—Stage and screen, police reports.  
6:30 to 7:00 p. m.—Sports talk.  
7:00 to 7:30 p. m.—The Cecilians.  
8:00 to 10:00 p. m.—Blue Monday Jamboree.  
10:00 to 12:00 p. m.—Dance program

### Tuesday, November 15

7:00 to 8:00 p. m.—Seal Rock program.  
8:00 to 9:00 a. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Doings of Dorothy.  
11:30 a. m. to 12:00 noon—Amateur tryout program.  
12:00 to 1:00 p. m.—Sherman, Clay concert.  
4:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:10 p. m.—Mac and his gang.  
6:10 to 6:25 p. m.—Stamp collecting.  
6:25 to 6:30 p. m.—Stage and screen.  
6:30 to 6:50 p. m.—The Cecilians.  
6:50 to 7:00 p. m.—Investment talk.  
7:00 to 7:30 p. m.—The Cecilians.  
8:00 to 9:00 p. m.—Shell Oil Serenaders.  
9:00 to 10:00 p. m.—KFRC Dance Orchestra.  
10:00 to 11:00 p. m.—Mark Hopkins Dance Orchestra.  
11:00 to 12:00 p. m.—KFRC Dance Orchestra.

### Wednesday, November 16

7:00 to 8:00 p. m.—Seal Rock program.  
8:00 to 9:00 a. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Household hints.  
11:30 to 12:00 noon—Amateur tryout period.  
12:00 to 1:00 p. m.—Sherman, Clay concert.  
4:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:20 p. m.—Mac and his gang.  
6:20 to 6:30 p. m.—Stage and screen.  
6:30 to 7:30 p. m.—The Cecilians.  
8:00 to 9:00 p. m.—Maxwell House Coffee program.  
9:00 to 10:00 p. m.—KFRC Ensemble and soloists.  
10:00 to 12:00 p. m.—Dance program.

### Thursday, November 17

7:00 to 8:00 a. m.—Seal Rock program.  
8:00 to 9:00 a. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Doings of Dorothy.  
11:30 to 12:00 noon—Amateur tryouts.  
12:00 to 1:00 p. m.—Sherman, Clay program.  
4:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:20 p. m.—Mac and his Gang.  
6:20 to 6:30 p. m.—Stage, Screen, Police reports.  
6:30 to 7:30 p. m.—The Cecilians.  
8:00 to 9:00 p. m.—Mona Motor Oil Co.  
9:00 to 9:45 p. m.—KFRC Movie Club.  
9:45 to 10:00 p. m.—Airplane flying lesson.  
10:00 to 11:00 p. m.—Dance orchestra.  
11:00 to 12:00 p. m.—Balconades Dance Orchestra.

### Friday, November 18

7:00 to 8:00 p. m.—Seal Rock program.  
8:00 to 9:00 p. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Hints to home-makers.  
11:30 to 12:00 noon—Amateur tryouts.  
12:00 to 1:00 p. m.—Sherman, Clay program.  
3:30 to 4:30 p. m.—Studio hour.  
4:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:20 p. m.—Mac and his gang.  
6:20 to 6:30 p. m.—Stage and screen.  
6:30 to 7:30 p. m.—The Cecilians.  
8:00 to 9:00 p. m.—Shell Oil Serenaders.  
9:00 to 10:00 p. m.—Studio program.  
10:00 to 12:00 p. m.—Dance orchestra.

### Saturday, November 19

7:00 to 8:00 a. m.—Seal Rock program.  
8:00 to 9:00 p. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:45 a. m.—Amateur tryouts.  
11:45 to 12:00 noon—Announcements of Sunday church sermons.  
12:00 to 1:00 p. m.—Sherman, Clay concert.  
2:30 p. m.—Football game.  
5:00 to 5:30 p. m.—Organ recital.  
5:30 to 6:20 p. m.—Mac and his gang.  
6:20 to 6:30 p. m.—Stage and screen.  
6:30 to 7:30 p. m.—The Cecilians.  
8:00 to 9:00 p. m.—Shell Oil Serenaders.  
9:00 to 12:00 p. m.—Dance program.

KPO—HALE BROTHERS AND THE CHRONICLE  
SAN FRANCISCO—422

**Sunday, November 13**  
9:45 to 10:30 a. m.—Church services.  
6:00 to 6:30 p. m.—States Restaurant orchestra.  
6:30 to 7:30 p. m.—Symphony orchestra.  
7:30 to 8:30 p. m.—Organ recital.  
8:30 to 10:00 p. m.—Fairmont Hotel concert orches-

**Monday, November 14**  
6:45, 7:15 and 7:45 a. m.—Health exercises.  
8:00 to 9:00 a. m.—Sperry Flour happy hour.  
10:30 to 10:45 a. m.—Ye Towne Cryer service.  
11:30 to 12:50 p. m.—Kane's Hawaiians.  
12 noon—Time signals, Scripture reading.  
1:00 to 2:00 p. m.—KPO orchestra.  
4:00 to 5:00 p. m.—Studio program.  
5:00 to 6:00 p. m.—Children's hour.  
6:00 to 6:30 p. m.—Ye Towne Cryer service.  
6:30 to 7:30 p. m.—KPO orchestra.  
8:00 to 9:00 p. m.—National Broadcasting Company.  
9:00 to 10:00 p. m.—Musical program.

**Tuesday, November 15**  
6:45, 7:15 and 7:45 a. m.—Health exercises.  
8:00 to 9:00 a. m.—Sperry Flour happy hour.  
10:00 to 10:30 a. m.—Domestic economist.  
10:30 to 10:45 a. m.—Ye Towne Cryer service.  
11:30 to 12:50 p. m.—Kane's Hawaiians.  
12 noon—Time signals, Scripture reading.  
1:00 to 2:00 p. m.—KPO orchestra.  
4:00 to 5:00 p. m.—KPO orchestra.  
5:00 to 6:00 p. m.—Ye Towne Cryer service.  
6:00 to 6:30 p. m.—States Restaurant orchestra.  
8:00 to 8:30 p. m.—Studio program.  
8:30 to 9:00 p. m.—N. B. C. program.  
9:00 to 11:00 p. m.—National Broadcasting Company.

**Wednesday, November 16**  
6:45, 7:15 and 7:45 a. m.—Health exercises.  
8:00 to 9:00 a. m.—Sperry Flour happy hour.  
10:30 to 10:45 a. m.—Ye Towne Cryer service.  
10:45 a. m.—Home service talk.  
11:30 to 12:50 p. m.—Kane's Hawaiians.  
12 noon—Time signals, Scripture reading.  
1:00 to 2:00 p. m.—KPO orchestra.  
4:00 to 5:00 p. m.—Studio program.  
5:00 to 6:00 p. m.—Children's hour.  
6:00 to 6:30 p. m.—Ye Towne Cryer service.  
6:30 to 7:30 p. m.—KPO orchestra.  
8:00 to 9:00 p. m.—Atwater Kent Artists.  
9:00 to 10:00 p. m.—National Broadcasting Company.  
10:00 to 11:00 p. m.—Studio program.

**Thursday, November 17**  
6:45, 7:15 and 7:45 a. m.—Health exercises.  
8:00 to 9:00 a. m.—Sperry Flour happy hour.  
10:00 to 10:30 a. m.—Domestic economist.  
10:30 to 10:45 a. m.—Ye Towne Cryer service.  
11:30 to 12:50 p. m.—Kane's Hawaiians.  
12 noon—Time signals, Scripture reading.  
1:00 to 2:00 p. m.—KPO orchestra.  
4:00 to 5:00 p. m.—Studio program.  
5:00 to 6:00 p. m.—Children's hour.  
6:00 to 6:30 p. m.—Ye Towne Cryer service.  
6:30 to 7:30 p. m.—KPO orchestra.  
8:00 to 9:00 p. m.—Caswell hour.  
9:00 to 10:00 p. m.—National Broadcasting Company.  
10:00 to 11:00 p. m.—Studio program.

**Friday, November 18**  
6:45, 7:15 and 7:45 a. m.—Health exercises.  
8:00 to 9:00 a. m.—Sperry Flour happy hour.  
10:30 to 10:45 a. m.—Ye Towne Cryer service.  
10:45 a. m.—Ninon, fashion critic.  
11:30 a. m. to 12:45 p. m.—Kane's Hawaiians.  
12 noon—Time signals, Scripture reading.  
12:45 p. m.—Commonwealth luncheon at Palace Hotel.  
1:30 to 2:00 p. m.—KPO orchestra.  
4:00 to 5:00 p. m.—KPO orchestra.  
5:00 to 6:00 p. m.—Children's hour.  
6:00 to 6:30 p. m.—Ye Towne Cryer service.  
6:30 to 7:00 p. m.—Board of Education.  
7:00 to 7:15 p. m.—Book review.  
7:15 to 7:30 p. m.—Sports on the Air.  
8:00 to 9:00 p. m.—Program, the Calpet orchestra.  
9:00 to 10:00 p. m.—Abas String Quartet.

**Saturday, November 19**  
6:45, 7:15 and 7:45 a. m.—Health exercises.  
8:00 to 9:00 a. m.—Sperry Flour happy hour.  
10:00 to 10:30 a. m.—Domestic economist.  
10:30 to 10:45 a. m.—Ye Towne Cryer.  
11:30 to 12:50 p. m.—Kane's Hawaiians.  
12 noon—Time signals, Scripture reading.  
1:00 to 2:00 p. m.—KPO orchestra.  
2:00 p. m.—Football.  
5:00 to 6:00 p. m.—Children's hour.  
6:00 to 6:30 p. m.—Ye Towne Cryer service.  
6:30 to 7:00 p. m.—States Restaurant orchestra.  
8:00 to 9:00 p. m.—National Broadcasting Company.  
9:00 to 10:00 p. m.—National Broadcasting Company.  
10:00 to 11:00 p. m.—KPO dance orchestra.

KFWI—RADIO ENTERTAINMENTS, INC.  
SAN FRANCISCO—267

**Sunday, November 13**  
12:30 to 1:30 p. m.—Organ recital.  
7:50 to 9:00 p. m.—Church services.  
9:00 to 10:00 p. m.—Laura Ellen Windsor  
10:00 to 12:00 p. m.—Clyde Cooper's orchestra.  
**Monday, November 14**  
8:20 to 10:27 a. m.—Breakfast program.  
10:27 to 10:30 a. m.—U. S. weather reports.  
10:30 to 11:00 a. m.—Fashion hints.  
12:00 to 1:00 p. m.—Luncheon program.  
1:00 to 1:30 p. m.—Country store.  
5:00 to 5:30 p. m.—Construction reports.  
6:00 to 6:50 p. m.—Dinner concert.  
6:50 to 7:00 p. m.—Sports talk.

7:00 to 7:15 p. m.—Sports by Geo. T. Davis.  
7:15 to 7:30 p. m.—Advertising talk.  
8:00 to 8:30 p. m.—Darnelle Sister.  
8:30 to 9:00 p. m.—Studio program.  
9:00 to 10:00 p. m.—Dance orchestra.  
10:00 p. m.—Weather and police reports.  
10:03 to 10:30 p. m.—Gloria Del Rae.  
10:30 to 11:00 p. m.—Walter Cramer.

**Tuesday, November 15**  
7:00, 7:30 and 8:00 a. m.—Health exercises.  
8:20 to 10:27 a. m.—Breakfast program.  
10:27 to 10:30 a. m.—U. S. weather reports.  
12:00 to 1:00 p. m.—Concert.  
1:00 to 1:30 p. m.—Country store.  
1:30 to 2:00 p. m.—Cowell Dein, piano and banjo.  
5:00 to 5:30 p. m.—Concert.  
5:30 to 6:00 p. m.—Construction reports.  
6:00 to 7:00 p. m.—Dinner hour concert.  
7:00 to 7:15 p. m.—Sports by Geo. T. Davis.  
7:15 to 7:30 p. m.—Art course.  
8:00 to 9:00 p. m.—Dance orchestra.  
9:00 to 10:00 p. m.—Musical program.  
10:00 p. m.—Weather and police reports.  
10:03 to 10:30 p. m.—Novelty program.  
10:30 to 11:00 p. m.—Lloyd Monroe.

**Wednesday, November 16**  
7:00, 7:30 and 8:00 a. m.—Health exercises.  
8:20 to 10:27 a. m.—Breakfast program.  
10:27 to 10:30 a. m.—U. S. weather reports.  
12:00 to 1:00 p. m.—Luncheon program.  
1:00 to 1:30 p. m.—Country store.  
5:00 to 5:30 p. m.—Concert.  
5:30 to 6:00 p. m.—Construction reports.  
6:00 to 7:00 p. m.—Concert.  
7:00 to 7:15 p. m.—Sports by Geo. T. Davis.  
7:15 to 7:30 p. m.—Studio program.  
8:00 to 8:30 p. m.—Madeline Evans.  
8:30 to 9:00 p. m.—Paul Harasin.  
9:00 to 10:00 p. m.—Studio program.  
10:00 p. m.—Weather and police reports.  
10:03 to 11:00 p. m.—Clyde Cooper's orchestra.

**Thursday, November 17**  
7:00, 7:30 and 8:00 a. m.—Health exercises.  
8:20 to 10:27 a. m.—Breakfast program.  
10:27 to 10:30 a. m.—U. S. weather reports.  
10:30 to 11:00 a. m.—Fashion hints by Babette.  
12:00 to 1:00 p. m.—Luncheon program.  
1:00 to 1:30 p. m.—Country store.  
5:00 to 5:30 p. m.—Concert.  
5:30 to 6:00 p. m.—Construction reports.  
6:00 to 7:00 p. m.—Dinner hour program.  
7:00 to 7:15 p. m.—Sports by Geo. T. Davis.  
7:15 to 7:30 p. m.—Art course.  
8:00 to 9:00 p. m.—Studio program.  
9:00 to 9:30 p. m.—Novelty program.  
9:30 to 10:00 p. m.—Studio program.  
10:00 to 11:00 p. m.—KFWI Gypsy band.

**Friday, November 18**  
7:00, 7:30 and 8:00 a. m.—Exercise hour.  
8:20 to 10:27 a. m.—Breakfast program.  
10:27 to 10:30 a. m.—U. S. weather reports.  
12:00 to 1:00 p. m.—Musical luncheon program.  
1:00 to 1:30 p. m.—Country store.  
5:00 to 5:30 p. m.—Concert.  
5:30 to 6:00 p. m.—Construction reports.  
6:00 to 7:00 p. m.—Program.  
7:00 to 7:15 p. m.—Sports by Geo. T. Davis.  
7:15 to 7:30 p. m.—Art course.  
8:00 to 9:00 p. m.—Studio program.  
9:00 to 9:30 p. m.—Studio program.  
9:30 to 10:00 p. m.—Studio program.  
10:00 to 10:30 p. m.—Gloria Del Rae.  
10:30 to 11:00 p. m.—Walter Cramer.

**Saturday, November 19**  
7:00, 7:30 and 8:00 a. m.—Exercise hour.  
8:20 to 10:27 a. m.—Musical breakfast program.  
10:27 to 10:30 a. m.—U. S. weather reports.  
5:00 to 5:30 p. m.—Concert.  
5:30 to 6:00 p. m.—Construction reports.  
6:00 to 7:00 p. m.—Dinner hour concert.  
7:00 to 7:30 p. m.—Election talk.  
8:00 to 9:00 p. m.—Athena Alexandroff, soprano.  
9:00 to 10:00 p. m.—Harriet Lewis.  
10:30 to 11:00 p. m.—Dance program.  
11:00 to 12:30 p. m.—KFWI surprise party.  
**KJBS—JULIUS BRUNTON & SONS  
SAN FRANCISCO—220**

**Sunday, November 13**  
1:30 to 3:30 p. m.—Instrument and vocal selections.  
3:30 to 5:00 p. m.—Dance music.  
**Monday, November 14**  
9:00 to 12:00 m.—Instrument and vocal selections.  
1:30 to 3:00 p. m.—Instrument and vocal selections.  
3:00 to 4:00 p. m.—Letterman Hospital program.  
4:00 to 5:00 p. m.—Instrument and vocal selections.  
8:00 to 9:00 p. m.—Instrument and vocal selections.  
9:00 to 11:00 p. m.—Studio program.

**Tuesday, November 15**  
9:00 to 12:00 a. m.—Instrument and vocal selections.  
1:30 to 2:00 p. m.—Instrument and vocal selections.  
2:00 to 3:00 p. m.—Studio Sheridan Williams, tenor.  
3:00 to 5:00 p. m.—Instrument and vocal selections.  
8:00 to 9:00 p. m.—Orthophonic selections.  
9:00 to 11:00 p. m.—Coco-Nut Club meeting.

**Wednesday, November 16**  
9:00 to 12:00 a. m.—Instrument and vocal selections.  
1:30 to 5:00 p. m.—Instrument and vocal selections.  
8:00 to 10:00 p. m.—Orthophonic recital.

**Thursday, November 17**  
9:00 to 12:00 a. m.—Instrument and vocal selections.  
1:30 to 5:00 p. m.—Instrument and vocal selections.  
8:00 to 10:00 p. m.—Music lovers' program.

**Friday, November 18**  
9:00 to 12:00 a. m.—Instrument and vocal selections.  
1:30 to 5:00 p. m.—Instrument and vocal selections.  
8:00 to 9:30 p. m.—Dance music.  
9:30 to 11:00 p. m.—Studio program.  
**Saturday, November 19**  
9:00 to 12:00 a. m.—Instrument and vocal selections.  
1:30 to 5:00 p. m.—Instrument and vocal selections.

KLX—OAKLAND TRIBUNE  
OAKLAND—508

**Monday, November 14**  
5:00 p. m.—Martha Lee.  
5:30 to 6:30 p. m.—Brother Bob's club.  
6:30 to 7:00 p. m.—Dinner concert.  
7:00 to 7:30 p. m.—Amusement information.  
8:00 to 9:00 p. m.—Special program.  
9:00 to 10:00 p. m.—Weekly meeting of Lake Merritt Ducks.

**Tuesday, November 15**  
5:00 to 5:30 p. m.—George Keneipp.  
5:30 to 6:30 p. m.—Brother Bob.  
6:30 to 7:00 p. m.—Dinner concert.  
7:00 to 7:30 p. m.—Amusement information.

**Wednesday, November 16**  
5:00 p. m.—Martha Lee.  
6:30 to 7:00 p. m.—Dinner concert.  
7:00 to 7:30 p. m.—Amusement information.  
8:00 to 9:00 p. m.—Educational program.  
9:00 to 10:00 p. m.—Special program.

**Thursday, November 17**  
5:30 to 6:30 p. m.—Brother Bob.  
6:30 to 7:00 p. m.—Dinner concert.  
7:00 to 7:30 p. m.—Amusement information.

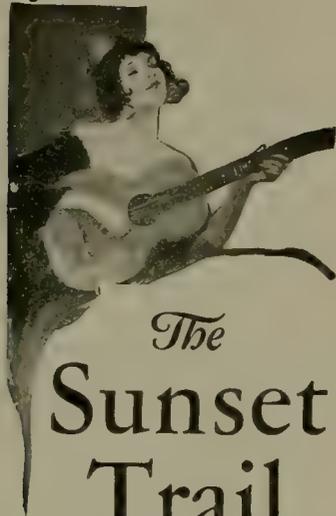
**Friday, November 18**  
5:00 p. m.—Martha Lee  
5:30 to 6:30 p. m.—Brother Bob.  
6:30 to 7:00 p. m.—Dinner concert.  
7:00 to 7:30 p. m.—Amusement information.  
8:00 to 10:00 p. m.—Athens Athletic club orchestra.

**Saturday, November 19**  
7:00 to 7:30 p. m.—Amusement information.

(Continued on Page 16)

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KGO—GENERAL ELECTRIC OAKLAND—394

Sunday, November 13 11:00 a. m.—Church service. 5:30 to 6:30 p. m.—N. B. C. program. 6:30 to 7:30 p. m.—N. B. C. program. 7:30 p. m.—Weather report. 7:35 to 9:00 p. m.—Church service. 9:00 to 10:00 p. m.—National Broadcasting Company. Monday, November 14 1:00 a. m. to 1:00 p. m.—Hotel Leamington concert. 12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks. 3:30 to 4:00 p. m.—Women's Clubs. 4:00 to 5:00 p. m.—St. Francis Orchestra. 5:30 to 6:00 p. m.—KGO Kiddies' Klub. 6:00 to 6:45 p. m.—Dance orchestra. 6:45 p. m.—"What's Happening in the World." 7:05, weather; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing). 8:00 to 9:00 p. m.—National Broadcasting Company. 9:00 to 9:20 p. m.—"Chats About New Books." Tuesday, November 15 11:30 to 1:00 p. m.—Hotel Leamington concert. 12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks. 6:00 to 6:55 p. m.—Dinner concert. 6:55, news; 7:03, weather; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing). 8:00 to 8:30 p. m.—H. M. and J. P. entertain. 8:00 to 9:00 p. m.—National Broadcasting Co. 9:00 to 10:00 p. m.—National Broadcasting Company. 10:00 to 11:00 p. m.—National Broadcasting Company. Wednesday, November 16 11:30 to 1:00 p. m.—Hotel Leamington concert. 12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks. 6:00 to 6:30 p. m.—Dinner concert. 6:30, weather. 6:30 to 7:30 p. m.—Farm program. 8:00 to 9:00 p. m.—Vandeville. 9:00 to 10:00 p. m.—National Broadcasting Company. 10:00 to 11:00 p. m.—St. Francis Dance Orchestra. Thursday, November 17 11:30 to 1:00 p. m.—Hotel Leamington concert. 12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks. 5:00 to 5:15 p. m.—Mental Measurements. 5:15 to 6:00 p. m.—"Friend to Boys." 6:00 to 6:55 p. m.—Dinner concert. 6:55 p. m.—News; 7:05, weather; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing). 8:00 to 9:00 p. m.—The Pilgrims. 9:00 to 10:00 p. m.—National Broadcasting Company. 10:00 to 11:00 p. m.—St. Francis Dance Orchestra. Friday, November 18 11:30 a. m. to 1:00 p. m.—Hotel Leamington concert. 12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks. 5:30 p. m.—Wise man from the Land-O-Health. 6:00 to 6:15 p. m.—Dinner concert program. 6:45 to 6:55 p. m.—"Weekly Financial Review." 6:55, news; 7:05, weather; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing). 8:00 to 9:00 p. m.—Program by Parisian Quintette. 9:00 to 10:00 p. m.—National Broadcasting Company. 10:00 to 11:00 p. m.—Dance music. Saturday, November 19 11:30 a. m. to 1:00 p. m.—Hotel Leamington concert. 12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks. 6:00 to 7:00 p. m.—Dinner concert. 7:00 to 7:15 p. m.—Weather, news. 7:15 to 7:30 p. m.—Weekly sport review. 8:00 to 10:00 p. m.—National Broadcasting Company. 10:00 to 12 p. m.—Dance music. KFI—EARLE C. ANTHONY, INC LOS ANGELES—468 Sunday, November 13 10:00 a. m.—Morning services. 5:30 p. m.—National Broadcasting Company. 6:30 p. m.—Classic program. 7:00 p. m.—Aeolian organ recital. 8:00 p. m.—Packard classic hour. 9:00 p. m.—National Broadcasting Company. 10:00 p. m.—Packard Orchestra. Monday, November 14 5:30 p. m.—Glenn Edmund's orchestra. 6:15 p. m.—Radiatorial. 6:30 p. m.—Gamut male quartet. 7:00 p. m.—Gene Johnston's Music Box hour. 8:00 p. m.—National Broadcasting Company. 9:00 p. m.—Semi-classic hour. 10:00 p. m.—Roy Isner's KFI serenaders. Tuesday, November 15 5:30 p. m.—The Dragon Hawaiians. 6:00 p. m.—Florence Sanger. 6:15 p. m.—Prof. Knopf. 7:00 p. m.—Mary Rosetti and Don Parker. 7:00 p. m.—Pal O'Mine Trio. 7:45 p. m.—Mantle Lamp Co. 8:00 p. m.—Nellie C. Mills, violinist. 8:30 p. m.—National Broadcasting Company. 9:00 p. m.—National Broadcasting Company. 10:00 p. m.—National Broadcasting Co. Wednesday, November 16 10:45 to 11:05 a. m.—Gold Medal Talks. 5:30 p. m.—Schustians Cotton Club Orchestra. 6:15 p. m.—Radiatorial period. 6:30 p. m.—Hal Chasoff's orchestra. 7:30 p. m.—Nick Harris detective stories. 8:00 p. m.—Calpet Orchestra. 9:00 p. m.—National Broadcasting Company. 10:00 p. m.—Nellie C. Mills, violinist.

Thursday, November 17 5:00 p. m.—E.K. King and Hite's Dixieland Orchestra. 6:15 p. m.—Radiatorial period. 6:30 p. m.—Henry Starr. 7:00 p. m.—Program by the University of Southern California. 8:00 p. m.—Drama program. 9:00 p. m.—National Broadcasting Company. 10:00 p. m.—Program of modern classical music. Friday, November 18 10:45 to 11:05 a. m.—Gold Medal Talks. 5:30 p. m.—Eugene Biscailuz. 6:00 p. m.—Florence Sanger. 6:15 p. m.—Radiatorial period. 6:30 p. m.—Vest Pocket period. 7:00 p. m.—Program by Paul Roberts. 8:00 p. m.—Ira D. Morgan. 8:30 p. m.—Boris Myronoff, pianist. 9:00 p. m.—National Broadcasting Company. 10:00 p. m.—The Musical Playmates. Saturday, November 19 2:15 p. m.—Football game. 5:30 p. m.—Strangers Social Club Orchestra. 6:15 p. m.—Radiatorial period. 6:30 p. m.—Walter Leopold, pianist. 7:00 p. m.—L. A. Fire Department. 7:30 p. m.—Felipe Delgado, Spanish Baritone. 8:00 p. m.—National Broadcasting Company. 9:00 p. m.—N. B. C. program. 10:00 p. m.—Packard program. 11:00 p. m.—KFI Midnight Frolic. KJR—NORTHWEST RADIO CO. SEATTLE—348 Sunday, November 13 7:30 to 9:30 p. m.—Evening services. 9:30 to 10:30 p. m.—Concert orchestra. Monday, November 14 6:00 to 6:30 p. m.—Time signals, sport news. 6:30 to 7:30 p. m.—Dinner concert. 7:30 to 10:00 p. m.—Studio program. 10:00 p. m.—Time signals. 10:00 to 12:00 p. m.—Dance music. Tuesday, November 15 6:30 to 7:30 p. m.—Dinner concert. 7:30 to 10:00 p. m.—Studio program. 10:00 p. m.—Time signals. 10:00 to 12:00 p. m.—Vic Meyers' dance orchestra. Wednesday, November 16 6:30 to 7:30 p. m.—Dinner concert. 7:30 to 10:00 p. m.—Studio program. 10:00 p. m.—Time signals. 10:00 to 12:00 p. m.—Dance music. Thursday, November 17 6:30 to 7:30 p. m.—Dinner concert. 7:30 to 10:00 p. m.—Studio program. 9:00 to 10:00 p. m.—Concert orchestra. 10:00 p. m.—Time signals. 10:00 to 12:00 p. m.—Dance music. Friday, November 18 6:30 to 7:30 p. m.—Dinner concert. 7:30 to 8:00 p. m.—Studio program. 8:00 to 9:00 p. m.—Instrumental trio. 9:00 to 10:00 p. m.—Studio program. 10:00 p. m.—Time signals. 10:00 to 12:00 p. m.—Vic Meyers' dance orchestra. Saturday, November 19 6:00 to 6:30 p. m.—Sport news, News Items. 6:30 to 7:30 p. m.—Dinner concert. 7:30 to 10:00 p. m.—Studio program. 10:00 p. m.—Time signals. 10:00 to 12:00 p. m.—Vic Meyers Dance Orchestra. KGW—MORNING OREGONIAN PORTLAND—491.5 Sunday, November 13 7:30 to 9:00 p. m.—Studio program. 9:00 to 10:00 p. m.—N. B. C. program. 10:00 to 11:00 p. m.—Little Symphony orchestra. Monday, November 14 6:00 to 7:00 p. m.—Dinner concert. 7:00 to 7:30 p. m.—Concert orchestra. 7:30 to 7:45 p. m.—Utility service. 7:45 to 8:00 p. m.—Talk. 8:00 to 9:00 p. m.—N. B. C. program. 9:00 to 10:00 p. m.—Concert. Tuesday, November 15 6:00 to 7:00 p. m.—Dinner concert. 7:20 to 7:30 p. m.—Utility service. 7:30 to 8:00 p. m.—Book review. 8:00 to 8:30 p. m.—Sealy Dance program. 8:30 to 10:00 p. m.—N. B. C. program. Wednesday, November 16 6:00 to 7:00 p. m.—Concert orchestra. 7:00 to 7:30 p. m.—Concert. 7:45 to 8:00 p. m.—Lecture. 8:00 to 9:00 p. m.—Concert. 9:00 to 10:00 p. m.—N. B. C. program. 10:00 to 12:00 p. m.—Dance music. Thursday, November 17 6:00 to 7:00 p. m.—Dinner concert. 7:00 to 7:30 p. m.—Good Humor orchestra. 7:30 to 7:40 p. m.—Utility service. 7:40 to 8:00 p. m.—Flower girls. 8:00 to 9:00 p. m.—Concert. 9:00 to 10:00 p. m.—N. B. C. program. Friday, November 18 6:00 to 7:00 p. m.—Dinner concert. 7:00 to 7:30 p. m.—Program. 7:30 to 8:00 p. m.—Utility service and talk. 8:00 to 9:00 p. m.—Concert. 9:00 to 10:00 p. m.—N. B. C. Program. 10:00 to 10:30 p. m.—Concert. 10:30 to 12:00 p. m.—Keep Growing Wiser Order of Hot Owls. Saturday, November 19 6:00 to 7:00 p. m.—Dinner concert. 7:00 to 8:00 p. m.—Concert. 8:00 to 10:00 p. m.—National Broadcasting Company. 10:00 to 12:00 p. m.—Dance music.

**AIR LINES**

By Lieut. Blaine Stubblefield



Lieutenant Blaine Stubblefield

Vern C. Gorst, of Pacific Air Transport was greatly surprised Monday when he read a report from Los Angeles that he had made a daring jump from an airplane to test a new type of parachute.

Mr. Gorst explained that he made no such jump, and probably would not in the near future. What is the use of going up for an airplane ride and then jumping out?

Some day we may hear about flappers "chuting" home from airplane rides.

A great many small towns saw their first airplanes during the late lamented war. Many of them, in California and the South, where army fields were located for good flying weather, got so used to air service planes and pilots that someone was left in charge of stores and hotels while the rest of the populace vaulted fences to reach the field where one had landed. One air-minded editor, seeing a tenderwing cadet make a jack-rabbit landing on the local golf club's mule pasture, and believing said landing to have been well executed, wrote graphically that "the officer landed in a series of graceful bounds."

Another cadet, being enamoured of a skirt in the dusty town of Denton, some hundred miles distant over the Texas checker board of cotton fields and mesquite, mounted the hurricane deck of an army "Jennie" and flew thither. Reporting back to his commanding officer that a forced landing would keep him over the week-end, he staked his faithful crate down in the pasture where he had landed it, and entered the town to make merry. During the night a band of sleepless horses and cows chewed all the fabric off the plane's tail pieces. The cadet enlisted the services of his girl and with a bolt of muslin and a can of floor varnish they made emergency repairs. These repairs, when the officer in charge of flying at the post saw them,

left him in little doubt that mischief had befallen the flying swain.

Another amateur pilot, this time on the Salt Lake City air port, with "ten easy lessons" and a new plane, felt cocky and cut a pigeon wing which lasted until the ground and gravity had their way about it. Boys learning to fly should make "gentle turns" and "keep their noses down." This one lost his plane but learned a valuable lesson. He might just as well have learned it and saved his ship.

Someone has suggested that it is time for Santa Claus to retire and let his son handle the traffic by air. S. Claus Jr. can't get by with the children till he gets white whiskers. But the old gentleman will probably wing the frosty air himself this Christmas. The days when only old men flew are gone. Air mail greetings and belated gift packages will bring out extra sections on all the air lines during the last few days of December. Now it won't be so hard to make the kids understand how Kris Kringle makes the rounds in one night.

Has anyone noticed that a triangle air tour may now be made out of San Francisco? It can be done, but no one, to the writer's knowledge, has yet done it. Some ambitious "first timer" will presently board the Pacific Air Transport's Fokker to Los Angeles, take the Western Air Express from there to Salt Lake City, and return home on the Boeing Air Transport transcontinental route. The triangle totals 1603 miles. It would take parts of three days, and would cost about \$175.

Boeing Air Transport headquarters here has received from Luft Hansa in Germany, complete literature, schedules, maps, and pictures of their air craft and terminal airports and stations. Germany is spider-webbed with scores of airlines, serving every town and city of any considerable size. The passenger stations much resemble our interurban depots, with stacks of luggage and packages on trucks. The planes are huge cabin affairs, their interiors furnished like Pullman cars, where people sit comfortably reading or looking down from the windows at the scene below.

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**Pleasure's Wand**

(Continued from Page 7)

and Rector, society entertainers. The photoplay offering next week will be "Not for Publication," a tale of the stupendous engineering feats accomplished in the West—a story of the constructive part a newspaper plays in the growth of a community. Ralph Ince plays the leading role, as well as directs the picture.

\* \* \*

**Granada**

Thomas Meighan starring in "The City Gone Wild" was last week's attraction at the Granada Theater with the James Cruze production showing the vice of the underworld. There was a lot of shooting and scheming and terrifying action in the story of Chicago's wild life.

Meighan was supported by Louise Brooks playing opposite, Wyndham Standing and Marietta Millner.

Frank Jenks with his "Dancelogues Ideas" supplied the stage attraction, adding a comedy medley in which Jenks did some singing. The dancing girls wore pretty costumes. There was a marvelous juggler on this program.

\* \* \*

**California**

"The Garden of Allah," filmed from the Robert Hichen's startling novel, has claimed the California Theater this past week, with Alice Terry and Ivan Petrovich starring in the Rex Ingram production.

Sacred and secular themes are part of the story depicting the life of a man's fugitive love and his disloyalty to his vows as a Trappist monk. Scenes of the Sahara desert are exquisite in their fascinating detail. Some excellent photography is seen in the furious sandstorm of the desert.

Gino Severi conducts the California orchestra.

\* \* \*

**Warfield**

The Warfield last week offered "A Man's Past" as the screen feature with Conrad Veidt the star in the production directed by George Welford, for Universal.

Ian Keith and Barbara Bedford were the stars.

Al Lyons, the new orchestra conductor, leading the Warfield super-soloists, included in his program a tuba solo by Fred Smith which we all liked. The Fanchon and Marco stage "idea" last week was a peacock act, the settings and costumes being real beauty with the star parts of Renoff and Renova, skilled and graceful dancers.

This week the Warfield will offer "She's a Shiek" with Bebe Daniels

**CERTIFICATE OF COPARTNERSHIP**

KNOW ALL MEN BY THESE PRESENTS: That we, the undersigned, Frances C. Gregory and Mary Meisinger, do hereby certify: That we are copartners transacting business under the firm name and style of TUNNEL BOOK SHOP AND CIRCULATING LIBRARY; that the principal place of business of said copartnership is situated at 415 Stockton Street, in the City and County of San Francisco, State of California, and that the names in full of all the members of said copartnership and their respective places of residence are as follows:

Frances C. Gregory, 880 Sausalito Boulevard, Sausalito, California.

Mary Meisinger, 910 Green Street, San Francisco, California.

IN WITNESS WHEREOF, we have hereunto set our hands and seals this 28th day of October, 1927.

FRANCES C. GREGORY  
 MARY MEISINGER

State of California,  
 City and County of San Francisco, ss.

On this 28th day of October, 1927, before me, Flora Hall, a Notary Public in and for the City and County of San Francisco, State of California, duly commissioned and sworn, residing therein, personally appeared Frances C. Gregory and Mary Meisinger, known to me to be the persons whose names are subscribed to the within instrument and they acknowledged to me that they executed the same.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day and year in this certificate last above written.

(SEAL) FLORA HALL.

Notary Public in and for the City and County of San Francisco, State of California.

**CERTIFICATE OF CO-PARTNERSHIP**

KNOW ALL MEN BY THESE PRESENTS: That we, the undersigned, George C. Ashley, Frank A. Gregory and William D. Newman, do hereby certify:

That we are copartners transacting business in the State of California, under the firm name and style of A & G STUDIOS; that the principal place of business of said copartnership is situated at 220 Post Street, in the City and County of San Francisco, State of California, and that the names in full of all the members of said copartnership and their respective places of residence are as follows:

GEORGE C. ASHLEY, 114 Central Avenue, Sausalito, California.

FRANK A. GREGORY, 880 Sausalito Boulevard, Sausalito, California.

WILLIAM D. NEWMAN, 225 Harrison Avenue, Sausalito, California.

IN WITNESS WHEREOF, we have hereunto set our hands and seals this 13th day of October, 1927.

GEORGE C. ASHLEY  
 FRANK A. GREGORY  
 WILLIAM D. NEWMAN

State of California,  
 City and County of San Francisco, ss.

On this 13th day of October, 1927 before me, Flora Hall, a Notary Public in and for the City and County of San Francisco, State of California, duly commissioned and sworn, residing therein, personally appeared George C. Ashley, Frank A. Gregory and William D. Newman, known to me to be the persons whose names are subscribed to the within instrument and they acknowledged to me that they executed the same.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal, the day and year in this certificate last above written.

(Seal) FLORA HALL.

Notary Public in and for the City and County of San Francisco, State of California.

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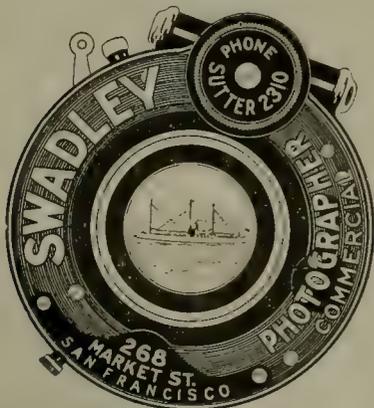
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the star. William Powell and Richard Arlen have leading roles.

The Warfield stage will have a new Fanchon and Marco idea, "Collegiate," with twenty principals. Armand and Preez, John and Harriet Griffith, and Dorothy Lee are starred. Al Lyons, whose debut as Warfield conductor was made just two weeks ago, continues to prove popular.

### The American Red Cross

Disaster relief service on a scale never encountered before in its history marked the past fiscal year's activity of the American Red Cross. Explosions, floods, fires, cyclones and all the category of calamity seemed to trail through the months with the regularity of a new day after an old one. While floods in the Mississippi valley the past year overshadowed other happenings at home and abroad, and the Red Cross was plunged into relief work on a scale new even to its veteran disaster experts, twelve other catastrophes simultaneously demanded Red Cross assistance, and this aid was given with the same effectiveness which marked the work in the Mississippi flood.

The Red Cross furnished disaster relief assistance in seventy-five disasters in the United States the past year in twenty-five states, and in twenty other disasters in foreign lands. Despite heavy demands on its personnel and resources occasioned by these happenings, the usual year-round services of the organization along other useful lines, were kept up with benefit to the country. Service to disabled veterans supplementing government care, public health nursing, instruction in first aid and life saving—all these constitute functions of the Red Cross which go on throughout the United States.

The Eleventh Annual Membership Roll Call of the American National Red Cross will be held as usual from Armistice Day through Thanksgiving—November 11-24—thus affording the American people a nation-wide opportunity to endorse their Red Cross and so insure the maintenance of its service.

According to a Canadian news item, Ontario wants to have prohibition again. If they're really serious, we have a lot of it here in America that no one seems to be using.

Waiter—Would you like to drink Canada Dry, sir?

E. Bracken-Bracknavitch—I'd love to, but I'm only here for a week.

### Society

(Continued from Page 5)

Aerial Fleet, will have speakers twice daily during the entire exposition. Travelogues will be shown of all foreign countries participating.

There will be: Illustrated lectures by Grace Palmer Craig, special commissioner, Pacific Foreign Trade and Travel Exposition to England, France, Switzerland and Austria.

\* \* \*

Many women's organizations are planning to participate in Women's Day at the Pacific Foreign Trade and Travel Exposition on November 14. Among these are the City and County Federation of Women's Clubs, the Native Daughters of the Golden West, the Daughters of the American Revolution, the Business and Professional Women's Club, the American Association of University Women, the San Francisco Center, the P.-T. A.s and the Soroptimists. From 2 to 4 p. m. there will be a program given by junior members of the California Federation of Music Clubs.

\* \* \*

### Prominent Speakers

During the week several of the clubwomen will be speakers, among them being Mrs. Carl H. Wisewell and Mrs. Frederick H. Colburn. Mrs. George Wales will have charge of P.-T. A. booth.

### Elder Calendar

Children's Book Week, November 14th to 19th, is to be celebrated by a series of Authors' Hours to be given each afternoon at Paul Elder's. Boys and girls and their parents are invited to attend after school, from 3:30 to 4:30, and enjoy a series of talks and readings by the following authors:

Monday—Esther Birdsall Darling, author of "Baldy of Nome." John Hamlin, author of "Beloved Acres."

Tuesday—Elizabeth Howard Atkins, author of "The Treasure Chest." James Willard Schultz, author of famous Indian stories.

Wednesday—Alberta Bancroft, author of "Lost Village." Bernard Marshall, author of "Cedric the Forester."

Thursday—Caroline Maclean, author of "Adventures of Maidilie." S. B. Dickson, editor of "The Treasure Chest."

Friday—Dora Amsden, author of "The Macaroni Tree." Walter H. Nichols, author of "Trust a Boy."

Saturday—Elizabeth Simpson, author of "Little Princess of Music Land." Howard Pease, author of "The Tattooed Man."

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## The Foreign Trade and Travel Exposition

Today (Friday) the Foreign Trade and Travel Exposition opens at the Civic Auditorium, the anniversary of that joyous November 11th, when peace was signed between the warring nations of the world. Fifteen different countries are going to place their goods on display in "The Show Window of the World," for that is what it is sloganed. It is to be a big market show of the western world; the crossroads where Europe and the Orient will come to buy, sell and exchange.

At the time of the Panama exposition we were not ready nor in the mood to talk trade or travel; Europe was at war and we were more or less disorganized for big business. But now we're in fine fettle to make far-flung commercial alliances and compacts, and we should do our utmost to boost for the foreign fair.

Mr. Wm. D'Egilbert, Commissioner General for California to the Panama Pacific International Exposition in 1915, and Director General of the Pacific Foreign Trade and Travel Exposition, which opened today and will continue until November 20, gives a brief summary of the scope of the exposition:

"The first great international exhibition was that of London, in the sixties of the 19th century, since which time there have been upwards of twenty international exhibitions. While the great expositions of America in St. Louis, Chicago and New York and others in London, Europe, Australia and New Zealand, made history for the cities and the countries in which they were held, no one of them closed its doors in such a blaze of everlasting glory as the Panama Pacific International Exposition in San Francisco, in 1915.

"Now San Francisco appeals again to the world to exhibit at an exposition, international in scope and dignified in character and conception. The show is sponsored by the Foreign Trade Club of California, a non-profit organization devoted to the interests of Western America. It is the plan of the Foreign Trade to hold such an exposition each year and later to install permanent exhibits from all parts of the world in a permanent building."

Special efforts have been put forth to exhibit every invention of recent years pertaining to radiography, geography, telephony, aeroplanes, steamship and railroad travel, electricity and the latest in textiles; products of the mill, the loom and the factory are on exhibit at the Exposition from every corner of the globe. Commer-

cial art work of the older civilizations, book and stamp collections, historical records, geological and biological specimens are shown. The exposition is truly international in scope.

Special events and days have been arranged by nations and groups of nations; motion pictures of an educational nature and travelogues will be features; lecture courses will be held daily, a nominal admission price having been fixed for students, and there is every attraction for a large attendance. Upwards of 200,000 visitors are expected to pass through the portals over the ten day period.

## Municipal Railway Report

The auditing department of the Municipal Railways gave out a statement that the railway for the year ending June 30th, 1927, failed to earn enough to meet financial obligations by \$55,873.22.

Later, the Bureau of Governmental Research analyzed the accounts of the Municipal Railway for the same period of time and found a deficit of \$55,873.00.

In submitting this report, the Bureau of Governmental Research called attention to the fact that there had been a change in the accounting policy during the last three months of the fiscal year in which expenditures previously charged as operating expenses were carried as expenditures out of the depreciation reserve fund. Subsequent to this report, an audit made by a firm of certified public accountants, was published in the daily newspapers, and this audit showed that there was a profit of \$78,042.00 but in making this audit, an item of \$198,000.00 which had been paid out for retirement of bonds, was omitted. Taking this payment into consideration, instead of a profit of \$78,000.00 there is a loss of practically \$120,000.00.

It would appear that these auditors did not approve of the Municipal Railway methods and must have included in operating expenses a considerable number of items which had been charged to the depreciation fund. The point is that according to the figures of the public accountants, the loss of deficit is \$120,000.00.

We have no quarrel with the Municipal Railway, or any of its officials but it reacts to the detriment of the daily press, that it should publish erroneous figures regarding an institution which is essentially the public property, upon which the public should be correctly informed.

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LOS ANGELES

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6215 CHABOT ROAD,  
OAKLAND, CALIFORNIA.

October 20th, 1927.

Frigidaire Corporation,  
871 Mission St.,  
San Francisco.

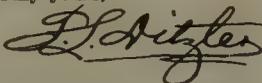
Gentlemen:

Having just reinstalled our Frigidaire in a new location in our home after more than six years of use, it having been one of the very first installed in this State, I thought you might be interested to learn of our experience.

During all this time it has never failed once, having given us superlative service. Neither has it cost us a cent for maintenance and the cost of operation has been so small as to be negligible. From the standpoint of health, convenience, comfort, economy and general satisfaction we consider our Frigidaire is indispensable in our home.

The excellence of your product deserves even more than this small praise and expression of appreciation.

Very truly yours,



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## Six Year Old FRIGIDAIRE

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*Just another reason why there are more Frigidaires in use than all other makes combined.*

FRIGIDAIRE CORPORATION  
871 MISSION STREET      1962 BROADWAY  
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## A Minister Says:

One paper in San Francisco proves every day that news of many kinds can be printed cleanly and decently. That paper is the

**San Francisco  
Chronicle**



*A Christmas Gift  
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### Good Luck Butterfly Compact

A Real Pressed Butterfly in the Case

*The Latest Parisian Novelty!*

Contains the New Economy Powder Sifter, Lipstick, Face and Lip Rouge, and an Eyebrow Pencil, concealed in the tassel.

Prices: \$3.50, \$5.00, \$6.00 and \$7.50

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*Exclusive Showing of All Kinds of Butterfly Jewelry—  
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A festive advertisement for Christmas cards. At the top left is a wreath with a bow and the text "Personal STEEL DIE ENGRAVED". The word "CHRISTMAS" is written in large, bubbly letters across the top. Below it, an open card is shown. The left page of the card says "YOUR NAME PUT ON FREE" and "Orders of 12, -25, -50, -100 OR MORE CARDS". The right page says "25 for \$ 2.50" and "The very best values YOU CAN BUY Real Beautiful Cards".

**CHRISTMAS CARDS**

**YOUR NAME**  
PUT ON  
**FREE**

Orders of  
12, -25, -50, -100  
OR MORE CARDS

**25** for \$ **2.50**

The very best values  
**YOU CAN BUY**  
Real Beautiful Cards

**THE PROCESS ENGRAVING COMPANY**

636 Market Street :: San Francisco, Calif. :: Opp. Palace Hotel



# SAN FRANCISCO NEWS LETTER



Devoted to the Leading Interests of California and the Pacific Coast

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Vol. CIX

SAN FRANCISCO, CALIF, NOVEMBER 19, 1927

No. 47

## The Redwood Empire Caravan

By Clyde Edmondson

To become more intimately acquainted with hotel-resort accommodations throughout the eight North of Bay counties of the Redwood Empire, inclusive of Marin, San Francisco, Sonoma, Mendocino, Humboldt, Lake, Del Norte and Josephine, hotel-resort operators from this section, together with city and county officials, chamber of commerce executives, business men, etc., departed on their third semi-annual caravan through the territory, leaving Santa Rosa, Saturday morning, October 8th, following the annual meeting of the inter-county Redwood Empire Association, held in Santa Rosa the day before, October 7th.

An equally important object of this tour was to become intimately acquainted with the hotel-resort accommodations throughout the eight counties of the Redwood Empire. Another important objective was to become acquainted first-hand with the scenic attractions, highways, transportation routings, etc., in the communities throughout this territory. To promote more intimate acquaintanceship among the hotel-resort operators themselves, was another equally important objective.

Leaving Santa Rosa at 7 a. m. Saturday morning, the first stop was at Healdsburg where a most sumptuous breakfast was served under the direction of Walter A. Hill of the Plaza Hotel, in conjunction with the Healdsburg Chamber of Commerce and Kiwanis Club, the menu being printed on redwood slabs.

A tour of Fitch Mountain followed, and stop at the site of the proposed new Del Rio Woods Hotel on the Russian River. Next was a stop at Merryland, on Russian River, followed by a complete tour of the principal resorts on Russian River, via the west side route out of Healdsburg, with particular reference to Rio Nido, Johnston's Beach, Fernwood Park, Mirabel Park and other resorts.

The entire party were guests of the Ridgecrest Boulevard Company over the famous Ridgecrest boulevard, up to the tavern on the summit of Mt. Tamalpais, where a luncheon was served to members of the party, together with numerous leading citizens from various parts of the Redwood Empire, headed by Harry Ridgeway, president of the Redwood Empire Association.

Following luncheon, and the enjoyment of the marvelous view from this point, including 14 different counties and the resort section of Stinson Beach, the party returned to San Rafael via the Ridgecrest boulevard and continued on into Sonoma. Here they were welcomed by members of the Sonoma Kiwanis Club. They conducted

the party into the old Sonoma Mission. The party also saw the site of the old Bear Flag Republic, and General Vallejo's home, then embarking for the final tour of the Sonoma Valley resorts, including El Verano Villa, Fetters, Agua Caliente, etc. A few-weeks-old harvest moon rose over the hills in the east, vividly illuminating and revivifying Jack London's original Valley of the Moon.

The party then checked in at the new Boyes Springs Hotel with its Spanish atmosphere so colorful with decorations of Spanish motif and boys in Spanish costume.

The banquet served here was a most memorable one, participated in by leading citizens from Sonoma Valley and all of Sonoma County, R. G. Litchenberg, director, and E. V. Moundrel, manager of the Boyes Springs Hotel, being the hosts.

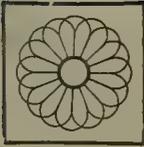
In the morning, bright and early again, the party proceeded to Napa, where a real old-fashioned breakfast was served by the Chamber of Commerce, and a great many Napa citizens were out to welcome the crowd. Although Napa county is not now a part of the Redwood Empire, enthusiasm reached such a high pitch at this breakfast that a definite statement was made by the Napa people that they desired to participate in the future program of the Redwood Empire Association. The same reaction was felt at St. Helena where the caravan was met by most of the town, the streets being roped off, band playing, and where a short speaking program was delivered. The same situation held true in Calistoga, where George P. Dyer, president of the Rotary Club and Chamber of Commerce, headed the welcoming delegation, and conducted the party around famous Mt. St. Helena then up to his own beautiful domicile, the Silverado Ranch, where Robert Louis Stevenson wrote "Silverado Squatters." Here was a marvelous view of the entire valley and contiguous area.

In Lower Lake a theaterful of citizens welcomed the caravan. Complimentary bags of walnuts were given to members of the party, punch was served, and a short speaking program presented.

Kelseyville, the next stop, declared a holiday in honor of the caravan. Shops and schools were closed and in the center of the town a platform was built, and banners and flags decorated the streets, and were carried by the children, although the caravan arrived over an hour late. A most memorable stopover was enjoyed at Kelseyville.

Stops were made at Laurel Dell and at Trianon on Blue

(Continued on Page 13)



### Sheriff and Politician

Why did Sheriff Tom Finn lose out? Now that the smoke has cleared away and the actual results are tabulated, we are obliged to own, in fact we gladly own, that the sheriff's office under Tom Finn was well managed and that, as sheriff, he could have maintained himself for a long time and have enjoyed the respect of the community as well as the power which goes with so important an office in our form of social organization. One cannot take any objection to the spirit in which Mr. Finn has accepted defeat; he has taken it in a sportsmanlike fashion. But he does say that he will not again try for public office. He is going to have a holiday, the first that he has had for many years.

Now, to be a good sheriff is no easy task. It implies a great deal of executive and administrative ability. To be a good sheriff one must take care of the public against the dangerous elements of society; that is a personally dangerous business. There is all the handling of the court monies, vast sums, in fact, which require personal honesty in the highest degree. When one has faithfully discharged all these tasks and, in addition, has won a place of distinction for humaneness and kindness to those in distress, the feat is remarkable and honorable. All this Sheriff Finn did; and yet he met his debacle. Does that show that democracies are ungrateful? No, it shows that Sheriff Finn was unwise because he tampered with politics instead of tending to his knitting. He was a good sheriff, but his politics were degrading. The murk of him as a politician blacked out the shine of him as sheriff. People remembered the old bosses and shuddered; they dared not take a chance of anything like that again!

### The Memory of St. Francis

One of the most pleasing things in our recent history is the public determination to set aside a day for the perpetuation of the memory of St. Francis, after whom our city is named, one of the most delightful and precious characters in all history. St. Francis of Assissi was a gay, laughing, helpful and unselfish soul. It is well to call attention to these qualities at the time when the long faced parade the land and the emissaries of the forbidding regime are everywhere torturing and imprisoning.

It was perhaps in unconscious revolt against persecutions by the Puritans, the flabby, cowardly, modern puritans, that the spirit of San Francisco has risen so triumphantly in favor of the observance of St. Francis' life. It is very encouraging to know that all creeds and all forms of religious teaching have laid aside their discussions and antipathies to pay signal honor to a simple, gentle person, in whose spirit was no guile and who never asked more for himself than the most elementary and primary of material things. He faced the world naked, for the grace of God. So religious controversy ceases for the time being and we are all with St. Francis, children of the Father and brothers and sisters to all created things, animate and inanimate.

This recognition of St. Francis is a great occasion. We trust that it will grow through the years and that in the days to come the public recognition of the patron saint of San Francisco will become one of those great celebrations which are known throughout the world for their sincerity and their rich beauty.

### Education Ridiculous

Things have a very curious way of contradicting themselves, and becoming something quite different from what they seemed to start out to be. Old women, particularly, old women who have lived all their lives on farms, can tell one quite a lot about this and very interesting it is.

But we want to look at the matter from another angle. Most of us are paying out quite a little sum every year for the education of our children. It is not easy to find the money, at least for the majority of us. Education costs have a very exasperating habit of mounting with dizzying rapidity until the beginning of each term is expected with foreboding and something akin to despair. Why do we make these sacrifices? Because we have been taught to believe that in such a way we improve the chances of our children to succeed in life, individually, and collectively, to improve the condition of the society in which we have been raised, materially and spiritually.

We spend enormous sums of money upon the state university which grows in size and devours legacies and donations as the Dragon of Wantley devoured houses and churches. Great bowls are built in which picked gladiators struggle, with huge expenditure of money and vast outlay of funds. Our daughters go to these gladiatorial shows and each time they go the department store rejoices and the family safe creaks on its over-used hinges.

We started a public university based on public funds, for the purpose of producing earnest leaders for our commonwealth. We have come to a state of affairs in which learning is despised and our frantic offspring yell like drunken Comanche Indians in an emotional orgy, for two hours in an afternoon, and complete their release in the city dancing halls on Sunday morning.

### The Street Railroad Problem

Elections come and elections go, but the street railway problem, like the proverbial ghost, will not down. Cover it up with all sorts of by-issues, try to forget it and, like the date of a mortgage note, it comes back with blistering emphasis; we had almost said "blithering" as more expressive of the mode in which the matter has been treated.

Charters begin to fall in, within less than two years from date. There will be some property questions to discuss at that time and they should be discussed long prior thereto. If they are not discussed to a reasonable and decent issue, the city will suffer and the vital matter of street locomotion will be in a deplorably unsettled state. This will react with severity upon all departments of our communal life and will be speedily reflected in the real estate market and other expressions of commerce and finance. One cannot play with a question like this. It will be solved, it will insist on being solved, or there will be the deuce to pay for indifference.

Now, not everybody who is openly trying his hand at the street railroad problem, is really shirking, but there are ominous signs that some do not want to act fairly. It would seem as if there was an intention on the part of some at least to take a sharp advantage of the situation and to defraud, for no other word covers the thing, numbers of their fellow citizens of reasonable value for their good faith investment. Such a state of mind is, we feel

certain, not that of the mass of our thinking citizens.

But, there is an element, which has its press representatives, that is lurking in the dark and will make no bonafide effort to solve the street railway problem, because it hopes to take an unfair advantage and to defraud citizens in the name of their own city. Against such an attitude we vigorously protest.

#### Sensational Documents

The Hearst papers have come flaming out again with sensational documents on the Mexico question. These documents purport to show that the Mexican government was in a plot against the United States with respect to the Nicaragua question. They also claim to tie up the Mexicans with the Bolshevists. Of course, these documents are at once repudiated by the Mexicans and it must be frankly admitted that the Consul General of Mexico here puts up some very strong reasoning against their authenticity.

Such documents have nearly always been shown to be fraudulent. Now and again the greatest papers have come out with sensational matter which has been proved afterwards to be the most arrant invention and confusion has followed. The famous Piggott Letters, by which the London "Times" was deceived are an historical example. In this case a series of documents which tended to show the alliance between Parnell and the physical force murder group in Ireland threw the whole world into horrified consternation. It was shown subsequently that these documents were complete forgeries and their fabricator committed suicide. Another and more recent documentary scandal was the fabricated Bolshevik papers by which some of the greatest of our newspapers were deceived and which it was afterwards proved had been hawked about all over Europe before being offered for sale here.

People who deal in such documents are very open to suspicion and such documents can be shown to be what they are by external and internal evidence. We have little doubt that the Hearst sensation will die the death of most of its kind.

#### Farmers' Purgatory

It is hard lines on the prune growers this year, for, it is very well known that the season has been little short of ruinous to large numbers of people who perform the useful and indispensable task of providing us the necessary and succulent prune. It is very hard to spend a year in work and at the end to be worse off than when the year started in spite of all one's labor. And that is the actual fact which faces the prune grower of California today. They have had to sell their crop for less than the actual cost of production, getting nothing for their outlay of time and money.

There is no doubt at all that the prune-growers deserve to be helped. They are not asking to be helped out of the public funds at all. If they were, we should not raise a finger in their behalf, for we are not of those who think that the community, in its political capacity, should be used for philanthropic purposes. C. D. Cavallaro, president of the California Prune and Apricot Growers' Association, has the idea that the farmers can recoup somewhat by putting the balance of the prune crop into fancy cedarwood boxes, holding five pounds, which we in California can purchase and send as presents to Eastern friends. The plan sounds feasible and we ought to do our best to help it out. The present will be inexpensive and yet very pleasing, for, by one of the perversities of things, the prunes which have fetched so little money are more than usually marked in quality of appearance and flavor.

The gift boxes are for sale pretty generally and it would be a good thing to think about this when making our purchases.

## Football

### WE'LL ALWAYS HAVE THE BIG GAME

By Lyman Martin

"There are times that you'll think that you mightn't; there are times that you know that you might." So runs one of Kipling's little ditties. That was the kind of a game that we saw over at the Berkeley Stadium last Saturday. We thought that we had the game all won for ourselves from the powerful Husky team of the University of Washington, but we hadn't. Some California linesman was naughty and the eagle eyed headlinesman called back a magnificent 65-yard run and penalized California 5 yards for being offside.

If the man was offside he was offside. All that a head linesman can do is to call 'em as he seems 'em. And that's that.

Washington started out in the first period of the game by shoving the California team all over the field. Louis Tesreau would get the ball and start for the opposite end of the field. Even when he was tackled he would slide about five yards on his tummy in the mud. A big man is this Tesreau and he must like mother earth, particularly if she is a bit moist. Statisticians have doped out nearly every phase of the game, how much yardage gained from each play and by whom. They have overlooked the important detail of how much ground Tesreau gained while running and how much he gained by sliding on his stomach. Washington wallowed through for a touchdown early in the second period through sheer power.

Then the complexion of the whole game changed. The players' faces got muddier and California took the play into Washington's mud pie reserve. A sophomore, Stanley Barr, went through the Washington line for four and five yards at a clip. The time was growing short before the end of the half when the Washington brain department became busy and sent in a substitute. The conscientious officials did not notice the appearance of the sub and drew plenty of unfavorable attention to themselves by exploding one of their toy pistols. But that was against the rules. The substitute was already on his way before the gun went off and gun or no gun, he must be allowed to do his efficient subbing for California was allowed another play.

As it turned out the subbing was good enough for after the play California had only carried the ball to the 1 foot mark and the half was over.

Again at the end of the fourth period California was within scoring distance only to be stopped by the gun.

Washington's team was favored to win and they did. But it was by a narrow squeak.

This week the classic of Pacific Coast football is to take place down at the Stanford farm. This is "Big Game" week.

Last week Stanford was beaten by Santa Clara. Why, no one knows, except that Santa Clara outplayed the Redshirts. But this week there will be a different Stanford team on the field. Maybe not different in personnel but different in morale. We also have it on good authority that "Pop" Warner will be there to see the game. Last week he was up in Berkeley watching the Golden Bears. He can tell the boys down on the farm to stop Barr, Eisan, Gill, Marcus, Dougery, Newman, Lom, and the whole California backfield. He will also tell them not to get offside for the officials are very conscientious.

Stanford is slightly favored in the betting odds to win. But wherever your sympathies lay, bet on them, you won't be far from wrong.

Hope you all have your tickets. I have and I'm going to THE game.



By Antoinette Arnold

### Society Debut

When a lovely debutante makes her bow to society, there is ever a thrill and an expectancy which is quite unlike that of all other events within the social realm.

Miss Katherine Deahl, daughter of Mr. and Mrs. John Linden Deahl, was the center of admiration early this month, when she made her formal debut. The Deahl home in Washington street was the scene for a most charming reception and dinner dance with prominent young society folks in attendance.

Receiving with Miss Deahl were a number of long-time friends and representative families from the commonwealth of this western metropolis. Mrs. H. S. Swanton, Mrs. William B. Weir, Mrs. Arthur M. Sharp, Mrs. George Forderer, Mrs. Howard Morrow, Miss California Breuner, Miss Tillie Feldman, Miss Eleanor Weir, Miss Grace Hamilton, Miss Eda Sherman, Miss Elsie Faxon, were in the receiving line.

Miss Vail Jones, Miss Eleanor Williams, Miss Adrienne Hedger, Miss Caroline Beedy, Miss Eleanor Shaw, Miss Genevieve McMurdo, Miss Mary Elizabeth Clark were other charming debutantes who assisted the hostess in welcoming her guests.

Miss Mary Virginia Spenser, Miss Harriet Browhell, Miss Elizabeth Bolton, Miss Margaret Kalenborn, Miss Eleanor Wayman, Miss Frances Behrend, Miss Helen Shaw, Miss Babette Bailey, Miss Kathleen Horton and Miss Alexia McCarty were of the receiving party.

\* \* \*

### Young Men Act The Cavalier Role

Every pretty girl has a cavalier and so the Deahl coming-out party was well represented with cavaliers from families well known in the financial and business life of the city.

Those who were present at the dinner party when Katherine Deahl en-

tered, formally, the social realm included: Messrs. Heber Tilden, Calvin Tilden, Kenneth High, Willard Somers, Francis Kanin, Earl Riley, Breck Moran, Jack Cole, John Sutton, William Clark, Leo Devlin, Sheldon Rival, Willard Wayman Jr., Richard Doyle, William Doyle, John Wörden, Irving Jacobs, Walter Hancock, Frederick Sherman, Eminel Halsted, Robert Auger, Clifford Nolan, John Barry, Jack Watson, Robert McKee, William Downey, Robert Morrow, George Connolly, Hall Bishop, Kenneth Doyle, John L. Deahl Jr.

\* \* \*

### Helen Wills Feted

Helen Wills, "loved 'round the world," world tennis champion, was the honor guest at a most delightful and interesting gathering of prominent society folks, a short time ago, at the Bohemian Club, when the Hon. James D. Phelan, former United States Senator, presided at a dinner given in compliment to Miss Wills.

The famous jinks-room of the Bohemian Club had been converted into a miniature tennis court and formed a pleasing setting for the notable event, with tables spread for a sumptuous banquet.

The bust of Helen Wills, recently sculptured by Haig Patigian, was on exhibition and aroused great admiration from those present and was the center of interest at this noteworthy event. Souvenir cartoons by an artist clubman were presented the guests.

\* \* \*

### Distinguished Guests

Those who were present at the beautiful dinner, complimenting Helen Wills were: Misses Helen Jacobs, Ann Pate, Randall, Claire Giannini, Phyllis Fay, and Messrs. and Mesdames Constant Auger, Sigmund Stern, Charles Keeler, Haig Patigian, Earl Cummings, George Douglas, Charles G. Norris, Charles W. Fay, William Denman, Charles B. Henderson, J. Downey Harvey, Kenneth Kingsbury, Charles O. Martin, George W. Kelham, Clay Miller, William Sproule, Edward J. Pringle, Frederick Moody, Uda Waldrop, Fremont Older, Philip J. Fay, Jau Don Ball, Edgar Walter, Milton Esberg; Mesdames Harry Hill, Clarence Wills, Mildred Pollök, Charles N. Felton, Marie H. Davidson, Walter A. Haas, F. L. Murphy; E. J. Foy, Atherton Russell.

### Society Girl Charms With Harp Selections

Miss Eleonore Blake Hayden of Palo Alto delighted a large group of friends as well as the audience which usually makes up the personnel of the Sunday evening concert at the Fairmont Hotel under the direction of Rudy Seiger, conductor.

Miss Hayden was soloist of the Sunday evening concert, playing a group of exquisite harp selections. She is a pupil of Kajetan Attl, well known harpist of wide reputation, and gave most delightful evidence of her musicianly work on that romantic instrument—the harp.

Her playing was of unusual delicacy as well as of masterful interpretation.

\* \* \*

### Reception and Tea

Two hostesses, Mrs. George B. Willcut and Mrs. Walter Parker Treat, gave a reception and tea recently at the Fairmont Hotel, where both make their home, inviting fifty of their friends to the charming event. Luncheon was served in the gray room and later the guests met in the exquisite Laurel Court, where a social hour or two was passed.

\* \* \*

### Joint Hostesses

Mrs. Richard McMahan and Mrs. Neil Petree were joint hostesses at a handsomely appointed luncheon given in the gray room of the Fairmont Hotel, entertaining forty guests. A large oval table was exquisitely decorated with autumn flowers for the luncheon service and later the guests adjourned to the Laurel Court for cards.

\* \* \*

Miss Maurine Kennedy, well known in San Francisco's educational circles was hostess at a charming dinner party given in the pretty dining room of the Hotel Californian, seated at a beautifully decorated table.

(Continued on Page 19)

## SANTA MARIA INN

SANTA MARIA, CALIFORNIA

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**Club-land**

Influential in their wide scope for many things that tend to better humanity; and, inspired with concerted zeal for myriad educational stimuli and with home-life ever the paramount ideal, thousands of brilliant club women in San Francisco are constantly at work, collectively and individually, for a definite purpose.

There is an organization called the City and County Federation which comprises a federated enrollment of more than 12,000 earnest, well trained women.

Mrs. J. E. Butterfield is president of this organization.

"Civic Pride, Co-operation and Progress" make up the slogan inscribed upon their banner!

But, underneath the three significant phrases, is a deeper, more potent principal encompassing the diversified ramifications which go to make up their standard, like a torch illuminating the things they have assigned themselves to achieve.

\* \* \*

**Convention**

The first convention of the City and County Federation to be held in the handsome new structure, the San Francisco Women's Club, Sutter and Mason streets, was held a week ago Saturday, the able president, Mrs. J. E. Butterfield in charge. Reports of the officers, the chairmen and of the presidents of the co-operating clubs in this vast federation, all sounded the same happy note of definite achievement and high aims.

\* \* \*

**California Club**

United States Senator Hiram W. Johnson gave an address before the California Club on their social day conducted by Mrs. Joseph I. Lawless, which will ever be remembered as one of the memorable events upon their year's calendar.

The prominent statesman was at his best, so it seems, that day, and imparted so much information on national, state and municipal affairs that the club women were splendidly enlightened and really made proud of their citizenship.

Mrs. Marie Vincent Walsh, president of the California Club, with her usual consideration and executive



**HOTEL MARK HOPKINS**  
Nob Hill  
A Smart Town House for a  
Day or a Year  
500 Rooms  
Tariff: From \$4 per day

ability, directed each event, although giving honor and glory to her chairmen, at all times.

\* \* \*

**Travel and Trade Exposition**

Whatever we may have anticipated in the way of excellence by preceding announcements of the Foreign Travel and Trade Exposition, we were more than surprised by the surpassing of all we duly expected.

Mr. William D'Egilbert, director general of the exposition, with masterful direction, certainly has shown us, anew, what a magnificent place is this Pacific Coast and how extensive are its possibilities in trade and commercial relations with other parts of the world.

\* \* \*

**Beautiful Pageant**

Mrs. William D'Egilbert, writer of the Pageant of All Nations, is receiving many congratulations for the colorful and impressive pageant which has been a nightly attraction at the Foreign Travel and Trade Exposition in the Exposition Auditorium. Historical sequences, enacted by a cast of fully 900 people dressed in native costume, enacting first landing of the Pilgrims and the preceding episodes of the American Indians up to and including the present day, leave their impression upon our minds and our visions.

\* \* \*

**International Day**

Today, Saturday, November 19, will be known as International Day at the Travel and Trade Exposition, under the auspices of Miss Edna Houston, president of the International Educational Club.

Miss Margaret Miriam Krsak, well known for her civic and educational activities and for her former pageantry work, has written and arranged a pageant, or as the program puts it—a tableau: "Czechoslovakia's Gratitude to the United States," with the

Czechoslovak Legionnaires presenting the episodes, all of which are to be staged in beautiful costuming.

Boys and girls of San Francisco, "Sokols," will present the national dance, Moravian, "Beseda."

Czechoslovakia gymnastic exhibitions will include: drill, pyramids by San Francisco "Sokols"; tennis racket drill team, San Francisco Girls' "Sokols," direction of Ludek Jirsak.

Poland, the kingdom of the Serbs, Croats and Slovenes, and Russia, as represented by the entire personnel of Mlle. Piankova Ballet Studio, appearing in a "Village Idyl," of ballet dances and interpretative spirit and the finale, "Court of Slavia," by Miss Margaret Miriam Krsak, complete a most interesting program during this impressive exposition.

\* \* \*

**Oriental Day**

Sunday, November 20, will be recognized as "Oriental Day."

Be sure to attend. Hungary, France, Luxemburg and Italy will all be ably represented with speeches by notables and wonderful musical programs in the native languages of each country represented. Elsa Ersi of the Orpheum Theater will appear in Hungarian songs and dances.

Don't miss Sunday's program!

\* \* \*

**Wonderful Event**

E. W. Wilson is president of Foreign Trade Club of California, which launched this first annual Foreign Travel and Trade Exposition, which will always remain a brilliant memory registering the vastness of its purpose and the co-operation of each and every constituent.

Harry S. Scott was chairman of the exposition organization committee; John C. Rohlfs, Leonard B. Gary, C. E. Hyde, Walter E. Hettman, council; Aubrey Drury, director of publicity, other leaders.

William D'Egilbert, director general; J. Frederick Richardson, vice director-general; Mrs. Ida Jewell D'Egilbert, director of woman's participation and writer of the pageant; Mrs. Edward R. Place, chairman of music.

(Continued on Page 17)

**Park Lane Maisonnettes**  
5 to 8 Rooms with 2 to 5 Baths  
Magnificent view. Every service, from doorman to valet. Furnished or unfurnished. Garage. Class A steel frame building.  
"Maisonnette" has the elegance of a mansion with all conveniences of an apartment house.  
**PARK LANE APARTMENTS**  
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Diagonally Across from Hotel Fairmont

where you pay no more for the  
**BEST FLOWERS**  
*Podesta & Paldocchi*  
"The Voice of a Thousand Gardens"  
224-226 Grant Ave., Sutter 6200



# PLEASURE'S WAND

OBEY NO WAND BUT PLEASURE'S

— Tom Moore



By Josephine Young

## Reviews of the Week

Our local theaters, this past week, certainly afforded us something to keep our minds alert and to stimulate our sense of humor.

This week, the stage and the screen vie for honors in the way of real entertainment, so choose your line and enjoy every moment.

Theaters are a tonic, and no mistake!

\* \* \*

### Curran

Mitzi and her company opened at the Curran theater last Monday night, fulfilling every advance expectation and adding more laurels to her clever and fascinating little crown, if she wears one on that saucy head of hers.

However much we may have liked this decidedly charming comedienne before, we certainly have now taken her, anew, into our hearts, for she actually captured the town in her new musical show, "The Madcap."

Golden-haired, buoyant, effervescent, Mitzi is a riotous joy. The musical play is packed with rhythm and is a sparkling story throughout, while the music never fails to please.

Some fifty pretty youngsters are in the cast with Mitzi, so pretty and so talented that one wonders what kind of a beauty contest produced the cast.

Mitzi, herself, likes her role and has put some originality into each part typical of her active mind and showmanship.

Matinees are given Saturday and Wednesday and no one can really afford to miss seeing Mitzi in "The Madcap."

In the cast supporting the Hungarian star are: Sydney Greenstreet, Ethel Morrison, Harry Puck, Charley Sylber, Marie Dayne, Marcella Swanson, Arthur Tracher, Pat Clayton and Duane Nelson with others as well as the big chorus of "beauties."

\* \* \*

### Lurie

Now that "The Great Neck" with Taylor Holmes, has completed its run at the Lurie, we are to have a musical comedy, "Hit the Deck," which the famous Lillian Albertson is bringing here, special arrangements having been made with Youmans and Cecil Stewart's symphonette orchestra,

which supply the musical accompaniment.

There will be two more performances of the Elmer Harris comedy, starring Taylor Holmes, today's matinee and tonight's performance. Then on Monday evening, November 21, will commence the run of "Hit the Deck," a nautical musical comedy—and a great success.

\* \* \*

### Columbia

Marjorie Rambeau completes her engagement at the Columbia theater tonight (Saturday, Nov. 19) with her season's great comedy-drama, "Daddy's Gone A-Hunting."

This noted actress has so firmly established herself in the minds of theater-goers as one of America's famous actresses that every time we see her, we are most positive of her place in the world of big stage productions.

Cecil B. DeMille's magnificent cinema production for which we seemed to have waited so long, comes to the Columbia theater, Sunday matinee, November 20, with an orchestra of twenty-five in the gorgeous presentation of the "King of Kings," adapted to the screen by Jeanne MacPherson.

Jacqueline Logan takes the role of Mary Magdalene in this superb photoplay with hundreds of extras in some of the big scenes. "King of Kings" is rated as one of the triumphs of the screen and a superb Cecil B. DeMille production.

Announcements are to the effect that the picture will have a three week run, only. There are two performances, daily, at 2:30 and at 8:30 p. m., beginning with the Sunday matinee.

\* \* \*

### Alcazar

"The Mystery Ship," a puzzling play, abounding in laughter and thrills, as presented at the Alcazar is worthwhile entertainment. A detective story, it holds the spectator interested and excited.

The audience may suspect practically every member of the vessel's personnel and such passengers as are encountered before the mystery of the shooting is explained. Fun and

## Amusements

NEXT WEEK  
ON THE STAGE

### Alcazar, O'Farrell nr. Powell

"The Mystery Ship," Henry Duffy comedy.

### Columbia, Eddy nr. Powell

"King of Kings," magnificent screen production, Cecil B. DeMille. Starts Sunday matinee.

### Curran, Geary nr. Mason

Mitzi in "The Madcap," big cast of players. Musical play. Plays S. F. only.

### Lurie, Geary nr. Mason

"Hit the Deck," nautical musical play.

### President, McAllister nr. Market

"Why Men Leave Home," Leneta Lane, star; Henry Duffy plays.

### Community Playhouse,

#### Sutter and Mason

"The Jest," Cameron Prud'Homme, William Rainey. Sat. matinee and evening (today). Thurs., Fri., Sat. eve. and Sat. matinee until further notice.

\* \* \*

## VAUDEVILLE

### Golden Gate, G. G. Ave. and Taylor

Vanesse, daring dancer; Winona Winter, ventriloquist; Flo Irwin in playlet; The Harrington Sisters. On the screen, "The Wise Wife," with Phyllis Haver.

### Orpheum, O'Farrell nr. Powell

Babe Egan, Hollywood Redheads; Jack McLellan, with Sarah and Fred Sanborn; Hugh Herbert, musical comedy; Tinova and Baikoff, dancers; Harold Yates and Cooper Lawlet, of phonograph fame; "Umtala," the dancing monkey; Danny Small and Harry Mays.

### Union Square, O'Farrell nr. Powell

Vaudeville—pictures.

### Wigwam, Mission nr. 22nd

"Bad Man," comedy, Nat Holt players; Dudley Ayres in leading role.

\* \* \*

## ON THE SCREEN

DOWN TOWN

### California, Market St. at 4th

"The Gorilla," Gino Severi, leader of the orchestra.

### Cameo, Market opp. Fifth street

"The Honeymoon Express," Sat. "The Boy Rider," Sun. "The Merry Go Round," Mary Philbin, Norman Kerry, Tues., Wed. "The Winning of Barbara Worth," Vilma Banky and Ronald Colman, Thurs., Fri.

### Casino, Ellis at Mason

Change of bill—popular screen productions.

### Embassy, Market St., near Seventh (Formerly Rivoli)

Vitaphone, giving voice to motion pictures. Giovanni Martinelli, Lopez, Four Aristocrats. Al Jolson, this week. John Barrymore, "When a Man Loves."

### Granada, Market at Jones

"Stick 'Em Up," Jesse James' robber band. Fred Thompson, star.

### Imperial, Market St. op. Jones

"Mme. Pompadour," Tony Moreno, hero.

### St. Francis, Market bet. 5th-6th.

"Now We're in the Air," Wallace Gilbert, Raymond Hatton.

### Warfield, Market at Taylor

"Man-Woman-Sin," John Gilbert, Jeanne Eagels, star of "Rain," the heroine.

RESIDENCE DISTRICT

### Alhambra, Polk St., nr. Green

"The Night Bride," Sun. "Barbed Wire, Pola Negri, Mon., Tues., Wed. "Smile, Brother, Smile," Jack Mulhall. Hanson Kiddies every evening.

suspense and surprising incidents keep things lively.

Henry Duffy has produced "The Mystery Ship" with rare taste. It is realistic. Scenic features are out of the ordinary and the company is up to the Duffy standard. The players are: Irving Mitchell, Glenda Farrell, Bert Farjeon, Joseph De Stefani, J. Raymond Northcut, Helen Keers, Frank Darien, John Ivan, William Macauley, Robert Lawler and Henry Caubisens.

\* \* \*

**President**

"Why Men Leave Home," Avery Hopwood's amusing comedy, commences a third week at the President, beginning Sunday afternoon.

Three married couples, a girl and a boy who would like to be engaged, figure prominently in this play. Laughter predominates. Situations cause most of the merriment. Bright dialogue runs through the play. Leneta Lane has the principal role. The company includes Kenneth Daigneau, Barbara Luddy, Earl Lee, Lillian Hayward, Thomas Chatterton, Frances McDonald, Robert Adams, Dorothy LaMar, Marie Sorrille, Elsie Bassett and John De Weese.

\* \* \*

**Orpheum**

The Orpheum theater will have an entire change of program for the week starting Saturday. This new bill will be composed of attractions including Babe Egan and her Hollywood Redheads; Jack McLellan, clever comic, with Sarah and Fred (Patsy) Sanborn in "Laughs, Tricks and Tunes"; Neely Edwards, formerly of the team Flanagan and Edwards, and Marguerite Show, film funsters, in a hilarious skit called "Fresh From Hollywood"; Harold Yates and Cooper Lawley, of Victor phonograph fame, offering a number of their big record hits; Tinova and Baikoff, a team of dancers, who will feature Ruth Harrison and the "Golden" Steppers in "A Whirl of Youth"; Hugh Herbert, well-known comic of musical comedy, revue and film fame, who will offer one of his own skits called "Realization," assisted by Vivien Ingram and Lee Kenny.

Fred Galetti and Iola Kokin presenting "Umtala," said to be the only dancing monkey; and Danny Small and Harry Mays, two clever colored boys who play the ukulele, sing and dance, will complete the bill.

\* \* \*

**Granada**

"Stick 'Em Up," the Jesse James cinema story based on the life of the train bandit, will be the screen feature of the Granada theater, this coming week, with Fred Thompson taking the role of Jesse James.

Though the co-operation of Jesse James' son, an attorney of Los Angeles, the picture has been given authentic characterization and the story is said to be complete.

There is a romantic angle to the theme and the picture, itself, abounds with suspense and thrills.

\* \* \*

**St. Francis**

Wallace Beery and Raymond Hatton in "Now We're in the Air," their latest comedy, are still holding interest for movie fans at the St. Francis.

They have a genius for stumbling into trouble.

It is a clever, amusing, laughable screen play—and the pair of clever cinema stars essay their character parts with considerable skill, keeping up the humor of the photoplay and adding constant excitement.

\* \* \*

**Embassy**

The Warner Brothers' Vitaphone, presenting motion pictures of famous stories, with cinema celebrities taking the roles, and synchronizing motion, voice and sound, is packing the Embassy theater on Market street near Seventh.

This week a special Vitaphone attraction will be Al Jolson, who will be heard as well as seen in his program of mammy songs.

Giovanni Martinelli, who sings his famous character portrayal in the opera "La Juive" is wonderful. Then there are the Four Aristocrats who sing and play. A sextet appears "In a Blacksmith Shop," singing the Anvil Chorus from Il Trovatore.

"When a Man Loves," the Warner Brothers' screen version of the opera, Manon Lescaut, is the picture on this bill, with John Barrymore playing the lead and Dolores Costello essaying the heroine role.

\* \* \*

**Imperial**

Mme. Pompadour, that riddle of a woman who ruled a nation, yet could not rule her own heart, weaver of intrigues, mistress of the king, lover of many, has come to life again on the screen, and will be at the Imperial Theater next week. Dorothy Gish is the girl with a naughty twinkle in her eye.

In addition to the splendid acting of Miss Gish the picture contains the master work of E. A. Dupont. Tony Moreno is the handsome hero.

\* \* \*

**Warfield**

John Gilbert, romanticist of the screen, can also be extremely practical, as shown in his portrayal of a newspaper reporter in "Man-Woman-Sin," which comes Saturday at the Warfield.

(Continued on Page 17)

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For the new gas-fired heating systems supply pure, warm air without attention or bother. There is no need of going into the basement. A little electrical control upstairs automatically takes care of the furnace.

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## Finance

Richfield Oil has recently been at considerable demand and closed at 22½. Standard of California rose to 55½. Shell Union lost ⅝ths to 26¼.

Western shippers have saved more than a billion and a half dollars during the last six years, through the reductions in railroad rates made during that period.

The Pacific Gas and Electric Company is about to start building its new dam on the Mokelumne river. It will back up the waters of the Mokelumne for five miles and will create a reservoir of 130,000 acre feet capacity, making another beautiful lake in the high Sierras.

The National City Bank of New York regards the present economic situation with utmost satisfaction. It says: "Measured by the usual tests, little basis for pessimism appears. There is no inflation of prices. Inventories are generally at low level, Industrial efficiency is increasing, lowering costs of production."

Bank stocks extended their gains of the San Francisco Stock and Bond Exchange during the week. There was very pronounced strength in the leaders, American Trust going to a new height at 404, Bank of Italy selling ex-rights, touching a peak of 218, and Bancitaly Corporation closing up at 118¾.

The National Association of Credit Men has recommended that the Federal corporation tax be reduced, saying: "If it is possible to reduce the corporation income tax to 10 per cent, with fairness to other taxpayers, it should be done. In any event, the distribution of any cut made in Federal taxation should take into account the just demands of our corporations, and from their present income tax rate a substantial reduction should be made."

Ralph W. Robinson of the Traffic Survey Committee told the Commonwealth Club that over 40,000 sheets of survey notes were made in the recent study of San Francisco traffic problems. He said: "Market street presents the most difficult traffic control problem in the United States because of its extremely irregular intersections and the four traction lines."

There is more silliness talked about immigration than on almost any other subject. Thus, F. L. W. McDonald said the other day that all persons should be excluded who are below a certain standard of economic fitness to enter our industrial field as competitors with American labor. As if the whole history of the last twenty-five years had not shown the ability of our methods to produce such economic fitness among poorly equipped foreigners!

Benjamin M. Anderson, the economist of the Chase National Bank of New York, says, regarding the vexed question of the international money market: "As long as the gold exchange standard was confined to minor money markets, it constituted a safe enough device. When the choice was between the gold exchange standard and the silver standard or irredeemable paper, the gold exchange standard represented definite progress. If, however, the effort be made to universalize the gold exchange standard, it is obvious that impossible problems arise."

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JUNE 30th, 1927

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Capital, Reserve and Contingent Funds	4,700,000.00
Employees' Pension Fund over \$575,000.00, standing on Books at	1.00

MISSION BRANCH	Mission and 21st Streets
PARK-PRESIDIO BRANCH	Clement St. and 7th Ave.
HAIGHT STREET BRANCH	Haight and Belvedere Streets
WEST PORTAL BRANCH	West Portal Ave. and Ulloa St.

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**FOUR AND ONE-QUARTER (4¼) per cent per annum,  
COMPUTED MONTHLY and COMPOUNDED QUARTERLY,  
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## Local News of the Week at A Glance

### For Those Away From Home

Although somewhat later than normal, California cotton crop has been forecasted at 93,000 bales from plantings on 127,000 acres.

Plans are being drawn for an eighteen-story hotel in combination with a theater, cabaret and amusement center, which will be erected at the southwest corner of Turk and Jones streets at a cost of \$5,000,000. Excavation work will begin in January, 1928.

Labor in San Francisco and vicinity is more efficient than the workers engaged in similar employment in the West and Middle West, according to the S. F. Chamber of Commerce. Figures show that the average labor production here is 15 per cent greater than elsewhere.

Our Mrs. Florence Kahn, National Congresswoman, has been invited to be the principal speaker before the Illinois Republican Club at its banquet to Vice-President Charles G. Dawes, on the evening of November 29th. The following day she will address the Roosevelt Republican Club at a gathering that will honor Mrs. Medill McCormick. Mrs. Kahn will leave San Francisco November 26.

The present California Bar Association was supplanted this Friday by the new State Bar of California at an election which started at 9 o'clock a. m. The State Bar is different from the organization which it supersedes in that membership in the California Bar Association was voluntary, while the State Bar is a statutory organization and registration is compulsory for all attorneys who wish to practice law in California.

Although California ranks sixth in population among the states, it stands third in per capital financial development. Only New York and Pennsylvania exceed it. California's banks have a total capital, surplus and undivided profit of \$368,749,000.00, a sum greater than the combined total for the nine western states of North and South Dakota, Nebraska, Kansas, Montana, Wyoming, Colorado, New Mexico and Oklahoma.

Trophies and decorations and a few new chevrons are being flaunted by units and officers of the 63rd Coast Artillery as a result of special awards during the annual regimental parade last week. Non-commissioned officers who received a boost in rank were Sergeant Edward H. Serratt and Corporal Bryan Petty of Battery A; Sergeant Frank L. Banta and Corporals William S. Malone, Murray M. Cooper and John L. Lewis, Battery F.

Police Captain Charles Goff states that he has only received verbal reports (at this writing) from the officers stationed in the business district of the city, regarding the new anti-jaywalking law, and these clearly indicate that the public is accepting the new law good naturedly and responding splendidly to instruction given by the police. Considerable increased efficiency in vehicular traffic in heretofore congested sections has been noted.

Captain Charles Goff was named as Chief of the Police Department Traffic Bureau in an order issued Tuesday week, by the Police Commission. Goff takes the place made vacant by the recent death of our much-admired Captain Henry P. Gleeson.

With \$7,500,000 coming available next year from the additional 1 cent gasoline tax for new highway construction, B. B. Meek, director of public works, and R. M. Morton, state highway engineer, are now preparing to allocate this money to the various highway projects.

There are rumors afloat that a new six story class B building is to be constructed at the northeast corner of Pine and Leidesdorff streets. According to the reports the deal involves in excess of a million dollars investment, and when completed, the new structure will house the San Francisco branch of the Canadian Bank of Commerce.

Mrs. Anita Hensley Nougues, eighty-six years old, pioneer and member of a California family whose history was closely entwined with the early history of the state, passed away recently at her home in Geary street. Mrs. Nougues crossed the plains from Missouri in a covered wagon in 1859. Her father was the late Major Henry W. Hensley, one of the earliest mine owners in California.

Following the completion of the new bascule bridge over the San Joaquin river near Mossdale, construction was begun on a new approach to the bridge and underpass beneath the Southern Pacific railroad tracks. When completed, this underpass will eliminate one of the most dangerous and unpleasant stretches on the entire Golden State Highway.

That Acting Postmaster Harry L. Todd will be ultimately confirmed as the full fledged postmaster of this city by the United States Senate, is the opinion of those who are politically wise. James E. Power, unsuccessful candidate for Mayor at San Francisco's recent municipal election, is willing, however, to take the civil service examination for postmaster, if given the opportunity.

The Native Sons and Daughters of the Golden West will give a pageant and ball, Thanksgiving eve, November 23rd, at the Exposition Auditorium, funds from this benefit being used annually to provide homes for orphaned and abandoned children. Since the inception of this annual benefit ball, 17 years ago, 3,121 children have been placed in permanent homes.

Philip Hewitt-Myring, leader page editor of the London Daily News and a literary critic of wide reputation, has temporarily joined the Chronicle's staff. Myring joins the Chronicle staff as an exchange fellow of the Walter Hines Page Memorial Fellowship in Journalism, established by the late American Ambassador to Great Britain to achieve a better understanding between newspaper men of the two countries.

## Air Lines

By Lieut. Blaine Stubblefield



Lieutenant Blaine Stubblefield

It has now been about ten years since the last hinterland native uttered a running prayer as he fled from the revelation of his first sight of an airplane. But there are still thousands, in both city and hog-calling regions, who have not flown. Writers of books on aviation can still include chapters on "How it feels to fly," the author giving an aesthetic picture of how it felt to him, and assuming the same stomach for everyone else.

In order to have something to say, writers go up and come back with a long list of all the "sensations" they have ever read about. They fail to "feel" anything out of the ordinary, but something must be said. Like the man who paints a picture showing bare ground in Alaska, or a scene in Holland without a windmill, the writer who treats a hop without a nerve-stretching "bang," is doomed to failure.

Among the authorized sensations that circulate among the aviation writers and some of their readers, are many so entirely freakish that were a pilot to feel anything akin to even one of them he would either find a new bootlegger or get a safe job in a green grocery.

One of the first of these marvels ever current among people in general was the manner in which the earth seems to fall away from a person in a climbing plane. The writer has never known anyone who actually conjured such an illusion out of a flight, nor has he, even by conscious effort, been able to imagine any such thing.

Another tale that always made the children's eyes open wide as the old folks flew around the supper table was their account of how the world, viewed from aloft, assumed the shape of a gigantic punch bowl. Nothing except something in a punch bowl could possibly make it look that way to a normal man.

Equally without reasonable origin is the statement still to be seen oc-

asionally in print that one cannot see the ground at all when flying at a high altitude. Every pilot in the world, no doubt, has been asked how far he could go till the earth faded away. It is also generally understood, among all but pilots, that one cannot tell when his plane is upside-down in a fog. One might as well believe that if he were sleeping in one of the bear traps used for beds in apartment houses, and someone sprung the treadle, and the bunk turned a hand-spring, he would not know it.

Can one breathe while flying over the Rocky mountains? Can one eat while flying? Does one get badly shaken while landing? How often does one hit an air pocket? These and hundreds of others like them.

It would not be far from true to say that all the popular notions about flying are wrong. A vast proportion of the copy written about flying is also wrong; each fact being the reason for the other. Misleading copy is sometimes more interesting than facts, and many of the present writers seem to have few or no facts. No one is to blame for that, however. The flying game has recently been played faster than the country's writers could post themselves.

As for observation flying (riding as a passenger) there is really not very much to say. Certainly there is no necessity for a long list of precautions. One need do but little except get aboard and let his judgment be his guide.

A person who is inclined to feel unsafe will do well to reflect that his own pilot has probably been at the stick from five to fifteen years, and is still intact. It is true that the ship heels over more in making turns than does a motor car on the highway, or a train on the rails, but if one sits relaxed he will notice no appreciable difference; the greater speed of the plane will neutralize the "tipping." As for the up and down motion in rough air, the sensation of being left sitting on infinity when the bottom drops out, will soon wear off if one allows himself to "ride" with it, instead of trying to hold the ship up. Of course, there are distinct and rather violent sensations in stunts, but no commercial transport plane is going to stunt; it is unlawful.

So there will be no diabolical punch bowls, inverted landscapes, falling away of the earth, or anything of the kind. Persons planning to make a trip by air for the first time should

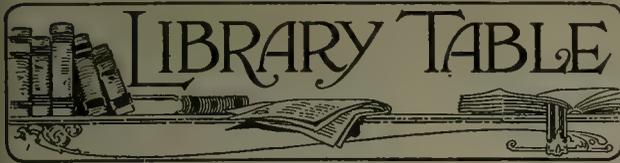
get reservations two or three days, or more in advance, inquire how much luggage goes free with the ticket, and set out as though going to a bus station for passage to an ice cream social. If the plane is a closed type you will need nothing but ordinary travel clothing. If the ship is open, you will be supplied with coat, helmet and goggles. All passenger transport planes will presently be of the closed type, although it is great sport to fly in an open ship when the weather is good.

The Pacific Air Transport, for example, flying between Seattle and Los Angeles, has both open and closed ships. Between Portland and Seattle, and between San Francisco and Los Angeles, they operated five and six passenger closed Fokkers. A lunch, including hot coffee, is brought to each passenger, free of extra charge, during a landing as near meal time as possible. Flights of several hundred up to a thousand miles do not span many meal hours. The writer left Portland on a Pacific Air Transport plane after breakfast, arrived in San Francisco for lunch, and did a half day's work. One may leave here in the morning on a P. A. T. ship, arrive in Seattle at 2 p. m., spend six hours about town, take the night train for Spokane, and be there for breakfast. The Pacific Air Transport's time to Los Angeles is five hours.

Boeing Air Transport flies a longer route, 1915 miles between San Francisco and Chicago. The time required is 21 hours, leaving Crissy Field at 7 a. m. and arriving in Chicago at about 5:30 the following morning; (make allowance for change of time zones). The route is lighted with beacons from Salt Lake City east, and the last half of the journey, from Rock Springs to Chicago, is made in darkness.

Boeing planes are all of the closed type, with cabins much like those on the Fokkers—electric lighted, ventilated, heated, etc. Lunch and hot coffee is furnished all passengers at airports where the planes land nearest meal hours. There is no expense for meals, or beds either; a flight over the Mississippi valley and into Chicago by night is far too interesting to allow sleep. Both of the transport lines here mentioned allow twenty-five pounds of luggage free. Passengers are not allowed to smoke in airplanes, or throw things out of the windows. The pilots are all agreeable

(Continued on Page 20)



By Eleanore F. Ross

**AFTER YOU, MAGELLAN**, by James Farquarson Leys Jr.; The Century Company; Price \$4.00.

Two college lads, one of which is the author himself, and their experiences, adventures and mishaps on a voyage which takes them to far distant ports—the very mention of which arouses the imagination and the wanderlust that is in all of us, to a certain degree.

Manila, Shanghai, Saigon, Calcutta, Singapore—are they not names to conjure with?

Very splendidly illustrated with fine half tones of photographs, this volume would prove a very much appreciated gift to the “flaming youth” of one’s acquaintance.

**THE HOUSE OF DISAPPEARANCE**, by J. Jefferson Farjeon; Lincoln MacVeagh, The Dial Press; Price \$2.00.

“There is magic in the moment that precedes a storm. Something unamenable stirs within one; the heart flutters, just as the leaves do; mystery enters to upset nice calculations, and all the painstaking achievements of man seem suddenly dwarfed in the passage of a greater presence that has callously evolved them, and will one day just as callously swallow them up. We do not analyze these things, but we dimly sense them when the thunder reverberates through the hills, or a cool breeze suddenly makes the still roses shiver, or a black cat flashes out on the lawn and chases its tail.”

Just in this paragraph, taken at random, you find the keynote of Farjeon’s talents; a delicate insight into human emotion, ending in his inevitable glint of humor, qualities not usually found in detective stories.

**THE BROTHER BEARS**, by Anna Williams Arnett; Animal Pets, by Anna Bogenholm Sloane; and Shrug the Pup, by Feza M. Reynolds.

These constitute a trio of illustrated books for children which Beckley-Cardy Company of Chicago, have just brought out. The very small child of the family will welcome these little volumes with joy. These books retail at 70 cents each.

**THE IMAGE IN THE PATH**, by Grenville Vernon; Lincoln MacVeagh, The Dial Press; Price \$2.50.

A very human hero is this of Grenville Vernon’s; a man who loves two women and engages himself to a third! Although life may have taught the reader that men are fickle and polygamous creatures, still the feminine peruser of this story will lose patience at the deviations and fluctuations of this particular masculine creature’s heart. Never at any time does he seem to realize which one of the three members of the fair sex he really loves, and being middle aged, while one of his inamoratas is very young, of course, you can imagine how the poor fellow is bamboozled and bewildered.

The story takes us into France, Italy and England, and the redeeming features of the book are the vivid touches of local color that one catches, in the descriptions of these different countries, a touch that is more hinted at than detailed, with the subtlety which this writer is master of.

Another characteristic of this mystery narrative, very essential in the well written detective tale, is a baffling murder plot which keeps one guessing until the finish.

## From Brighter Pens Than Ours

China should borrow President Calles a while.—Dallas News.

\* \* \*

About the only thing that will really stop falling hair is the floor.—Publishers’ Syndicate.

\* \* \*

Early to bed and early to rise and you won’t get trimmed by the night club guys.—Sumter (S.C.) Item.

\* \* \*

Marvelous as the radio is, the pronunciation of some of the announcers is even more so.—American Lumberman.

\* \* \*

Love at first sight is possible, but it is always well to wipe off your spectacles and take a second look.—Everett Herald.

\* \* \*

The man who saves money nowadays isn’t a miser; he’s a wizard.—Columbus Dispatch.

\* \* \*

The modern girl would make a wonderful cook if she could find a kitchen that was run by a steering wheel.—Denton (Texas) Record-Chronicle.

\* \* \*

The statement that the sexes are equal mentally will be taken as a compliment by many husbands.—Washington Star.



## The Place to Buy a Better Mattress

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# Petrol Paragraphs

National Automobile Club

By H. R. Swartz

By K. R. Schwartz, National Automobile Club

Spark plugs, once the victims of carbon, have a new enemy. Plugs are so good these days, and the engines in which they perform are so much better than they used to be, that the plugs seem to go on forever. The plug that has been used for many miles, however, may be as clean as a whistle, but having fired millions of gasoline charges, it becomes thin. In this condition, it gets red hot after a few minutes of use and this causes serious misfiring. A new plug will insure better performance.

\* \* \*

Increasing popularity of automobile transportation in Russia is making necessary a movement to construct better streets in order to reduce the present rapid deterioration of automobiles. Something must be done and is going to be done, as bad roads have proved a serious menace in the development of motor transportation in that country, say the reports. There is also considerable agitation for better roads in the rural districts.

\* \* \*

To Will Carleton, famed Michigan poet, goes the honor of having an important stretch of highway named for him if present plans are realized. The proposal is to name a new section on the Wayne-Munroe line between Flat Rock and Walts, Michigan, the Will Carleton Drive. This road was constructed on a new 120-foot right of way and will be one of the most beautiful stretches of highway in Michigan when it is completed, there now being plans for decorating it with shrubbery and flowers.

\* \* \*

The Nawab of Bahawalpur, Asia, has purchased an American car and is going to decorate and refit it to suit himself. That is, according to his personal tastes, an idea of which may be gotten from his conception of interior decoration: the roof of the car will be covered with blue and green checked silk, the seats will be covered with the finest of Bahawalpuran tapestries, while the floor will be made comfortable with a dozen or more cushions. The outside of the car will be painted with the national colors, and an intricate set of lights will finish off the job, according to reports.

\* \* \*

Following the completion of the new bascule bridge over the San Joaquin river near Mossdale, work has been started on a new approach and underpass beneath the Southern Pacific railway, the completion of which will eliminate one of the most dangerous and unpleasant stretches on the entire Golden State Highway.

As a result of the construction of this underpass, there is a stretch of about 1000 feet where the road is rough, and, on account of numerous trucks, careful driving is advisable.

\* \* \*

With the completion shortly after the first of the year of the Pontchartrain bridge near New Orleans, the Colonial highway from New York to New Orleans will be a 1535-mile stretch of road with no water crossings by ferry. The recently opened Holland vehicular tunnel will provide the exit from New York, while the new bridge will furnish entrance to the southern city.

\* \* \*

While not one woman out of 10,000 examined for auto licenses in Baltimore during the last year was found to be color blind, five per cent of the men failed to pass the color tests. More men than women were examined, and it is said that every woman was sure of every color, while part of the men who passed tests were undecided on many shades.

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### The Redwood Empire Caravan

(Continued from Page 1)

Lakes, which were on the way to Ukiah via the Tahoe-Clear Lake-Ukiah highway. On arrival at Ukiah, the party split, half going to the Palace Hotel, being welcomed by Walter Sandelin and the other half going to the Cecille Hotel and being welcomed by Walter Hill, managers, respectively, of these two hostleries. On entering the banquet hall at the Hotel Cecille, the members of the caravan were agreeably surprised to see laid out on the tables a complete replica of the Redwood highway, with numerous cleverly executed decorations and settings. This was the idea and result of the hard work of Mrs. Beales of Beales Bungalow Camp at Capella, together with the efforts of Walter Hill, host of the evening.

The next morning, breakfast was enjoyed at the Carson Inn, Willits—a real home-cooked breakfast being served by Mrs. Carson and her daughter, Helen. Stops were also made at the Hotel Van and Travelers Hotel in Willits.

There then followed stops at Longvale, Laytonville, Harry Elliott's Cummings Ranch, etc. Members of the party thoroughly enjoyed their stopovers in the giant redwood forests at Coolidge Redwood Park, Lanes Redwood Flat, Richardson's Grove and Hartsook Grove, where ideal vacation conditions were discovered with first-class accommodations and recreational facilities.

The caravan then streamed into Fortuna promptly on time and a wonderful banquet was served at the Star Hotel at Fortuna by the Fortuna Businessmen's Association and Board of Trade. A wonderful first class program was given here, following which the party proceeded to Eureka and split among the Hotel Vance, Eureka Inn and Hotel Revere. The next morning a splendid breakfast was served at the Vance Hotel following which the members of the party were guests of the Eureka Chamber of Commerce Forum, service clubs and others, there being several hundred people present.

Promptly at 1:30 the party departed for Crescent City, stopping at Trinidad, Arcata and Orick and enjoying particularly Moonstone Beach, the Lagoons, Douglas Memorial Bridge across the Klamath, the giant Redwood Park and Enderts Beach Camp. At Crescent City the party split among the new Hotel Lauff, the Travelers Hotel and Hotels Del Norte and Bay.

A large delegation from Grants Pass joined the party at Crescent City, and at Grants Pass the party split between the Redwoods Hotel and the Hotel Del Rogue, dinner being served in the Redwoods Hotel, and participated in by Grants Pass Chamber of Commerce, county commissioners, Oregon Cavemen and others, following which the party were guests of the Rivoli Theater.

Final farewells were not said until it was thoroughly agreed that at least 100 cars would make up the Redwood Empire Caravan next spring, which will proceed all the way to Vancouver, leaving San Francisco about May 1, 1928.

As far as we know, Mr. Levine never had a quarrel with anybody in Java or New South Wales.—Detroit News.

\* \* \*

The statesman who declared that the tariff is a local issue should return and look at us now.—Shoe and Leather Reporter.

\* \* \*

Canada admits duty-free American shipments of liquid anilin dyes. But when it comes back across the border the prohibition agents grab it.—Arkansas Gazette.

\* \* \*

Nothing is more significant of the changed spirit in Germany than the fact that an old lady has presented President von Hindenburg with a night cap of rose-colored crepe de chine.—Punch.



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# RADIO

By C. J. Pennington



On the Air

By C. J. Pennington

Commemorating the beginning of the Christmas holiday season, KFRC has arranged an extensive two-hour program to be broadcast Friday evening, November 25th, between 8 and 10 p. m.

Featured on the program will be Charles F. Bulotti, the famous California tenor, who will offer the immortal Christmas carol, "Noel." Cantatas and carols of all nations will be done by a double mixed quartet which will include Bulotti, and Harry McKnight, tenors, Juanita Tennyson and Violet Fenster Blagg, sopranos, Lucille Atherton Harger and Ruth Pates, contraltos, and Albert Gillette and George Wesley, baritones.

Orchestral accompaniments and concert numbers have been arranged for the KFRC Little Symphony Orchestra, the station's popular instrumental ensemble.

\* \* \*

In an attempt to present to the boys at the hospital the type of entertainment they like to hear, KJBS, the local station operated by Julius Brunton and Sons has inaugurated a program between 3 and 4 p. m. on Monday of each week, which is dedicated to the patients at the hospital. During this hour, the station broadcasts only those selections which the boys have requested or shown a preference for and, as may be expected, light and snappy music is the order of the day.

From letters received by KJBS it would appear that the Letterman program is being received with high favor by the general public, as well as those listening at the hospital.

\* \* \*

Sunday, November 20, brings the fifth of the series of symphony concerts by the Standard Oil Symphony

Orchestra under the direction of Nathan Abas.

\* \* \*

The "Great Moment of History" for Sunday evening, November 20, from 9 to 10 p. m. is the "Lewis and Clark Expedition." It will be presented by a cast of national players headed by Jean Paul King and William Rainey.

\* \* \*

Musical comedies, and light opera of other years furnish the one time "hits" that make up the program of the Spotlight hour, the newly inaugurated featured broadcast by the National Broadcasting Company, Pacific Coast Network from 8 to 9 p. m. Mondays.

\* \* \*

Again the Eveready hour; Tuesday, November 22, from 9 to 10 p. m., this popular group of entertainers are ushered before the microphone. The Eveready Orchestra under the direction of Max Dolin, and the Rounders, those five close harmony artists, directed by Dudley Chambers, will entertain the radio audience of the Pacific Coast Network with a program of light concert favorites and popular melodies of the day.

\* \* \*

"The Ransom of Mack," an O. Henry drama, will be the title of the Retold Tales Hour presented by the National Players on Tuesday, November 22, from 10 to 11 p. m.

\* \* \*

On Wednesday evening, November 23, from 9 to 10 p. m., the Vagabonds will entertain listeners on the Pacific Coast Network with their adventures among the mountaineers of the Cumberlandlands.

\* \* \*

The National Broadcasting Company's audience will have an opportunity of hearing George Campbell's Orchestra, well known favorites of Mary Pickford, over the Pacific Coast Network, Thursday, November 24, from 9 to 10 p. m.

\* \* \*

Some real old timers for the old folks will be offered on the Memory Lane program Friday, November 25 from 9 to 10 p. m. over the Pacific Coast Network of the National Broadcasting Company.

\* \* \*

A balanced program of orchestral and vocal music will be offered in the R. C. A. hour Saturday, November 26 from 8 to 9 p. m.

(Continued on Page 16)

## Programs for Next Week

KFRC—DON LEE  
SAN FRANCISCO—454

**Sunday, November 20**  
12 noon to 1:00 p. m.—Church service.  
5:00 to 6:00 p. m.—Organ recital.  
6:00 to 6:30 p. m.—Talk.  
6:30 to 8:30 p. m.—Mark Hopkins concert orchestra.  
8:30 to 10:00 p. m.—Walter Krausgrill's Orchestra.  
10:00 to 12:00 p. m.—KFRC dance orchestra.

**Monday, November 21**  
7:00 to 8:00 a. m.—Seal Rock program.  
8:00 to 9:00 a. m.—Musical program.  
9:00 to 9:10 p. m.—Shopping service.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Household hints.  
11:30 to 12:00 noon—Amateur tryouts.  
12:00 to 1:00 p. m.—Sherman, Clay program.  
4:30 to 5:15 p. m.—Organ recital.  
5:15 to 5:45 p. m.—Mac and his gang.  
5:45 to 6:20 p. m.—Joe Mendel and Pep Band.  
6:20 to 6:30 p. m.—Stage and screen, police reports.  
6:30 to 7:00 p. m.—Sports talk.  
7:00 to 7:30 p. m.—The Cecilians.  
8:00 to 10:00 p. m.—Blue Monday Jamboree.  
10:00 to 12:00 p. m.—Dance program.

**Tuesday, November 22**  
7:00 to 8:00 p. m.—Seal Rock program.  
8:00 to 9:00 a. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Doings of Dorothy.  
11:30 a. m. to 12:00 noon—Amateur tryout program.  
12:00 to 1:00 p. m.—Sherman, Clay concert.  
4:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:10 p. m.—Mac and his gang.  
6:10 to 6:25 p. m.—Stamp collecting.  
6:25 to 6:30 p. m.—Stage and screen.  
6:30 to 6:50 p. m.—The Cecilians.  
6:50 to 7:00 p. m.—Investment talk.  
7:00 to 7:30 p. m.—The Cecilians.  
8:00 to 9:00 p. m.—Shell Oil Serenaders.  
9:00 to 10:00 p. m.—KFRC Dance Orchestra.  
10:00 to 11:00 p. m.—Mark Hopkins Dance Orchestra.  
11:00 to 12:00 p. m.—KFRC Dance Orchestra.

**Wednesday, November 23**  
7:00 to 8:00 p. m.—Seal Rock program.  
8:00 to 9:00 a. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Household hints.  
11:30 to 12:00 noon—Amateur tryout period.  
12:00 to 1:00 p. m.—Sherman, Clay concert.  
4:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:20 p. m.—Mac and his gang.  
6:20 to 6:30 p. m.—Stage and screen.  
6:30 to 7:30 p. m.—The Cecilians.  
8:00 to 9:00 p. m.—Maxwell House Coffee program.  
9:00 to 10:00 p. m.—KFRC Ensemble and soloists.  
10:00 to 12:00 p. m.—Dance program.

**Thursday, November 24**  
7:00 to 8:00 a. m.—Seal Rock program.  
8:00 to 9:00 a. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Doings of Dorothy.  
11:30 to 12:00 noon—Amateur tryouts.  
12:00 to 1:00 p. m.—Sherman, Clay program.  
4:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:20 p. m.—Mac and his gang.  
6:20 to 6:30 p. m.—Stage, Screen, Police reports.  
6:30 to 7:30 p. m.—The Cecilians.  
8:00 to 9:00 p. m.—Mona Motor Oil Co.  
9:00 to 9:45 p. m.—KFRC Movie Club.  
9:45 to 10:00 p. m.—Airplane flying lesson.  
10:00 to 11:00 p. m.—Dance orchestra.  
11:00 to 12:00 p. m.—Balconades Dance Orchestra.

**Friday, November 25**  
7:00 to 8:00 p. m.—Seal Rock program.  
8:00 to 9:00 p. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Hints to home-makers.  
11:30 to 12:00 noon—Amateur tryouts.  
12:00 to 1:00 p. m.—Sherman, Clay program.  
3:30 to 4:30 p. m.—Student hour.  
4:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:20 p. m.—Mac and his gang.  
6:20 to 6:30 p. m.—Stage and screen.  
6:30 to 7:30 p. m.—The Cecilians.  
8:00 to 10:00 p. m.—Xmas music program.  
10:00 to 12:00 p. m.—Dance orchestra.

**Saturday, November 26**  
7:00 to 8:00 a. m.—Seal Rock program.  
8:00 to 9:00 p. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:45 a. m.—Amateur tryouts.  
11:45 to 12:00 noon—Announcements of Sunday church sermons.  
12:00 to 1:00 p. m.—Sherman, Clay concert.  
4:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:20 p. m.—Mac and his gang.  
6:20 to 6:30 p. m.—Stage and screen.  
6:30 to 7:30 p. m.—The Cecilians.  
8:00 to 12:00 p. m.—Dance program.

KPO—HALE BROTHERS AND THE CHRONICLE  
SAN FRANCISCO—422

**Sunday, November 20**  
9:45 to 10:30 a. m.—Church services.  
6:00 to 6:30 p. m.—States—Restaurant orchestra.  
6:30 to 7:30 p. m.—Symphony orchestra.  
7:30 to 8:30 p. m.—Organ recital.  
8:30 to 10:00 p. m.—Fairmont Hotel concert orchestra.

Monday, November 21

6:45, 7:15 and 7:45 a. m.—Health exercises.
8:00 to 9:00 a. m.—Sperry Flour happy hour.
10:30 to 10:45 a. m.—Ye Towne Cryer service.

Tuesday, November 22

6:45, 7:15 and 7:45 a. m.—Health exercises.
8:00 to 9:00 a. m.—Sperry Flour happy hour.
10:00 to 10:30 a. m.—Domestic economist.

Wednesday, November 23

6:45, 7:15 and 7:45 a. m.—Health exercises.
8:00 to 9:00 a. m.—Sperry Flour happy hour.
10:30 to 10:45 a. m.—Ye Towne Cryer service.

Thursday, November 24

6:45, 7:15 and 7:45 a. m.—Health exercises.
8:00 to 9:00 a. m.—Sperry Flour happy hour.
10:00 to 10:30 a. m.—Domestic economist.

Friday, November 25

6:45, 7:15 and 7:45 a. m.—Health exercises.
8:00 to 9:00 a. m.—Sperry Flour happy hour.
10:30 to 10:45 a. m.—Ye Towne Cryer service.

Saturday, November 26

6:45, 7:15 and 7:45 a. m.—Health exercises.
8:00 to 9:00 a. m.—Sperry Flour happy hour.
10:00 to 10:30 a. m.—Domestic economist.

KFWI—RADIO ENTERTAINMENTS, INC.
SAN FRANCISCO—267

Sunday, November 20

7:50 to 9:00 p. m. Church services.
9:00 to 10:00 p. m.—Laura Ellen Windsor

Monday, November 21

8:20 to 10:27 a. m.—Breakfast program.
10:27 to 10:30 a. m.—U. S. weather reports.
10:30 to 11:00 a. m.—Fashion hints.

Tuesday, November 22

7:00, 7:30 and 8:00 a. m.—Health exercises.
8:20 to 10:27 a. m.—Breakfast program.
10:27 to 10:30 a. m.—U. S. weather reports.

Wednesday, November 23

7:00, 7:30 and 8:00 a. m.—Health exercises.
8:20 to 10:27 a. m.—Breakfast program.
10:27 to 10:30 a. m.—U. S. weather reports.

Thursday, November 24

7:00, 7:30 and 8:00 a. m.—Health exercises.
8:20 to 10:27 a. m.—Breakfast program.
10:27 to 10:30 a. m.—U. S. weather reports.

Friday, November 25

7:00, 7:30 and 8:00 a. m.—Exercise hour.
8:20 to 10:27 a. m.—Breakfast program.
10:27 to 10:30 a. m.—U. S. weather reports.

Saturday, November 26

7:00, 7:30 and 8:00 a. m.—Exercise hour.
8:20 to 10:27 a. m.—Musical breakfast program.
10:27 to 10:30 a. m.—U. S. weather reports.

KJBS—JULIUS BRUNTON & SONS
SAN FRANCISCO—220

Sunday, November 20

1:30 to 3:30 p. m.—Instrument and vocal selections.
3:30 to 5:00 p. m.—Dance music.

Monday, November 21

9:00 to 12:00 m.—Instrument and vocal selections.
1:30 to 3:00 p. m.—Instrument and vocal selections.
3:00 to 4:00 p. m.—Letterman Hospital program.

Tuesday, November 22

9:00 to 12:00 a. m.—Instrument and vocal selections.
1:30 to 3:00 p. m.—Instrument and vocal selections.
3:00 to 5:00 p. m.—Studio—Sheridan Williams, tenor.

Wednesday, November 23

9:00 to 12:00 a. m.—Instrument and vocal selections.
1:30 to 5:00 p. m.—Instrument and vocal selections.

Thursday, November 24

9:00 to 12:00 a. m.—Instrument and vocal selections.
1:30 to 5:00 p. m.—Instrument and vocal selections.

Friday, November 25

9:00 to 12:00 a. m.—Instrument and vocal selections.
1:30 to 5:00 p. m.—Instrument and vocal selections.

Saturday, November 26

9:00 to 12:00 a. m.—Instrument and vocal selections.
1:30 to 5:00 p. m.—Instrument and vocal selections.

KLX—OAKLAND TRIBUNE
OAKLAND—508

Monday, November 21

10:00 to 11:30 a. m.—Economics hour.
11:30 to 1 p. m.—Luncheon concert.

1:00 to 1:30 p. m.—Special program.
5:30 to 6:30 p. m.—Brother Bob's club.
6:30 to 7:00 p. m.—Dinner concert.

Tuesday, November 22

10:00 to 11:30 a. m.—Economics hour.
11:30 to 1:00 p. m.—Luncheon concert.
1:00 to 1:30 p. m.—Special program.

Wednesday, November 23

10:00 to 11:30 a. m.—Economics hour.
11:30 to 1:00 p. m.—Luncheon concert.
1:00 to 1:30 p. m.—Special program.

Thursday, November 24

10:00 to 11:30 a. m.—Economics hour.
11:30 to 1:00 p. m.—Luncheon concert.
1:00 to 1:30 p. m.—Special program.

(Continued on Page 16)

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5:30 to 6:30 p. m.—Brother Bob's club.  
 6:30 to 7:00 p. m.—Dinner concert.  
 7:00 to 7:30 p. m.—News broadcast.  
 8:00 to 10:00 p. m.—Variety hour.  
**Friday, November 25**  
 10:00 to 11:30 a. m.—Economics hour.  
 11:30 to 1:00 p. m.—Luncheon concert.  
 1:00 to 1:30 p. m.—Special program.  
 4:30 to 5:30 p. m.—Richards' Hawaiians.  
 5:30 to 6:30 p. m.—Brother Bob's club.  
 6:30 to 7:00 p. m.—Dinner concert.  
 7:00 to 7:30 p. m.—News broadcast.  
 8:00 to 9:00 p. m.—Variety hour.  
 9:00 to 10:00 p. m.—Athens Athletic Club Orchestra.  
**Saturday, November 26**  
 10:00 to 11:30 a. m.—Economics hour.  
 11:30 to 1:00 p. m.—Luncheon concert.  
 1:00 to 1:30 p. m.—Special program.  
 4:30 to 5:20 p. m.—Richard's Hawaiians.  
 6:30 to 7:00 p. m.—Dinner concert.  
 7:00 to 7:30 p. m.—News broadcast.  
 8:00 to 10:00 p. m.—Variety hour.

**KGO—GENERAL ELECTRIC  
 OAKLAND—394**

**Sunday, November 20**  
 11:00 a. m.—Church service.  
 4:00 p. m.—Vesper services.  
 6:30 to 7:30 p. m.—N. B. C. program.  
 7:30 p. m.—Weather report.  
 7:35 to 9:00 p. m.—Church service.  
 9:00 to 10:00 p. m.—National Broadcasting Company.  
**Monday, November 21**  
 11:30 a. m. to 1:00 p. m.—Hotel Leamington concert.  
 12:30, weather; 1:00, weather; 1:03, S. F. stocks;  
 1:08, N. Y. stocks.  
 3:30 to 4:00 p. m.—Women's Clubs.  
 4:00 to 5:00 p. m.—St. Francis Orchestra.  
 5:30 to 6:00 p. m.—KGO Kiddies' Klub.  
 6:00 to 6:45 p. m.—Dance orchestra.  
 6:45 p. m.—"What's Happening in the World."  
 7:05, weather; 7:08, S. F. produce, grain, cotton;  
 7:16, S. F. stocks (closing); 7:23, N. Y. stocks  
 (closing).  
 8:00 to 9:00 p. m.—National Broadcasting Company.  
 9:00 to 9:20 p. m.—"Chats About New Books."  
**Tuesday, November 22**  
 11:30 to 1:00 p. m.—Hotel Leamington concert.  
 12:30, weather; 1:00, weather; 1:03, S. F. stocks;  
 1:08, N. Y. stocks.  
 6:00 to 6:55 p. m.—Dinner concert.  
 6:55, news; 7:03, weather; 7:08, S. F. produce, grain,  
 cotton; 7:16, S. F. stocks (closing); 7:23, N. Y.  
 stocks (closing).  
 8:00 to 8:30 p. m.—H. M. and J. P. entertain.  
 8:00 to 9:00 p. m.—National Broadcasting Co.  
 9:00 to 10:00 p. m.—National Broadcasting Company.  
 10:00 to 11:00 p. m.—National Broadcasting Company.  
**Wednesday, November 23**  
 11:30 to 1:00 p. m.—Hotel Leamington concert.  
 12:30, weather; 1:00, weather; 1:03, S. F. stocks;  
 1:08, N. Y. stocks.  
 6:00 to 6:30 p. m.—Dinner concert.  
 6:30, weather.  
 6:35 to 7:30 p. m.—Farm program.  
 8:00 to 9:00 p. m.—Vaudeville.  
 9:00 to 10:00 p. m.—National Broadcasting Company.  
 10:00 to 11:00 p. m.—St. Francis Dance Orchestra.  
**Thursday, November 24**  
 11:30 to 1:00 p. m.—Hotel Leamington concert.  
 12:30, weather; 1:00, weather; 1:03, S. F. stocks;  
 1:08, N. Y. stocks.  
 5:15 to 5:15 p. m.—Mental Measurements.  
 5:15 to 6:00 p. m.—"Friend to Boys."  
 6:00 to 6:55 p. m.—Dinner concert.  
 6:55 p. m.—News; 7:05, weather; 7:08, S. F. produce,  
 grain, cotton; 7:16, S. F. stocks (closing); 7:23,  
 N. Y. stocks (closing).  
 8:00 to 9:00 p. m.—The Pilgrims.  
 9:00 to 10:00 p. m.—National Broadcasting Company.  
 10:00 to 11:00 p. m.—St. Francis Dance Orchestra.  
**Friday, November 25**  
 11:30 a. m. to 1:00 p. m.—Hotel Leamington concert.  
 12:30, weather; 1:00, weather; 1:03, S. F. stocks;  
 1:08, N. Y. stocks.  
 5:30 p. m.—Wise man from the Land-O-Health.  
 6:00 to 6:45 p. m.—Dinner concert program.  
 6:45 to 6:55 p. m.—"Weekly Financial Review."  
 6:55, news; 7:05, weather; 7:08, S. F. produce, grain,  
 cotton; 7:16, S. F. stocks (closing); 7:23, N. Y.  
 stocks (closing).  
 8:00 to 9:00 p. m.—Program by KGO Players.  
 9:00 to 10:00 p. m.—National Broadcasting Company.  
 10:00 to 11:00 p. m.—Dance music.  
**Saturday, November 26**  
 11:30 a. m. to 1:00 p. m.—Hotel Leamington concert.  
 12:30, weather; 1:00, weather; 1:03, S. F. stocks;  
 1:08, N. Y. stocks.  
 6:00 to 7:00 p. m.—Dinner concert.  
 7:00 to 7:15 p. m.—Weather, news.  
 7:15 to 7:30 p. m.—Weekly sport review.  
 8:00 to 10:00 p. m.—National Broadcasting Company.  
 10:00 to 12 p. m.—Dance music.

**KFI—EARLE C. ANTHONY, INC  
 LOS ANGELES—468**

**Sunday, November 20**  
 10:00 a. m.—Morning services.  
 5:30 p. m.—Johnnie Duet and orchestra.  
 6:30 p. m.—National Broadcasting Company.  
 7:35 p. m.—Bob Buckner and Orchestra.  
 8:00 p. m.—Aeolian organ recital.  
 9:00 p. m.—National Broadcasting Company.  
 10:00 p. m.—Packard Orchestra.  
**Monday, November 21**  
 5:30 p. m.—Glenn Edmund's orchestra.  
 6:15 p. m.—Radiatorial.  
 6:30 p. m.—Gamut male quartet.  
 7:00 p. m.—Gene Johnston's Music Box hour.

8:00 p. m.—National Broadcasting Company.  
 9:00 p. m.—Semi-classic hour.  
 10:00 p. m.—Roy Isner's KFI serenaders.  
**Tuesday, November 22**  
 5:30 p. m.—The Dragon Hawaiians.  
 6:00 p. m.—Florence Sanger.  
 6:15 p. m.—Prof. Knopf.  
 6:30 p. m.—Mary Rosetti and Don Parker.  
 7:00 p. m.—L. A. Fire Dept.  
 8:00 p. m.—Nellie C. Mills, violinist.  
 8:30 p. m.—National Broadcasting Company.  
 9:00 p. m.—National Broadcasting Company.  
 10:00 p. m.—National Broadcasting Co.  
**Wednesday, November 23**  
 10:45 to 11:05 a. m.—Gold Medal Talks.  
 4:30 p. m.—Sebastians Cotton Club Orchestra.  
 6:15 p. m.—Radiatorial period.  
 6:30 p. m.—Hal Chasnoff's orchestra.  
 7:00 p. m.—Dare Sisters.  
 7:30 p. m.—Nick Harris detective stories.  
 8:00 p. m.—Calpet Orchestra.  
 9:00 p. m.—National Broadcasting Company.  
 10:00 p. m.—Nellie C. Mills, violinist.  
**Thursday, November 24**  
 5:30 p. m.—E. K. and Hite's Dixieland Orchestra.  
 6:15 p. m.—Radiatorial period.  
 6:30 p. m.—Henry Starr.  
 7:00 p. m.—Program by the University of Southern  
 California.  
 8:00 p. m.—Drama program.  
 9:00 p. m.—National Broadcasting Company.  
 10:00 p. m.—Program of modern classical music.  
**Friday, November 25**  
 10:45 to 11:05 a. m.—Gold Medal Talks.  
 5:30 p. m.—Bill Henry and Katherine O'Neill.  
 6:00 p. m.—Florence Sanger.  
 6:15 p. m.—Radiatorial period.  
 6:30 p. m.—Vest Pocket period.  
 7:00 p. m.—Program by Paul Roberts.  
 8:00 p. m.—Ira D. Moran.  
 8:30 p. m.—Boris Myronoff, pianist.  
 9:00 p. m.—National Broadcasting Company.  
 10:00 p. m.—The Musical Playmates.  
**Saturday, November 26**  
 5:30 p. m.—Strangers Social Club Orchestra.  
 6:15 p. m.—Radiatorial period.  
 6:30 p. m.—Tarvin Sisters.  
 7:30 p. m.—Felipe Delgado, Spanish Baritone.  
 8:00 p. m.—National Broadcasting Company.  
 9:00 p. m.—N. B. C. program.  
 10:00 p. m.—Packard program.  
 11:00 p. m.—KFI Midnight Frolic.

**KJR—NORTHWEST RADIO CO.  
 SEATTLE—348**

**Sunday, November 20**  
 7:30 to 9:30 p. m.—Evening services.  
 9:30 to 10:30 p. m.—Concert orchestra.  
**Monday, November 21**  
 6:00 to 6:30 p. m.—Time signals, sport news.  
 6:30 to 7:30 p. m.—Dinner concert.  
 7:30 to 10:00 p. m.—Studio program.  
 10:00 p. m.—Time signals.  
 10:00 to 12:00 p. m.—Dance music.  
**Tuesday, November 22**  
 6:30 to 7:30 p. m.—Dinner concert.  
 7:30 to 10:00 p. m.—Studio program.  
 10:00 p. m.—Time signals.  
 10:00 to 12:00 p. m.—Vic Meyers' dance orchestra.  
**Wednesday, November 23**  
 6:30 to 7:30 p. m.—Dinner concert.  
 7:30 to 10:00 p. m.—Studio program.  
 10:00 p. m.—Time signals.  
 10:00 to 12:00 p. m.—Dance music.  
**Thursday, November 24**  
 6:30 to 7:30 p. m.—Dinner concert.  
 7:30 to 10:00 p. m.—Studio program.  
 9:00 to 10:00 p. m.—Concert orchestra.  
 10:00 p. m.—Time signals.  
 10:00 to 12:00 p. m.—Dance music.  
**Friday, November 25**  
 6:30 to 7:30 p. m.—Dinner concert.  
 7:30 to 10:00 p. m.—Studio program.  
 10:00 p. m.—Time signals.  
 10:00 to 12:00 p. m.—Vic Meyers' dance orchestra.  
**Saturday, November 26**  
 6:00 to 6:30 p. m.—Sport news, News Items.  
 6:30 to 7:30 p. m.—Dinner concert.  
 7:30 to 10:00 p. m.—Studio program.  
 10:00 p. m.—Time signals.  
 10:00 to 12:00 p. m.—Vic Meyers' dance orchestra.  
**KGW—MORNING OREGONIAN  
 PORTLAND—491.5**  
**Sunday, November 20**  
 7:30 to 9:00 p. m.—Studio program.  
 9:00 to 10:00 p. m.—N. B. C. program.  
 10:00 to 11:00 p. m.—Little Symphony orchestra.  
**Monday, November 21**  
 6:00 to 7:00 p. m.—Dinner concert.  
 7:00 to 7:30 p. m.—Concert orchestra.  
 7:30 to 8:00 p. m.—Talk.  
 8:00 to 9:00 p. m.—N. B. C. program.  
 9:00 to 10:00 p. m.—Concert.  
 10:00 to 11:00 p. m.—Dance music.  
**Tuesday, November 22**  
 6:00 to 7:00 p. m.—Dinner concert.  
 7:10 to 7:30 p. m.—Utility service.  
 7:30 to 8:00 p. m.—Book review and talk.  
 8:00 to 8:30 p. m.—Studio program.  
 8:30 to 10:00 p. m.—N. B. C. program.  
 10:00 to 11:00 p. m.—N. B. C. program.  
**Wednesday, November 23**  
 6:00 to 7:00 p. m.—Concert orchestra.  
 7:00 to 7:30 p. m.—Concert.  
 7:30 to 8:00 p. m.—Lecture.  
 8:00 to 9:00 p. m.—Concert.  
 9:00 to 10:00 p. m.—N. B. C. Program.  
 10:00 to 12:00 p. m.—Dance music.

**Thursday, November 24**  
 6:00 to 7:00 p. m.—Dinner concert.  
 7:00 to 7:30 p. m.—Good Humor orchestra.  
 7:30 to 7:40 p. m.—Utility service.  
 7:40 to 8:00 p. m.—Flower girls.  
 8:00 to 9:00 p. m.—Concert.  
 9:00 to 10:00 p. m.—N. B. C. program.  
 10:00 to 10:30 p. m.—Dance music.  
**Friday, November 25**  
 6:00 to 7:00 p. m.—Dinner concert.  
 7:00 to 7:30 p. m.—Program.  
 7:30 to 8:00 p. m.—Utility service and talk.  
 8:00 to 9:00 p. m.—Concert.  
 9:00 to 10:00 p. m.—N. B. C. program.  
 10:30 to 12:00 p. m.—Keep Growing Wiser Order o  
 Hoot Owls.  
**Saturday, November 26**  
 6:00 to 7:00 p. m.—Dinner concert.  
 7:00 to 8:00 p. m.—Concert.  
 8:00 to 11:00 p. m.—National Broadcasting Company  
 11:00 to 12:00 p. m.—Dance music.

**On the Air**

(Continued from Page 14)

Russian music of more than ordinary distinction will be the feature of the Philco hour, Saturday, November 26, from 9 to 10 p. m., over the Pacific Coast Network.

\* \* \*

Musical specialties of all kinds, including pianologues, vocal and instrumental solos, orchestral novelties and close harmony, the inimitable National Harmony Four, will be heard during the hour from 10 to 11 p. m. Saturday, November 26. The Saturday night revue program offers an hour of musical variety and is one of the most attractive programs presented over the Pacific Coast Network by the National Broadcasting Company.

**San Francisco Social Register**

The 1928 San Francisco Social Register which has just made its appearance, furnishes the correct information as to names, addresses, etc., and as ever, the yearly statistics provide interest to everyone. There is a marked decrease in the number of persons married, 153 as compared to 193 last year. There are 75 deaths recorded as compared to 69 last year 33 of which were women and 42 men.

The Social Register contains the same complete tables of data with reference to the groupings under heads of families, the designation of the juniors, the table of married maidens, indicating the present married name which may be only remembered under the maiden name, and the clubs and societies, etc., appertaining to each person.

The series also includes the locator which contains in one alphabetical form the names of all those appearing in the various social registers and glance at it will reveal the city where the persons may reside and the head of the family under which he may be grouped in the social register of the city.

### Club Land

(Continued from Page 4)

#### Governor Sponsored Exposition in Opening

Hon. C. C. Young, governor of California, made the opening address at the exposition on the first night of its activities, and, in an enthusiastic laudation of its purposes pointed out the worth of the Foreign Travel and Trade Exposition and the splendid and efficient manner in which it was being directed. His Honor also told the story of peace-through-trade in his stirring address.

Mr. E. W. Wilson, president of the Foreign Trade Club, emphasized the real purpose of the magnificent exposition and emphasized the slogan: "California Invites the World."

J. Frederick Richardson, vice-director general in announcing each feature of the program, aroused considerable interest by his opportune remarks as he pointed out each glory of the occasion. His manner of address was decidedly interesting with flashes of humor interspersing his talks.

Mrs. E. W. Wilson, wife of the president of the Foreign Trade Club, was the center of commendation for her consistent and able participation in notable Exposition events.

### Pleasure's Wand

(Continued from Page 7)

He's a typical American youngster who starts as a mailing room boy in a metropolitan paper, becomes a reporter, and only loses his practical side when he falls in love with a worthless woman. On second thought, however, this is the most practical thing about the role. One does just that thing when one is young, and the girl is pretty. And Jeanne Eagels, famous stage star of "Rain," is all of that.

This story of the newspaper is embellished with a striking plot and a compelling romance between the reporter and the woman. Monta Bell, the author and director of the story, was a Washington, D. C., newspaper man, and it is there that the locale of the film is placed.

\* \* \*

#### California

"The Gorilla," a mysterious comedy, will be at the California theater for a limited engagement, starting Friday.

This spooky stage play is one that is better in the movies. Illusions are complete.

When the giant gorilla appears on the screen the laughs leave for scares. Then in come Mulligan and Garrity. They hear, see, and know—nothing.

Gino Severi conducts the orchestra.

### The Florentine Choir

The Florentine Italian Choir, which comes to San Francisco direct from Florence, the capital of art, will give two concerts at the Civic Auditorium Friday night, November 25 and Sunday afternoon, November 27, under the local management of Frank W. Healy, the well known and successful concert manager.

The Florentine Choir is comprised of fifty magnificent singers—men and women—and is under the musical direction of the famous Sandro Benelli, generally conceded to be one of the greatest choral conductors of the world.

The Florentine Choir began its American tour on Tuesday night, October 11 at Carnegie Hall, New York City. The critics were a unit in proclaiming its greatness. Following is the lengthy review in the New York Sun by W. J. Henderson, dean of American critics:

"The members of the organization appeared clad in costumes creating illusion of the glories of the days of Lorenzo the Magnificent. The program, which was varied and interesting, exhibited the polyphonic art of Italy as glorified by the masters of its Golden Age."

Leonard Lieblich of the New York American found in the choir "voices of refined quality, which blended beautifully." Pitts Sanborn of the New York Telegram remarked: "The audience applauded the singers enthusiastically."

The entire tour of the Florentine Choir is only made possible by the guarantees of the following music loving Californians: Wallace Alexander, Helen Irwin Crocker, Wm. H. Crocker, A. B. C. Dohrman, Milton H. Esberg, Herbert Fleishhacker, Mortimer Fleishhacker, Vincent W. Hallinan, Archbishop E. J. Hanna, Frank W. Healy, Lyn Healy, Wm. H. Leahy, Sherman, Clay & Co., E. J. Tobin, George Tourny, Andrew P. Welch, all of San Francisco; L. E. Behymer, John G. Bullock, Bishop John J. Cantwell, James B. Duffy, J. J. Hagarty, George Howard, J. Wiseman MacDonald, Andrew P. Mullen, Joseph Scott, all of Los Angeles; and Frank B. Miller of Riverside. Tickets for the concert of the Florentine Choir are on sale now at the box office of Sherman, Clay & Co., Sutter and Kearny streets.

\* \* \*

### Children's Symphony

Anna Cora Winchell, an authority on music and drama, has outlined an interesting and attractive program which is to be presented by the Young People's Symphony in the second season of their concerts.

(Continued on Page 18)

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**Pleasure's Wand**  
 (Continued from Page 17)

Fifty-nine founders have been enrolled toward the quota of 100 required and the series of five concerts, conducted by Wheeler Beckett, will be held at the Curran theater, beginning January 13, 1928, from 4 to 5 o'clock. The succeeding dates will be January 27, February 10, February 24, March 23 on Friday afternoons.

The executive committee has subscribed to a guest box for the season, in which some distinguished musician will be a guest at each of the five concerts. The general committee, which attends to the field work of the organization, is composed of

**MESDAMES**

- |                  |                    |
|------------------|--------------------|
| Paul C. Butte    | Alfred Hurtgen     |
| Philip Bush      | Carlo Sutro Morbio |
| J. E. Birmingham | Henry Marcus       |
| Baylies Clarke   | Horatio B. Stoll   |
| E. W. Currier    | Thomas Stoddard    |
| Marshal Dill     | F. B. Wilson       |
- \* \* \*

**Mansfeldt Recital**

Think of 600 music lovers sitting in tense admiration of piano players and their classical work and you can picture what transpired at the Fairmont Hotel last Monday night, when the sixtieth concert recital of the Mansfeldt Club took place.

Personally I know of no other groups of musicians attracting such ardent music lovers. The Mansfeldts have always held high the standard of music among the young people of this commonwealth. They encourage, they sanction, they present only the best in music and they succeed in drawing the largest audiences, listening, respectful, admiring audiences.

Mr. and Mrs. Hugo Mansfeldt are really wonderful.

To them should go the glory ascribed to makers of better men and women, for that is what they are doing in addition to providing us feasts of music. \* \* \*

**Brilliant Concert**

Mrs. Hugo Mansfeldt and Carlton Peters, guest artist, played the two-piano number, "Mephisto Waltz No. 2," Franz Liszt, as one of the outstanding musical attractions of the brilliant concert.

The Ernst Toch Concerto, Op. 38 (Ultra Modern) was played by that young artist, Miss Helen Schneider, with Miss Marjorie Elworthy Young, playing the orchestral accompaniment. This was the first time the Toch number has been played in America. Personally, I was simply entranced under its magnetic spell.

Miss Alma Helen Rother, Miss Louise Leggart, Mrs. Bessie Fuller Turner, Miss Frances Marshall, were piano soloists on a program which reflects high credit to all concerned.

**CERTIFICATE OF COPARTNERSHIP**

KNOW ALL MEN BY THESE PRESENTS: That we, the undersigned, Frances C. Gregory and Mary Meisinger, do hereby certify: That we are copartners transacting business under the firm name and style of **TUNNEL BOOK SHOP AND CIRCULATING LIBRARY**; that the principal place of business of said copartnership is situated at 415 Stockton Street, in the City and County of San Francisco, State of California, and that the names in full of all the members of said copartnership and their respective places of residence are as follows:

Frances C. Gregory, 880 Sausalito Boulevard, Sausalito, California.

Mary Meisinger, 910 Green Street, San Francisco, California.

IN WITNESS WHEREOF, we have hereunto set our hands and seals this 28th day of October, 1927.

FRANCES C. GREGORY  
 MARY MEISINGER

State of California,  
 City and County of San Francisco, ss.

On this 28th day of October, 1927, before me, Flora Hall, a Notary Public in and for the City and County of San Francisco, State of California, duly commissioned and sworn, residing therein, personally appeared Frances C. Gregory and Mary Meisinger, known to me to be the persons whose names are subscribed to the within instrument and they acknowledged to me that they executed the same.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day and year in this certificate last above written.

(SEAL) FLORA HALL.

Notary Public in and for the City and County of San Francisco, State of California.

**SPECIAL STREET CAR SERVICE FOR BIG GAME**

Big Game patrons need not worry about street car service to 3rd and Townsend Streets Depot.

On November 19th special No. 41 cars will leave 2nd and Market Streets every 5 minutes from 10:45 a. m. to 1:15 p. m. arriving at the S. P. Depot in 10 minutes.

The special cars are so scheduled that each one makes direct connections with a football train.

Transfers will be accepted from inbound and outbound cars on both Market and Mission Streets.

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Golden Gate

The Golden Gate Theater will have a quintet of star acts beginning Saturday. Vanessa, the daring dancer, and a lovely dark-eyed creature, is one of the headliners, assisted by the Gamble Boys and Sonny Hines. The star of the act will be seen in her peacock dance, among other things.

Winona Winter, musical comedy star, brings "Broadway-O-Grams," in which she will show her powers as a ventriloquist and mimic. Flo Irwin, star of many seasons, and greatly loved here, comes in George Ade's little playlet, "Mrs. Peckham's Carouse."

The Harrington Sisters, Helen and Agnes, are charming harmonists in their "Garden of Song," and the three Freehands, acrobatic marvels, will be seen in "Perching the Perch."

On the screen "The Wise Wife" will be the attraction. In the cast are Phyllis Haver, Tom Moore and Jacqueline Logan.

\* \* \*

Theater Arts Clubs

The third monthly production of the fourth season of the Theatre Arts Club, Inc., will be presented in the playhouse of the Women's City Club at 465 Post street on the evening of Tuesday, November 29.

Four one-act plays will be staged, as follows:

- Prince Gabby.....Jane Murfin
- Casualties.....Martin Flavin
- As I Remember You.....Sada Cowan
- When Did They Meet Again.....Harold Brighthouse

The Theatre Arts Club, Inc., specializes in the production of one-act plays from the pens of American and Continental authors. This form of theatrical presentation is somewhat of a novelty here in America, but has long been a favorite with the audiences of Europe. The members of this producing group are all non-professional devotees of the drama working under the direction of Talma-Zetta Wilbur, who has been production director of the organization since its inception.

Where's Your Lid?—Have you an old Hat But a good one to good to throw away a fien Falt, that needs Renovating and Blocking, a Hat that Requirir Brushing up or a Firest, Grad, Panama. That you would like Bleaches if you could find an expert to do the work Right

Let us show you what Hattera can do I make Hats and I Respet them we can Promise you superior.—From a Waco business handbill.

Society

(Continued from Page 5)

Brilliant Ball At the Clift

An elaborate ball was given at the Clift hotel, climaxing Armistice Day, with several society buds and young married women of the Gambols acting as hostesses.

Miss Marion McAllister gave a dinner party at her home and then entertained them at the Clift ball. Miss Helen Harrison had a number of personal friends, both for her own dinner party and then later at the Clift hotel for the dance of the Gambols, in the roof lounge of the hotel.

Composing the Gambol's personnel are members of the debutante and younger married set, and the club's dances are ranked among the most enjoyable of the season. Patronesses for this season are:

MESDAMES:

- Robert Bentley John H. Philip
- James Ballentine James W. Reid
- Gerald Campbell Rennie P. Schwerin
- Horace Clifton William T. Sesnon
- Frank P. Deering James K. Steele
- William B. Hamilton Austin W. Sperry
- William F. Klink Gaillard Stoney
- G. B. Landenberger E. Swift Train
- Hall McAllister Thomas Washing-
- Charles C. Nichols ton

The executive committee, working with Mrs. Gunn, includes:

MESDAMES

- Leon Guggenhime William A. Babcock
- Thomas G. Haywood Wheeler Beckett
- Peyton W. Metcalf Antoinette Burk
- Albert Schwabacher Miss Olga Meyer

Playing Safe—Jeweler—"If I were you, I would not have 'George, to his dearest Alice' engraved. If Alice changes her mind, you can't use the ring again."

Young Man — "What would you suggest?"

"I would suggest the words 'George to his first and only love.'"—Montreal Daily Star.

Gooseflesh Barred—An old Southern planter was discussing the hereafter with one of the colored servants. "Sam," he said, "if you die first, I want you to come back and tell me what it's like over there. If I die first, I'll come back and tell you what it's like."

"Dat suits me, Massa," replied the old negro, "but if you dies first, Ah wants you to promise me dat you'll come back in de daytime."—Christian Leader.

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### Air Lines

(Continued from Page 10)

fellows, are glad to know who their passengers are, and will gladly answer questions.

What should one take along on an air journey? Perhaps something to read, depending on how many times you have been over the route. If it's your first trip—nothing to read. A good field glass adds much to the pleasure of a flight. Ordinary cameras will not take pictures from the air very well. The wind is likely to tear the bellows out when the machine is opened. Those who are subject to sea sickness may also get air sick. A good sea sick remedy, sold at drug stores, will also prevent air sickness and save discomfort.

### Island Universes

(Other Worlds)

The third illustrated popular lecture of the present series under the auspices of the Astronomical Society of the Pacific, will be given next Monday evening in the auditorium of the Pacific Gas and Electric Company, 245 Market street, San Francisco, by Dr. William F. Meyer, associate professor of astronomy in the University of California.

His subject will be "Island Universes," which appear as small, faint, cloudy patches in the night sky, and are now believed to be separate universes enormously distant from the great body of stars that we can see and which, with the Milky Way, constitute our own universe. The lecture will be free to the public.

### At the Elder Gallery

The following members of the Vacation Reading Club have been awarded prizes in the contest for the best reports on books read during the summer:

First prize, Helen Harding; prize for over 12 years of age, David McDaniel; prize for 9 years to 12 years, Piroška Pinter; prize for under 9 years of age, Beverly Gregory.

In the short story contest, prizes were awarded to Helen Harding and June Dimmitt.

The Vacation Reading Club, organized by the Boys' and Girls' Book Room of Paul Elder's, has now completed its sixth year. It is now organized for a year-round program. Officers have been elected from its membership as follows: President, Alfred Shepherd; vice-president, Virginia Friedman; historian, Marshall Dill; secretary, Betty Van Allen.

Membership is open to all boys and girls interested in reading good books.

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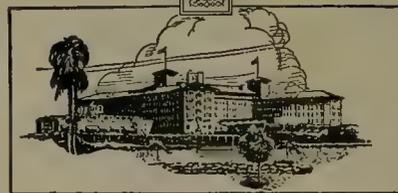
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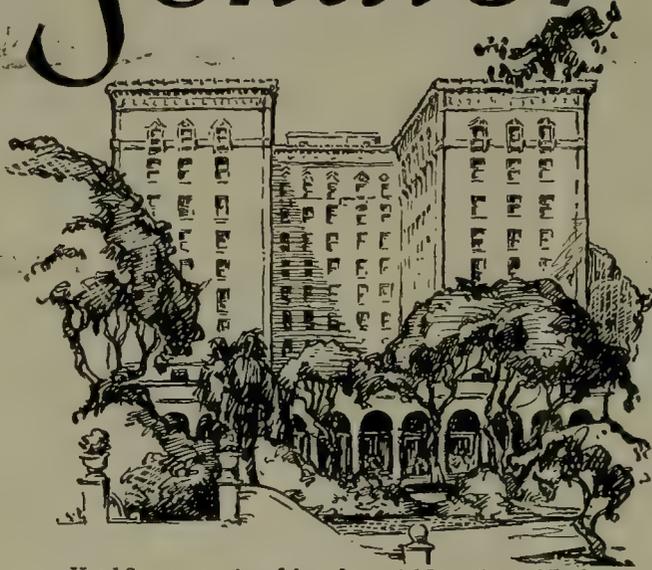


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Vol. CIX SAN FRANCISCO, CALIF., NOVEMBER 26, 1927 No. 48

# Travel Tid-Bits

By Ernest F. Rixon

## EGYPT

How many long to see Egypt—the mystical eternal Egypt, about which Herodotus as long ago as 2500 years, said that “no country in the world contains so many wonders, so many things which cannot be described but which must be seen.” Thousands of tourists from all corners of the earth meet here during the winter months to enjoy the dry mild air and the radiant sunshine, moon-lit evenings out near the Pyramids and boat trips on the Nile.

They stroll in Cairo's bazaars, where in the confusion of different types and the multi-colored mixture of wares for sale, one finds an insight into Oriental life, bringing to mind the tales of the Arabian Nights. The traveler's most exacting requirements regarding comfort and entertainment are satisfied, whether he mixes with the cosmopolitan throng in the big hotels de luxe, listens to French and Italian opera, or studies the primitive forms of amusement in the dusky quarters of the natives. The sport enthusiast has excellent tennis courts and golf links at his disposal and at the frequent horse and camel races he finds sensation, variety and an interesting public. Every taste is satisfied; no one is disappointed, but all who visit Egypt are alike enthusiastic.

But that which holds the interest of the visitor more than all this is the old Egypt whose marvelous culture has maintained until our time, numerous mementos unsurpassed of their kind. Tombs, monuments, paintings, furniture, household implements and fragments from literature, all bear witness to a stage of civilization which rivals our own.

The chief foundation on which this old Egyptian civilization was based was the Nile. The Nile is the life artery in a country which, without it, would have been a desert. It is the primary condition of life for Egypt's fifteen million people. Cities and picturesque little villages lie right near its banks and the cultivated soil skirts the river like a green ribbon, sometimes for miles wide, sometimes only a narrow strip. Here the industrious fellah plows his field with the same simple kind of wood plow which his ancestors used 4000 years ago; here he draws the water from the Holy Nile with the aid of the same kind of squeaking water wheel or pours it in the same primitive manner into the ditches with a bucket.

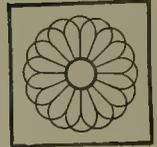
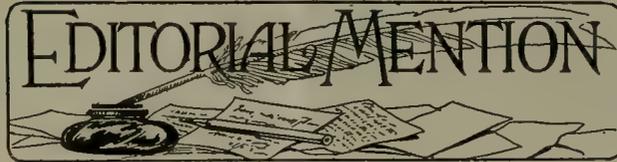
At the northwest corner of the Nile's delta lies Alexandria, which was for a long time the Ptolemies' capital. At present the town has about 400,000 inhabitants and is an important seaport, quite modernly planned. Of the old Alexandria, only a few water conduits and cisterns as well as some very extensive catacombs, presumably originating from the third century, remain.

A good three hours' railway journey from Alexandria, at the southern end of the fertile delta of the Nile, lies the great city of Cairo, Africa's largest town. Nowhere in Egypt are signs of the modern West so conspicuous as in Cairo, and yet it is just this mixture of old and new, of Mohammedanism and Christianity, of the luxury and gaiety of the Occident and the contemplation and mysticism of the Orient, which gives to the town its particular charm.

In the medieval Cairo of the Caliphs are to be found narrow lanes and alleys, bazaars, coffee houses, and small insignificant mosques—in the new Khedivial Cairo, on the other hand, palatial hotels and buildings, broad tree-planted avenues with magnificent private villas, numerous parks with palm plantations, theaters and amusement localities and shops which can often compare well with the best in London and Paris.

Amongst Cairo's many sights should be mentioned only some of the most noted, viz: the Museum of Egyptian Antiquities in a magnificent palace at the Kasr-el-Nil bridge, with its innumerable treasures of antiques from Egypt, which in recent days have been enriched by the priceless collections from Tut-enkh-Amun's tomb; the Citadel, the Cairene Acropolis which was erected by Saladin and contains besides fortifications, a palace; a couple of mosques, a prison, and an arsenal; Old Cairo with Egypt's holiest mosque, the Amru Mosque, and several fine old Coptic and Greek churches; Roda Island with the famous Nilometer, and the site where, according to an Arabic tradition, Pharaoh's daughter found Moses; the many mosques, among which should be specially mentioned, El-Azhar (which is at the same time the world's largest Moslem university), Sultan Hassan, the great show-mosque of Cairo, Mohamed Ali, etc.

The near surroundings offer a rich field for excursions of all kinds by boat on the Nile, by automobile, by train, or perhaps in the very best way, by riding a camel or mule.



### The Street Railway Report

Clever Dr. Wilcox has issued his little report on the street railway question. His admirers are falling over each other in joy at the production; the "Examiner" is almost greasy with delight. And yet there is nothing in the report which was not anticipated long ago. When a fanatic delivers himself of opinions it is always in terms of his creed or phantasy. The Wilcox report is not otherwise. The man is a well known and widely advertised exponent of municipal ownership of street railways. He is also a thoroughly sincere and unmitigated believer in the efficacy of municipal ownership, under all conditions. He cannot conceive of any conditions under which municipal ownership is not the supreme and final goal.

Such being the case, the report could not be other than it is. It is a brief for the practical seizure of the street railways on terms which appear to the writer to be proper. It must be remembered that the judge who fixes the terms of purchase is, at the same time, the attorney for one of the litigants. Under such circumstances, it is not generally held that a really ethical judgment is entirely possible. Neither is it intended in this case. Ethics and a sense of fair dealing appear to be the very last objects aimed at by Dr. Wilcox.

And why should he be fair? His brief is intended to let the supervisors know that there is every opportunity for them to insist upon their pound of flesh, and that, once the charters of the street railways have expired, there is no reason why there should be any consideration shown. It is bolshevism on a small scale with the dictatorship of the board of supervisors thrown in. We have a notion that the people will not be satisfied with any such treatment of so important a matter.

### The People and Prohibition

Prohibition is on trial at last. The tide has turned and the corruption incidental to the enforcement of the crazy restrictions on personal liberty necessarily implied in the whole prohibition amendment and its supporting legislation is producing a veritable storm of indignation throughout the community from all parts of the country.

Senator Borah, who is an out-and-outer, if nothing else, favors a sweeping and determined effort to stamp out the vast illegal business which the attempt to enforce prohibition has brought into being. Ruthless enforcement is the idea of this statesman, a determined attempt to make people toe the mark and to compel the people of these United States to yield, under compulsion, to an odious and despicable dictatorship. Senator Borah dreams fanatical dreams. It is an impossibility to enforce prohibition. With the expenditure of vast sums, the corruption of vast bodies of public service, the use of physical force on a gigantic scale and the maintenance of a spy system, by the side of which the Cheka would be insignificant, it might be possible to drive drinking underground, but no more than that. New ways of circumventing the law would be invented and the whole thing would have to be done again. Senator Borah may be a hero, but he is not wise.

There is talk of a national referendum on the subject. We have no machinery for taking a national referendum

and if we had the result would not indicate the opinion of the people. Bootleggers would join hands with sectarians to maintain a condition which is so profitable to themselves.

Politicians are by the very nature of their trade, cowardly and dictatorial. The people must find their own way out; and they will.

### A Kindly Undertaking

Now and again they do hit things very well on the East Bay side. Oakland at times really has an idea, a fact which is disconcerting to us of the older and more important part of the galaxy of bay cities. We should not be too much upset by this unexpected advent of imagination among our bedroom population, for one may learn, even from the dreams of commuters. A few years ago Oakland had a Christmas pageant which was quite the most delightful thing of its kind ever done in California. It is a pity that it could not have been kept up annually, as an evidence of what can be achieved in the realm of beauty by well trained school children. Now, Christmas effort has taken a new direction.

High school children are gathering their old toys, which the passing of their infantile years has rendered superfluous for them. They are converting them by their own skill into renewed and practical presents for children, upon whom fortune has frowned during this festive season. There is something well worth while, for it is an actual personal activity directed to non-personal ends and is the best evidence of what Christmas might be, if properly understood.

The beauty of it is that not only is the spirit fine but the craftsmanship that goes with the preparation of the gifts is a credit to the community. Boys and girls are doing technical work of excellent value, in some cases, of real artistic merit. The community is vastly richer from a material viewpoint for their efforts. Spiritually, the gain is enormous. While our young students are capable enough and thoughtful enough to undertake this sort of work, we may face the future with confidence.

### Gun Running

There is a certain amount of joy in the very notion of gun-running. It brings with it, in the mere repetition of the phrase, a whole world of adventure and possibilities of excitement. Gun-running has been the very breath of this continent. It has opened the way to progress in the Southern Republics and has played havoc with Mexico. Diaz had the control of weapons so well secured during his regime that it was almost impossible to get a sporting rifle into the country. It was gun running that downed Diaz, for the guns that shot his dictatorship to pieces were smuggled into the country in spite of all his watchfulness.

It gives us therefore a thrill to read of all the munitions of war that were picked up in the quiet little house at Albany, of all places. Automatic rifles by the score, machine guns, artillery in abundance. Think of a man who can write a letter stating that he is ready to supply 50 machine guns, 50,000 or more rifles and 50,000,000 cartridges besides several batteries of artillery! It takes one's breath away.

There is at present much doubt as to the purposes for which this collection was intended. We understand that the presumptive owner declares that he is quite lawfully in possession of all this gear and that it was never intended to be used for unworthy purposes. That sounds rather unlikely, still it may be so.

The interesting fact is that such a quantity of dangerous material could be assembled without the knowledge of the authorities. That is a disturbing and disquieting fact.

### Christmas Shopping

Every year the press abounds with moral maxims on the beauty of early shopping. It points out from all points of view the economic as well as the altruistic, the manifold advantages and delights of buying what you want before you actually want it. We are instructed to use sense and care in the business of present getting.

But the real gist of the gift-passion is the fact that it is a passion, not a well-placed and carefully deliberated plan of action. Deliberate present giving is, like deliberate kissing, a very poor substitute for the real and fervid emotional delight which the thing is or ought to be to constitute giving at all.

There is much more sheer enjoyment in yielding to a sudden impulse to give and in choosing at once, or rather, seizing at once, the expression of affection that, in a process of selection and a period of concealment. As a matter of fact, a present should be as new to yourself as to the recipient. It should proceed from you, warm with the emotional thrill which the getting of it has given you. A present is no present unless it carries within itself the glowing affection which caused the procuring of it. So-called presents without this quality are the merest shapes and simulacra of presents and must not be confounded with the real thing.

How is one going to buy a real present weeks in advance and secrete it against the coming day? It really cannot be done with any grace. Shams, of course, can be got at any time and saved for a long time. There are people who buy presents in February intended to be given next Christmas. We must confess our inability to hoard gifts in any such fashion. So that while we thoroughly endorse all that is said about the social value of discreetly bought Christmas presents and though our heart aches for overworked shopworkers we shall nevertheless run in and buy at the last moment.

### Californians, Inc.

Californians Incorporated has started upon its campaign for the raising of \$400,000 for continued advertisement of the state and more particularly for advertisement of the advantages of San Francisco and the Bay district.

There is no doubt about the question of support of the organization which has done so much for the recent development of the state and, if there were any additional reason for such support required, in addition to the obvious commonsense implied, it would be found in the methods of the organization for raising the funds. There is to be no "campaign," in the much abused sense of the word. That is to say, the army of canvassers and agents, who are wont to flock down upon unwary citizens and highjack them into signing checks, will not be in evidence. Californians Inc. has arrived at the sagacious conclusion that it is not after donations, but investments. Such, in reality, are the sums which wise business men contribute to the advertising fund, which places San Francisco conspicuously before the rest of this vast nation.

## Football

### "WAIT UNTIL NEXT YEAR"

By Lyman Martin

The classic in the realm of sport on the Pacific Coast has come and gone, yet football fans are still rehashing that game that Stanford won last Saturday from their ancient rivals, the Blue and Gold.

Both institutions have produced better football teams, but that in no way detracts from the colorful contest that transpired down at Palo Alto. Stanford won on sheer merit and power with trick plays thrown in to boot. Credit is due to coach "Nibs" Price for the wonderful showing that the Bears have made this year. From a cellar organization he has boosted the Bears in the short time of one year into real conference contenders and a team that was feared by all teams on the coast.

After every game, it is the right of the victors to gloat and for the vanquished to "sit and take it." The Bears made a wonderful fight and the students and alumni have cause to expect a powerful winning team next year. It is the stocky cry of the beaten to wail "wait until next year." It looks now as through this cry on the part of the Californians were justified.

The game this year was not a spectacular game in that there were no wide sweeping Cardinal runs with the guards coming out of the line to form interference. The wily hand of "Pop" Warner directed the Stanford plays at the vulnerable section of California's line, the center trio. The Cards made holes in the center of California's line plenty large and it was here that Stanford gathered most of its yardage.

Hoffman and Hyland have received most of the praise and glory for Stanford. Well they deserve it. They executed their plays perfectly and made a touchdown apiece. Yet the holes that Stanford's center trio made for them were large and often. Post, McCreery and Robesky rode over the center of California's line and made the gains of the Stanford backs possible.

The stunts at the "Big Game" are bigger and better every year. They do not have any connection with the game's final outcome yet there is as much rivalry in their perfection as in the game itself.

Half of the spectators get a thrill out of them anyhow. "They have such pretty colors." One of the spectators near us was wearing a blue and gold chrysanthemum. Her shrieks of elation did not coincide with the progress of the Bear. When told that she was rooting at most inopportune moments, she astonished those nearby by letting the world know that she was for Stanford, and always was, and always will be, and her blue and gold flowers harmonized with her hat and dress, and laff that off if you will.

Anyhow Stanford won.

"But wait until next year."

The football season on the Pacific Coast is by no means over. This Saturday out at Kezar stadium the "Little Big Game" takes place. St. Mary's and their traditional rivals, Santa Clara meet in their annual contest.

At the beginning of the season Santa Clara was not conceded a ghost of a chance to beat the college across the bay. They have come from nowhere in the last two or three weeks to a position of no mean importance. Some critics go as far as to favor them over St. Mary's.

Saturday promises an even game and a good one.



By Antoinette Arnold

### Home and Family Gatherings After All, Are the Very Best

Home and family gatherings have been our blessed privilege this past week, when around Thanksgiving tables generations have assembled.

An entirely different motive from the usual festivities, drew us together, giving, for the time at least, glimpses of Heaven and keeping our hearts in harmony.

Thank our lucky stars, and those who designed the observances—one whole day in the calendar year belongs strictly to our own people!

Do you ever feel that you would like to get better acquainted with your relatives?

Do you ever wish that you-and-yours could get together oftener? If you are sacredly blessed with a living mother and father, and your brothers and sisters are "here" with their individual little broods of children—what divine joy it is to be with them all.

Why not, then, have more personal thanksgiving days and see more of your own kin?

For mine own part, I should be the happiest of mortals, were I privileged to see more of my "own people."

Thank God, for our relatives.

They know all about us—but they like us, anyway!

\* \* \*

### Burlingame Country Club

Mr. and Mrs. Bernard W. Ford gave one of the most novel parties of the season last week at the Burlingame Country Club, entertaining a large group of society folks.

It was called an auto camp party.

All the guests attired themselves in automobile togs, many of the costumes dating back to the days when the riders had to climb into the machine from the back, and when the fair sex tied their hats on desperately with long flowing veils.

The costumes were amusing. Mrs. Nion Tucker really captured the prize

for her attire, according to the Merry Oldsmobile days. Her goggles were padded. She wore a long tight-fitting ulster, underneath which was the indispensable shirt waist of former days. Her hat, a wide brim straw, adorned with flowers, was gorgeously and fearfully draped with a chiffon veil, tied securely under her chin.

\* \* \*

### Honor Guests

Mr. and Mrs. John Eden of Seattle were the honor guests for whom the original party was given.

Dinner was served barbecue fashion. Meats were roasted in the large fire-place of the country club with its glow of hospitality and delicious viands exciting the appetite.

The Fords entertained about one hundred friends; prominent among whom were: Mrs. Corbett Moody, "dressed to kill" in her auto grandeur with the chiffon veil complex; Mrs. Walter Salisbury and Mrs. Richard Neiman, who told fortunes by cards; Mrs. Gerald Williamson attired in traffic cop outfit; Mrs. George Nickel, W. C. Duncan, Austin Moore, George Nickel and others of the smart set in the circle among whom the Burlingame folks have many happy festivities.

\* \* \*

### Beautiful Dinner Party for Doctors

Dr. Mary E. Glover assembled a group of friends, all women physicians of San Francisco, at a handsomely appointed dinner given in the gray room at the Fairmont Hotel on Wednesday evening, November 16. The oval table had an overcloth of gold and fruit and autumn flowers were combined in the elaborate decorations. During the evening professional cares and duties were forgotten and those present enjoyed bridge.

\* \* \*

Interesting visitors in the city are Mr. and Mrs. E. V. Robertson of Cody, Wyoming, who are at the Fairmont Hotel. Their home is at the Hoodoo ranch, which comprises 100,000 acres of land, and they intend to visit all the interesting points of California before returning home.

\* \* \*

### Mrs. Nelson Entertains

Mrs. N. Lawrence Nelson, well known in literary circles, was hostess at a most charming luncheon given last Friday in the Venetian

dining room of the Fairmont Hotel. Her right-hand guest was Mrs. Emil Blanckenburg, the prominent musician of this city; Countess Florenzi Monsalve was seated at Mrs. Nelson's left and her other guests, numbering thirty-five, sat at an oblong table decorated with exquisite bouquets, afterwards presented as corsages to the guests.

Mrs. Nelson had placed a copy of her new poem entitled "A June Requiem," as favors for each guest. The words for the song were written by Mrs. Nelson, set to music by Mary Carr Moore.

Each copy of the song was autographed by the author.

\* \* \*

### Miss Weir Bows To Local Society

Miss Eleanor Weir made her formal bow to society at a handsome tea and reception last week, November 12, at the home of her mother in Jackson street.

Society from many parts of the state came to pay homage to the charming young debutante in the lovely home of the Weirs which made a gorgeous setting for the event.

\* \* \*

### Lovely Gown

Miss Weir is a stunning girl, an expert horsewoman, who has appeared at the fashionable horse shows.

On the occasion of her coming-out party she wore an exquisite white taffeta dress with tulle ruffles of sheerest texture made on a bouffant skirt. She carried lilies of the valley and looked a picture of loveliness.

\* \* \*

### December Bride

Miss Helen Dorothy Foster and Mr. Hans Koebig will be married on December 10 at St. Luke's Church.

The bride's sister-in-law, Mrs. Blair Foster will be matron of honor. She is the former Miss Edna Christenson, and at her wedding to Mr. Foster

(Continued on Page 17)

## SANTA MARIA INN

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HOWARD T. BLETHEN, Proprietor

**Clubland**

Oh, such a lot of things going on in clubland!

Every day something new greets the horizon of women's activities and there is not a dull moment within the realm of the feminine world.

Card parties for the benefit of some hospital or some charity; or a spectacular circus for the increase of the club house exchequer. Dinner dances for the junior auxiliaries and any number of Christmas jinks to make merry the heart and keep the club fires burning.

\* \* \*

**California Club**

Mrs. Richard Revalk, chairman of the choral section of the California Club, gave a splendid concert at the California Club last night, Friday, November 25, at the newly decorated and renovated club house on Clay street.

The concert was a delight. These events always are, and the music is truly something to remember, with artists participating and a program of unusual numbers presented under the skilled direction of Eugene Blanchard, with Mrs. Elise Young Maury accompanist of the evening.

Barbara Blanchard was the vocalist charming the large audience with her exquisite voice qualities. Vernal Deane, 'cellist, was also assisting artist of the evening.

The choral numbers were certainly well sung and each singer sang as if she were a soloist—and, in most instances she really was. Mrs. Marie Pernau Walsh, president of the California Club, has many progressive sections, all of them doing superlatively splendid work.

\* \* \*

**Siena Alumnae**

Adelyn Brickley Jones, president of the Siena Club, presided over a delightful affair given in the club rooms last Friday when the Siena Alumnae, winners of the national award given by the promotion of children's reading, extended an invitation to boys and girls to submit their best stories in a well merited competition.

Last Friday all of these contestants were taken to the Chimney Corner Book Nook of the Siena Club



**HOTEL MARK HOPKINS**  
Nob Hill  
A Smart Town House for a  
Day or a Year  
500 Rooms  
Tariff: From \$4 per day

House, and the winners in the story contest were awarded prizes. This was part of the features of Book Week.

\* \* \*

**Press Association**

The Pacific Coast Women's Press Association, one of the foremost as well as the oldest organizations of literary standards along the Pacific Coast, last week presented a program of poetry and song which will long be remembered by those fortunate to have been in attendance.

Mrs. O. G. Beverly, one of the youngest of the Press Association members, was chairman of the program last Monday, given in the cosy Sequoia Club house, 1725 Washington street.

Mrs. Ina Weston, the "gracious executive" as she is called, introduced the honor guests and presented in her most pleasing manner, the program chairman of the day.

Catherine Urner, composer, opened the program with a group of piano selections, and afterwards sang a group of songs.

\* \* \*

**Nancy Buckley's Poems**

Nancy Buckley was the honor guest at this notable meeting, and upon request, read several of her published poems, many of them being poems that have won prizes in contests.

Nancy Buckley read five of her poems, "Exile," "Innisfall," "Dusk in My Garden," "The Wind Blows Keen," "Love Song" from her latest book, "Cameo." She has had three books published in all, containing her fascinating lyrics, "Laughter and Longing," and "Wings of Youth," going into the fifth edition.

Three of her lyrics set to music by Beatrice Clifford, "Kerry Glen," "Perchance" and "Crossing the Bay," were on this program. Miss Buckley received an ovation at the close of the program.

**Lecturer Extols American Women**

"My hope is in the women of America," states Mrs. Curtis Brown, wife of the noted publisher and president of the American Woman's Club of London. With deep appreciation of all that American women have done for humanity, Mrs. Brown added words of commendation to their work.

Grace Palmer Craig, well known lecturer and official delegate from the Foreign Travel and Trade Exposition during her recent visit to London, quoted the above message of the famous American club leader at the lectures given in the San Francisco Civic Auditorium last week.

\* \* \*

**Bridge Club Meets**

Mrs. J. E. Moore entertained the bridge club of which she is a member at a bridge luncheon on Thursday afternoon in Drury Lane, Hotel Whitcomb. After luncheon, card tables were arranged for the guests in the roof garden. Seated at the table with the hostess were: Mesdames Horace Williams, S. T. J. Brigham, G. B. McDonough, S. E. Dibble, Charles T. Kuchel, Alex Sherriffs, Everett Kesler.

\* \* \*

The Associated Sportsmen's Clubs of California, including rod and gun clubs throughout the state, will hold the annual convention in Santa Cruz next year with headquarters at the Casa del Rey Hotel and sessions in the Casino, according to word received by D. C. Sadler, president of the Santa Cruz County Rod and Gun Club.

The third annual convention was held in San Francisco on November 3rd and 4th last. The objects of the association are the conservation and propagation of fish, game and forests; the enforcement of all fish, game and forestry laws and regulations, as well as the promotion of harmony between ranchers, stockmen, land owners and sportsmen.

(Continued on Page 16)

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"Maisonette" has the elegance of a mansion with all conveniences of an apartment house.  
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*Podesta AND Baldocchi*  
"The Voice of a Thousand Gardens"  
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# PLEASURE'S WAND

OBEDIENCE TO PLEASURE'S  
— Tom Moore



By Josephine Young

## Biggest Drama Of Them All

Last Saturday, 88,000 people sat entranced viewing the biggest drama ever presented on this Pacific Coast. The FOOTBALL GAME!

Yes, it was more than the BIG game. It was a human drama.

When thousands of people can sit in a mammoth arena, or stadium, and thrill to the very soul with tense emotion—it is drama! The most exciting, human drama at that, for honor vied with brain and brawn and there were players who followed their cues, just as technically as any great star upon the dramatic stage.

Color. Oh the riot of color that flaunted its magnetic sway over those thousands of people, men and women, boys and girls, the debutante and the cavalier—all longing with intense desire for victory.

No play, be it on stage or screen, that has thrilled us with the passing days, ever even so much as touched the garment of that tremendous drama, played by contending teams last Saturday afternoon in the Stanford Stadium, when Football was the theme and the varsity of Stanford and California were the players.

They tell me that no game played anywhere on the face of the globe ever exceeded in dramatic value that of the BIG game—and thank your lucky stars that you were there to see it.

California's biggest drama this year has been, unquestionably the BIG GAME.

But the football expert writes his column—and there will you find the analysis of the magnetic story.

\* \* \*

## Alcazar

There is real adventure in the play, "The Mystery Ship," now on at the Alcazar theater where the Henry Duffy players are delighting, supplying many thrills and considerable laughter for patrons.

Much of the fun is supplied by Helen Keers and Frank Darien.

Joseph De Stefani, Irving Mitchell and Glenda Farrell have the principal roles and in the company are some new players. The cast includes: Bert Farjeon, J. Raymond Northcut, Rob-

ert Lawler, John Ivan, William Mac-auley and Henry Caubisens.

\* \* \*

## Lurie

"Hit the Deck," big spectacular musical comedy sensation came to the Lurie theater last Monday night on a wave of popularity that has placed this offering in the foremost ranks of musical comedies. The musical score was written by Vincent Youmans and it is said to be more entrancing than his "No, No, Nanette," that played in San Francisco for twelve weeks. Not only is "Hallelujah" one of the numbers. There are others equally as popular and "Hit the Deck" music is being danced to all over the country.

Lillian Albertson is responsible for this western production and has peopled the large cast with an excellent company of New York funsters. There is May Boley, one of the foremost comedienne in America. Beautiful Katherin Crawford and Buddy Wattles are two outstanding members to be seen in the roles of Loo Loo and Bilge Smith. Katherine Kidd, Evelyn Nair, Joyce Cooper, Frank Mitchell, Jack Durant, Gardner Hart, Regis Toomey, W. D. Pearsal, John Merky, Frank Sterling, Edward Jordan will be seen in choice roles. The Frollicher Quartette, a big hit in New York, have been secured to make up the gobs troupe of harmonists. The personnel consists of Bob McCoy, Harold Reeves, Bill Foley and Marus Langon. Then there is the Lee Fong Five who are making their first appearance outside of New York in America. A chorus of 48 gobs and girls make the balance of the cast one of the largest on tour, the company travels by special train and it requires two baggage cars to carry all the scenery.

An important feature is Cecil Stewart's Symphonette Orchestra of 25 to interpret the Youman score.

\* \* \*

## Columbia

"King of Kings," the magnificent photoplay telling the great story of the Nazarene, is now being shown at the Columbia theater.

This biblical spectacle of lavish magnitude has so much to enthrall that it would seem as if the Cecil B.

## Amusements

NEXT WEEK

### ON THE STAGE

**Alcazar, O'Farrell nr. Powell**

"The Mystery Ship," Henry Duffy comedy.

**Columbia, Eddy nr. Powell**

"King of Kings," magnificent screen production. Cecil B. DeMille. Starts Sunday matinee.

**Curran, Geary nr. Mason**

Mitzi in "The Madcap," big cast of players. Musical play. Plays S. F. only.

**Lurie, Geary nr. Mason**

"Hit the Deck," nautical musical play.

**President, McAllister nr. Market**

"Why Men Leave Home," Leneta Lane, star; Henry Duffy players.

**Community Playhouse,  
Sutter and Mason**

"The Jest," Cameron Prud'Homme, William Rainey. Sat. matinee and evening (today). Thurs., Fri., Sat. eve. and Sat. matinee until further notice.

\* \* \*

### VAUDEVILLE

**Golden Gate, G. G. Ave. and Taylor**

Julia Faye, "Turkish Delight," screen. Marietta, dance, song, 10 in company. Russ Brown, Jean Whitaker, Harry Yates, Cooper Lawley.

**Orpheum, O'Farrell nr. Powell**

Ira Kremer, concert artiste; Toto, circus clown; Ethel Davis, Greenwich Follies; Mayris Chaney, S. F. dancer.

**Union Square, O'Farrell nr. Powell**

Vaudeville—pictures.

**Wigwam, Mission nr. 22nd**

"Bad Man," comedy. Nat Holt players; Dudley Ayres in leading role.

\* \* \*

### ON THE SCREEN

DOWN TOWN

**California, Market St. at 4th**

"The Gorilla," Gino Severi, leader of the orchestra.

**Cameo, Market opp. Fifth street**

Special films all week. Three changes of films.

**Casino, Ellis at Mason**

Change of bill—popular screen productions.

**Embassy, Market St., near Seventh  
(Formerly Rivoli)**

Vitaphone, giving voice to motion pictures. Giovanni Martinelli, Lopez, Four Aristocrats. Al Jolson this week. "Slightly Used," comedy.

**Granada, Market at Jones**

Nora Bayes, in person.

**Imperial, Market St. op. Jones**

"The General," Buster Keaton. Story of the Civil War.

**St. Francis, Market bet. 5th-6th.**

"Now We're in the Air," Wallace Beery, Raymond Hatton.

**Warfield, Market at Taylor**

Clara Bow, "Get Your Man."

RESIDENCE DISTRICT

**Alhambra, Polk St., nr. Green**

Rudolph Melody Masters.

DeMille production had registered the pinnacle of cinema possibilities.

Aside from its religious, educational, or its artistic magnificence, there is a terrific tug at one's emotion and the truth of what the cinema can reveal, almost appalls one.

H. B. Warner has the great duty of enacting the character part of the Christ. That Warner is able to portray the role of the Savior without deducting from one's individual conception of the King of Kings, is accrediting this actor of the screen high homage and true appreciation.

There are a number of colored scenes and they are beautiful!

Judas, a role played by Joseph Schildkraut, is an outstanding principal in this DeMille sacred spectacle. Ernest Torrence plays well his part of the chosen disciple, Peter, as we would expect this lovable screen star to enact his role.

The three Marys were carefully selected, as indeed, were all those who take part in the sacred story so superbly presented. Jacqueline Logan is Mary Magdalene, and what a Magdalene! She's gorgeous. Josephine Norman plays the part of Mary, the sister of Lazarus; and Dorothy Cummings portrays the character part of Mary, the Mother.

The miracles of Christ are wondrously depicted.

The Columbia theater presents the DeMille masterpiece with exquisite orchestral accompaniments. Jacqueline Logan made personal appearance the opening night at the Columbia.

\* \* \*

#### President

"Why Men Leave Home," comedy play at the President, reveals many a secret that young men and maidens like to know. It is the story of a house party at a country home not far from New York. Everything was going along nicely and the guests were enjoying themselves until "Morgan" took it upon himself to give some advice to a swain who insisted upon proposing to a butterfly. Tom talked too much and so did the love-sick youth.

Avery Hopwood, the author has created mirthful situations. Fun is the purpose of the play. Henry Duffy's able company is equal to each episode.

As "Fifi Morgan," Leneta Lane is seen at her loveliest. Kenneth Daigneau appears to advantage, and Earl Lee has a great comedy role. Others are: Lillian Hayward, Thomas Chatterton, Barbara Luddy, Frances McDonald, Robert Adams, Dorothy Lamar, Zeda Harrison, Elsie Bassett, Marie Sorrille and John De Weese.

#### Orpheum

San Francisco admirers of Margery Scott, the San Francisco composer, gathered at the home of her mother on Vallejo street last week to pay their tribute to the brilliant young pianist who has been at the Orpheum this past week, accompanying the famous grand opera dramatic soprano, Odali Careno.

Then, after the home party when Miss Scott was actually deluged with adulation, those present made up a large theater party and went to the Orpheum.

As a pianist of national reputation Margery Scott gives exemplification anew of the high standards of San Francisco's best musicians. She shyly avoided all demonstration from friends in her admiration of the famous singer whom she is accompanying.

Odali Careno captivated the city with her glorious singing.

She looks the part of a majestic grand opera singer and her tones are the most exquisite, it seems to me, that I have ever heard.

\* \* \*

#### Granada

The main attraction on the program will again be on the stage, Nora Bayes, the mistress of melody, whose voice has thrilled hundreds of thousands in her long career.

Star of musical comedy, vaudeville headliner, concert artist, Miss Bayes has appeared before as great a combined audience, perhaps, as any star of the stage.

\* \* \*

#### Warfield

"Get Your Man," starring Clara Bow, is the Warfield's next attraction. It is the dramatic story, mixed with comedy, of an American flapper, who resolves to win the man she loves, although family honor, custom and traditional royalty are about to bind him for life in a loveless marriage.

Charles Rogers who has the masculine lead, is good-looking and well built. Josephine Dunn is "the other girl." The "naughty little girl" of recent pictures, is a sweet, demure French lass in "Get Your Man."

The picture was directed by Dorothy Arzner, the youngest woman director in the business. Miss Arzner has worked around the studios as secretary, scenario writer and in the cutting room for many years before her present position. The story is from the popular French play by Louis Verneuil.

(Continued on Page 18)

## Gas keeps your city clean

*A clean fuel means sunnier,  
brighter days*

People who use gas fuel help keep their city clean.

For gas gives off no smoke or by-products that hide the sun's rays. The air remains pure. The sun shines brightly.

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For cleaner, sunnier and healthier cities use gas for cooking, water heating and house heating.

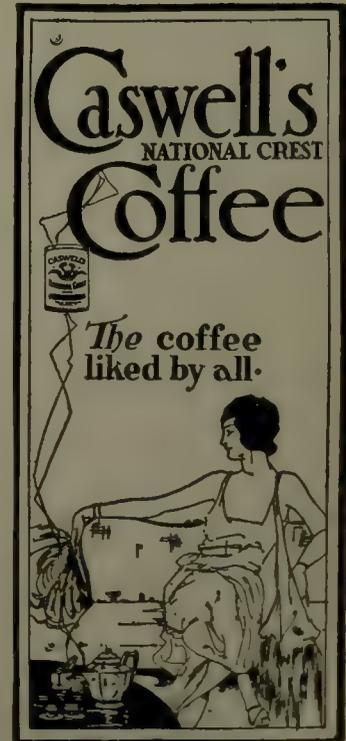


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JUNE 30th, 1927

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Employees' Pension Fund over \$575,000.00, standing on Books at	1.00

MISSION BRANCH	Mission and 21st Streets
PARK-PRESIDIO BRANCH	Clement St. and 7th Ave.
HAIGHT STREET BRANCH	Haight and Belvedere Streets
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**FOUR AND ONE-QUARTER (4 1/4) per cent per annum,**  
COMPUTED MONTHLY and COMPOUNDED QUARTERLY,  
AND MAY BE WITHDRAWN QUARTERLY

## Finance

There are more than 20,000 taxicabs in the streets of New York alone.

At the present time, according to the statement of Dr. Ira B. Cross before the Commonwealth Club, the United States has five-eighths of all the world's gold.

The California Vineyardists' Association is taking up the vexed question of the differences between growers and shippers. It is intended that the new bureau of service instituted by the Association may prove to be a valuable agency in that direction.

The president of the San Francisco Stock and Bond Exchange announces that the institute which was founded for educational purposes has met with great success and that several remarkable records of scholarship have been made during the year.

California, according to the Bureau of the California State Automobile Association, is to take its place among the few states in the Union that have complied with the new federal provisions and will continue to lead all states in the adequacy of its highway markers.

The scrap heap of the junk dealer in automobiles has accounted for 2,143,000 old automobiles. For the first time in the history of the industry, more cars were sold as replacements than were sold to new buyers. Total passenger car sales were 3,388,000.

The Foreign Credit Executive Committee of the National Association of Credit Men calls attention to a very important aspect of the foreign trade question. It says: "American concerns in the foreign field must give reasonable credit terms to buyers in other countries if the United States is to obtain and hold important trade outlets abroad."

The educational commission of the California Taxpayers' Association reports that California schools are a \$160,000,000 enterprise. The 58 counties spend \$40,800,000; the 3260 school districts, \$80,760,000, the state \$21,750,000 and the federal government \$545,000. In addition there is a total payment of over \$15,000,000 for interest and bond redemption.

The California Taxation Improvement Association regards the inheritance tax as one of the greatest hindrances to development in this state. It says that, with a proper reduction in such taxation, "California would at once become the most favored place for the residence of wealthy people who are now living in the state but maintaining a residence elsewhere, due to the fact that they feel they cannot afford to die in a commonwealth with one of the four highest inheritance tax rates."

The report of President Sidney L. Schwartz, of the San Francisco Stock and Bond Exchange, for the year October 1, 1926 to September 30, 1927, says: "The course of business activity throughout the nation since the latter part of July, 1924, has been well above normal, reaching its peak in the early part of 1926, and only now in the second half of 1927 has national business passed below the normal expectation. The dip below normal has, however, been very slight, and there is every reason to believe that business will maintain a normal course throughout the succeeding months of this year and the following spring."

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## Local News of the Week at A Glance

For Those Away From Home

Johannes Plum, Danish inventor, is planning a dash from this city to Honolulu as the next test for his new torpedo speedboat. He intends to build a special boat for this trip, much larger than his present model. His invention will be eventually used for torpedo boats in time of war.

Underpasses for pedestrians for Market street were proposed Monday last, at the board of supervisors meeting by Supervisor Kent. It is decided that the city engineer shall make an investigation and report estimates of the cost of constructing four underpasses, to relieve the ever-increasing problems of traffic.

California experienced the first severe "cold snap" of the season Tuesday morning last. The ground was covered with a thin skim of frost, and there was ice on puddles in exposed places. Freezing temperature was reported at Chico, Lindsay, Mt. Hamilton, Mt. Wilson, Oroville and Santa Rosa.

The sum of \$50,000.00 was pledged as San Francisco's official contribution to the Republican National Convention fund at the meeting of the board of supervisors last Monday. Mayor Rolph announced Supervisor Warren Shannon as the city's official representative to go to Washington next month, when the Republican National Committee meets to select the 1928 convention city.

Beginning Friday (today) jaywalkers and jaydrivers of San Francisco will be arrested for violation of the city's new traffic law. In cases of violation, the offender, whether pedestrian or motorist, will be cited to appear before the Traffic Fines Bureau and deposit bail, it being understood that the bail will be forfeited without further appearance. Penalties are named for the first three offenses. After that, the violator will be cited directly to the police court.

An unusual ceremony took place at Turlock, last Sunday, when Mrs. Cora Shurtz, her son and daughter, were principals in a triple wedding. All three stood at the altar together, and simultaneously took the vows which united each in marriage. Mrs. Shurtz became the bride of E. L. Kellogg, of San Francisco; Miss Uintah Shurtz married Leslie McCoy of Livingston, and Douglas Shurtz married Miss Mabel M. Miller of Stevison, Stanislaus County.

California holders of Irish bond certificates, for which \$450,000 was subscribed in 1920, are in danger of forfeiting their claims unless they take prompt steps to seek redemption of the same. "Claims must be filed with the receivers appointed by the New York courts prior to January 15th, 1928 in order to be eligible for shares of the \$2,800,000 available for payment of bond certificate subscribers," was the warning issued by Daniel E. Doran, who acted as secretary of the San Francisco district of the Irish bond campaign.

The Foreign Trade and Travel Exposition closed last Sunday night at the Civic Auditorium, with an attendance record of 200,000 for ten days. The visitors included some 10,000 school children who received first hand instruction on the sources of products entering into overseas commerce and on the pleasures and value of foreign travel. The exposition displayed more than 100 diversified exhibits bearing upon foreign trade or travel. This exposition is to be perpetuated in San Francisco as an annual trade and educational feature, so it is announced.

It has been reported at Stockton, that some sort of fiend is stretching barbed wire in a diagonal and death dealing manner across roads, in such a way that contact with it by a motorcycle would undoubtedly result in decapitation. All motorists and officers in San Joaquin county are being warned by the traffic squad of that county.

Comptroller of the Customs, John J. Deane of San Francisco, conferred last Monday with Customs Commissioner Camp, Senator Shortridge, and members of the House Ways and Means Committee over reclassification of customs employes. Deane, after pleading the cause of customs employes, who are being paid the same low wages they received prior to the war, expressed himself as satisfied at the result of the conference.

Colonel C. H. Jackson, army engineer in charge of rivers, harbors and fortifications, will forward next week to the War Department, the results of a harbor survey he finished last Tuesday, in connection with the plans which Congress has made to investigate a project to provide a channel 2000 feet wide and 40 feet deep, from the Golden Gate to Mission Rock, and to deepen the bar outside to 50 feet for a width of 2000 feet.

Mrs. Catherine Ede, eighty-six years old, California pioneer, passed away at the home of her daughter and son-in-law, Mr. and Mrs. Carl G. Wilson, in Palo Alto, on the 19th of this month. Mrs. Ede was born in Rochester, N. Y., and came to California by way of Panama in 1860. Her late husband, William Ede, prominent in the mining history of this state, was identified by the French government's plan of building a canal through Panama, before the United States accomplished that great enterprise.

George N. O'Brien, former president of the American National Bank, and vice-president of the American Trust Company, passed away last Sunday at his home in Broadway Terrace, Oakland. Born in Illinois, O'Brien had been a resident of California since his early youth. He became cashier of the American National Bank in 1903, and was made president in 1913. He is survived by his widow and three sons, George J., now in Los Angeles, Edgar D., connected with the American Trust Company, and Lloyd, an Oakland contractor.

Not so long ago Judge Ben Lindsey and Rabbi Louis I. Newman were featured in a debate at Scottish Rite Hall, the subject being birth control. Lindsey arguing for it, and the Rabbi taking the opposite view. In a recent speech at San Rafael, given at a luncheon of the Rotarian Club, Dr. Newman said in part: "... The old moral moorings are being swept away and new stable moorings are not yet built ... The growth of the movement for limitation of families is sure to improve standards of living for the poor and moderately well-to-do. Young women are finding in financial independence a weapon with which to exact from men and society at large more freedom, more understanding and more opportunity for self development. In religion, old orthodoxies are crumbling and in the end, a liberal movement, which will cut across tradition in every sect, must make headway."

## Air Lines

By Lieut. Blaine Stubblefield



Lieutenant Blaine Stubblefield

Aviation is going to bring happy days to the married man who travels with his wife. When they are ready for a trip and she starts gathering up a dry-load of trunks full of "things," and talking about "what I am going to wear," he can say definitely, and stand his ground, that the limit is five bags and two trunks. Of course the limit is about four bags and two trunks less than that now, but it will be more some day. Anyway, there will always be some limit for husbands to announce with an air of final authority.

Several go-getting cities throughout the country are displaying advertisements on their roofs to catch the air trade. Without having seen any of these ads, one can visualize them with a fair degree of accuracy. "If you can't read this from 5000 feet, you need a pair of our window-pane glasses." If the challenge isn't already engraved somewhere on tarpaper it soon will be. And there will have to be some trick ads about "dropping in on us." "You will fall for Pinetown!" "Drop down for Googles Gumdrops." These, or others nearly identical, are surely in the copy writers' cards. But there is one that ought to be prohibited by all Societies for the Prevention of Everything—let there be no morticians fancy phrases about dignified service, spread up to the sky to worry the over-worked business man, trying to make his old crate last another season.

Christmas air mail greetings and gift packages are expected to increase poundage on all routes beginning about the first of December. Air transport operators are preparing to put on extra sections to take care of deliveries for Santa Claus & Company. Christmas greeting cards in their envelopes usually weigh less than a half ounce and require only ten cents postage. They should, however, be weighed before mailing. Take them to some office mailing scales to save standing in line at the post office. Of course, if a letter or card weighs more than a half ounce, the postage required is 20 cents, and so on up. Air mail packages are handled in the same way as packages by ordinary mail, except that there is as yet no air parcel post. Put ten cents, any postage, on the package for each half ounce or fraction thereof, and mark it plainly "Air Mail."

Some few persons may use the air mail this Christmas for the first time. For their benefit, the new air mail regulations are repeated: air mail goes at a flat rate of ten cents each half ounce, equal to an envelope and two sheets of average weight paper. Use any postage; air mail stamps are not necessary. If you have no air mail envelope, simply mark the letter "Air Mail." Drop it in any mail box or letter chute; you needn't look for an air mail box.

Be an aviator! Learn to fly at home in ten easy lessons! Send no money! In two weeks you can be earning \$1000 a month during spare hours! No flying, no books to read, in fact, nothing to do but listen to our aviation lessons over KFRC every Thursday evening at 9:45 to 10.

So far, we have heard of no-one going out and trying to put our instructions to the test—but we naturally wouldn't—we left our indoor ship still in the hangar last week. But next Thursday night we are going to bring it out and crank it up. And just there a difficulty appears. Whether to have the class inspect the ship and take off, or leave the motor idling till the following Thursday, is the question. We hate to leave the class up in the air all week, too. But some solution will doubtless present itself. Anyhow, those joining the class will not be permitted to fly anything but our own "Indoor Special" plane.

Pilot Harry Huking set a new low time record for the Boeing Air Transport transcontinental route between Reno and Salt Lake City last week. He made the trip in three hours and 11 minutes, a speed of 138.2 miles per hour. Pilot E. T. Allen also made a fast trip between Cheyenne and Salt Lake City, averaging 140 miles an hour. The average speed of trains and motor buses, we are told, is something over thirty miles an hour. Airlines average about 100.

The air mail service is now carrying 140,000 pounds of air mail each month, just double the 70,000 pounds it was carrying at the first of the year. A hundred and forty thousand pounds of air mail would be something like five and a half million letters. That is a small figure compared with what it will be five years from now, when nearly all first class mail goes by air.

Altimeters on airplanes indicate the altitude above sea level. The pilot may set his altimeter on zero at Crissy Field, where ground level and sea level are approximately the same, and then fly over to Reno. The instrument will, of course, continue to register altitudes above sea level, but not ground levels. When the plane is on the ground at Reno, the altimeter will register three or four thousand feet, whatever the altitude there is. For that reason, one cannot tell the exact altitude after he leaves the field where he set his instrument on zero, except by reading ground altitudes from a map and making calculations. Altimeter readings will also vary somewhat with varying barometric pressures from day to day. This difference, however, is very slight.

Pacific Air Transport, flying air mail, express and passengers between San Francisco, Seattle, and Los Angeles, has put into effect a half-rate express service to take care of those who wish to send gift packages by air mail. Like other airlines, the coast route continues to operate on daily schedule throughout the winter.

AVOID THE RUSH—DO YOUR CHRISTMAS SHOPPING NOW!

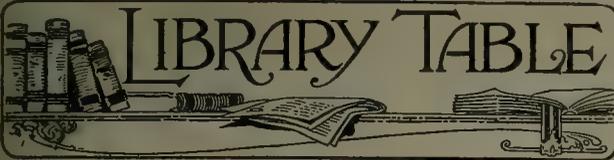
### Sing Fat Company

The Leading Chinese Bazaar

CHINATOWN

S. W. COR CALIFORNIA ST. AND GRANT AVENUE

Mail Orders Attended to Promptly  
SAN FRANCISCO, CALIFORNIA



By Florence de Long

SMILER BUNN, Gentleman Adventurer, by Bertram Atkey; Lincoln MacVeagh; The Dial Press; \$2.00.

Smiler Bunn has appeared in public before and to many readers he will need no introduction. Smiler is patterned after the immortal Sherlock Holmes, but of a different school. He works principally on "hunches" and his hunches usually materialize into actualities resulting in monetary gains for himself, and incidentally for his friend, the ex-Lord Fortworth who, though not in the same class as Smiler, is a staunch aide at the crises.

They both wax rich and somewhat "ritzy"; buy a country place, live on fine wines and become both somewhat bucolic and alcoholic. In short, they are a couple of old rascals whose Golden Rule runs: "Do a good turn for others that they may in turn do a good turn for you."

KING COBRA (Illustrated), by Henry Hervey; Cosmopolitan Book Corporation, \$4.00.

A fascinating story of the author's meanderings through French Indo-China, the interesting people he met, the varied scenes of the country through which he elected to travel and his final triumph anent the history of the rise and disintegration of Ankor-Wat and Wat-Phu. It is the realization of a dream conceived in the mind of a small boy, when the magic word "Ankor" flashed into vision and kindled in his childish brain a vision that he lived to gratify.

Henry Hervey possesses an astonishingly varied vocabulary, interspersed with color and imagery as fascinating as the scenes he depicts. He rarely repeats himself and when we do catch an echo it has a reverberation almost as intense as the incessant beat of the drums he mentions.

THE DANGEROUS ISLES, by Basil Carey; Lincoln MacVeagh; The Dial Press; \$2.00.

We'll say they are! And we are inclined to agree, too, with the person who said pearls are unlucky because the ones in this story bring bad luck to nearly every one who comes in contact with them.

The story opens with a sense of impending disaster and the thrill seekers will not be disappointed as they read on to the end. Take a young and pretty girl, set her down in the midst of these far-away, lonesome islands, surrounded by a group of ne'er-do-wells and condition-imposed exiles, and anything is likely to happen. And the best of it is that it does not seem highly improbable.

WONDERTALES FROM PIRATE ISLES, by Frances Jenkins Olcott, illustrated by Herman Rosse; Longmans, Green & Co.; \$2.00.

A series of interesting little fairy stories of the Dutch East Indies passed along to our own youngsters to enjoy. In them can be traced some of our "old timers," but for the most part they possess an originality of their own.

An Arabian Nights atmosphere is created through each story being told to the chief of the cannibals by his captives. "for the sake of their lives." It is left to the youngsters to decide which of the captives are to escape.

A "Tiny Dictionary" and "Tiny History" are attached, to make the train of thought run smoothly for the little minds.

# A Builder Says:

It is refreshing to find a real estate section with real news uninspired except by the actual facts of the case. I find this in the



*A Christmas Gift That's Sure to Please Her!*

## Good Luck Butterfly Compact

A Real Pressed Butterfly in the Case

*The Latest Parisian Novelty!*

Contains the New Economy Powder Sifter, Lipstick, Face and Lip Rouge, and an Eyebrow Pencil, concealed in the tassel.

Prices: \$3.50, \$5.00, \$6.00 and \$7.50

AND REMEMBER!

The Only Place in San Francisco to Get Them Is

### RADKE & CO.

*Jewelers and Silversmiths*

208 POWELL ST.

*Exclusive Showing of All Kinds of Butterfly Jewelry— as well as Many Other Attractive Christmas Novelties*



925 O'Farrell Street  
San Francisco

## Petrol Paragraphs

By K. R. Schwartz

National Automobile Club

The current season provides a good opportunity to give the car top a coating of one of the many good preservatives now on the market. This goes for both open and closed models.

\* \* \*

Motor vehicle owners in the United States paid a total of \$101,250,841 in gasoline taxes during the first six months of 1927, according to statisticians.

\* \* \*

Four gasoline stations are already being erected near the entrances to the Holland Vehicular tunnel in New York. Business is said to be picking up all around the tunnel, and real estate values are jumping.

\* \* \*

An automobile taken apart, and each of its 12,000 parts attached to a separate card, was one of the features of the London Motor Show this year. The cards with the parts on them covered the walls of two entire floors in the mammoth building in which the English show was held.

\* \* \*

Preparations have virtually been completed at all the offices of the National Automobile Club throughout the state for the annual issuance of license plates which this year will be on December 15 instead of January 1 as heretofore. Officers of the club anticipate that this year the organization will issue far in excess of the 100,000 plates distributed by the club in the early months of last year.

\* \* \*

With the completion in the near future of a few unfinished stretches, Kentucky will have a 524-mile highway, according to reports from that state. The new road is the Catlettsburg-Wickliffe highway, which when combined with the Mayo Trail will be the longest of all possible continuous roads in Kentucky. When the road is completed, it will be possible to motor from Hickman to Pikesville, traversing thirty counties.

\* \* \*

Motorists to Yosemite must now use the All-Year route as all other routes are closed. Here's the touring bureau report on the All-Year road: Merced to Yosemite, 84 miles, with pavement to the Merced-Mariposa county line. From there, gravel road, somewhat rough to Mariposa. The next nine miles of road is being widened, thence excellent gravel oiled road to El Portal and pavement into the valley. Check in at the Arch Rock ranger station between 6 a. m. and 10 p. m.

\* \* \*

Coast and valley routes to Los Angeles are in good condition at the present time, with the exception of some construction work on either road. The work does not interfere with traffic, but cautious driving is necessary at points where the construction is under way.

On the Coast road there is shoulder work just south of San Lucas and also about three miles north of Pismo Beach where the road is being widened. Slow going is advisable at these points, the latter being very slippery during wet weather, due to the loose dirt sifted on the highway.

On the Valley road, it is advisable to travel via the Tunnel road and Walnut Creek, or via Niles canyon to Dublin. The road between Dublin and Livermore is now open, with but two short, good detours around bridges. Between Famosa and Lerdo, two short detours, varying in length as work progresses, will be encountered.

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Body Construction and Repair  
Duco, Bake Enamelling, Fender Repairs, Upholstering,  
and all body specialties

LOU W. SARTOR, Proprietor

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### LOU SARTOR'S SERVICE STATION

We Carry All Popular Brands Eastern and Western Oils  
New Method Washing and Polishing  
Equipped With Latest Type Hydraulic Lifts  
Oiling and Greasing—Battery Service

AT CALPET GAS STATION

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GRAYSTONE 130

OPEN DAY AND NIGHT

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Strictly Fireproof Building, Class A Construction  
Live Storage a Specialty

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St. George Garage, 410 Bush St. Monarch Garage, 1361 Bush St.  
Management of WILLIAM SAUNDERS



Complete Brake Relining Service  
**WAGNER ELECTRIC CORPORATION**

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457 NINTH STREET

SAN FRANCISCO

Phone Franklin 4191, Day; 3985, Night

Satisfaction Guaranteed

### Superior Auto Washing & Polishing

228 HYDE STREET (Bet. Turk and Eddy)

C. E. Ruellan—Proprietors—L. M. Nickerson

It is not always that the old and larger establishments do the best work.  
We have just started in a small place and pride ourselves as being  
experts in our line. Our customers always "stick."

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**AUTO FENDER AND RADIATOR WORKS**

Metal Work Apper-  
taining to Automobiles  
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ing—Blacksmithing.

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Large Assortment of Imported Fabrics  
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## From Brighter Pens Than Ours

"The Dawn," Mrs. Grayson's trans-atlantic plane, evidently is the "Dawn of a to-morrow,"—Brooklyn Eagle.

Until the other day a lady aged a hundred-and-three, living in County Tyrone, had never seen a motor car. That explains it.—Punch.

Every man has his day. The pedestrian has the right of way in an ambulance.—Anaheim Plain Dealer.

A street in London has been named after a well-known Dean. Lamp-posts at short intervals, however, disperse the gloom.—Punch.

Big Bill Thompson still insists that the histories of this country are being poisoned with British propaganda. Devilishly clever people, these British! Where we made our mistake was in allowing them to settle in our country in the first place.—Detroit News.

Fascism is five years old, and behaves just like that.—Albany Knickerbocker Press.

Another of life's problems is how to keep dumb people from talking.—Arkansas Gazette.

Ruth Elder proves that, even under the most distressing circumstances, there's never a slip 'twixt the stick and the lip.—Brunswick (Ga.) Pilot.

Patronizing the Local Product—A party of forty American visitors to England brought their own cars with them. The trouble is that they'll probably use our pedestrians.—London Opinion.

Compound Interest—"So you met Alice today."  
"Yes, I haven't seen her for ten years."  
"Has she kept her girlish figure?"  
"Kept it? She's doubled it."—Boston Transcript.

Placing the Static.—Mrs. Witsend (from stairway)—  
"Wilbur, for mercy's sake, turn off that radio! That woman has the awfulest voice I ever heard!"  
Wilbur—"Ha! Ha! This isn't the radio, ma. This is Mrs. Highpitch come to call!"—Life.

Colonel Lindbergh denies that he'll go into politics. His realm is in the air, not in the hot air.—Beloit Daily News.

Airplanes aren't the only things that cross the Atlantic only one way. There are loans.—Chico (Cal.) Record.

It is said that green quiets the nerves, but a roll of long green sometimes excites them, too.—Florence (Ala.) Herald.

Putting the Treat in Treatment.—Doctor—"Your temperature seems to have taken a drop."  
Patient—"Can't you fix it so I can do the same, doctor?"—Boston Transcript.

Stealing Her Stuff.—Mistress (to applicant for position as maid)—"And why did you leave your last place?"  
Applicant—"The mistress copied every new hat I bought."—Smith's Weekly.

Republicans afraid of Al Smith, says headline. So are the Democrats.—Winston-Salem Journal.



—THE MOST  
COMFORTABLE  
—MILE-A-MINUTE  
CAR EVER BUILT

*the*  
FRANKLIN  
Airman

FRANKLIN-TENNANT MOTOR CO.

1900 VAN NESS AVE.

San Francisco

2800 BROADWAY

Oakland



# RADIO

By C. J. Pennington



On the Air

By C. J. Pennington

Regarding the antenna, it must not be thought that the longer the wire the greater distance can be had. If too much wire is used in the antenna, the natural wave length will be so great that low wave lengths cannot be tuned in. The ideal antenna is a single copper wire about 80 to 100 feet long, including the lead-in. A long aerial of course, will absorb more energy than a shorter aerial. A short aerial is more selective than a long aerial. The great majority of radio fans use 125 feet of wire including the lead-in and ground. Where selectivity is not so important, as in the country, a long aerial is an advantage. Including the lead-in and ground wires, the maximum length of aerial should not exceed 150 feet. Composition antenna insulators should be used at each end of the antenna. The lead-in should be one foot or more from the side of the building and should be insulated. The direction of the antenna has much to do with regard to what distant stations are received. For example a person in San Francisco, to receive southern stations, should have the antenna pointing north and south, and in this case the lead-in should be off the southern end of the antenna. To receive stations from the west, have the antenna pointing east and west, and have the lead-in from the western end.

\* \* \*

The National Broadcasting Company will present to Pacific Coast Network listeners during the hour from 5:30 to 6:30 p. m., Sunday, November 27, the Crosley Moscow Art Orchestra, under the direction of Max Dolin.

The Standard Symphony hour, a regular National Broadcasting Company feature, sponsored by the Standard Oil Company, will be presented at the usual hour from 6:30 to 7:30 p. m., Sunday, November 27.

\* \* \*

The National Players, with a cast headed by William Rainey and Jean Paul King, will enact the events connected with the first Thanksgiving for National Broadcasting Company, Pacific Coast Network listeners, on Sunday evening, November 27, from 9 to 10 p. m.

\* \* \*

The period from 8 to 9 p. m. Monday, November 28, will bring to Pacific Coast Network listeners another "Spotlight Hour."

\* \* \*

It goes almost without saying that Tuesday evening, November 29, from 9 to 10 brings the Eveready Hour, presented to the Pacific Coast Network listeners by the National Carbon Company. The Eveready orchestra, with Max Dolin directing.

\* \* \*

"One Dollar's Worth," by O. Henry, will be presented in dramatized form by the National Players over the Pacific Coast Network on Tuesday evening, November 29 from 10 to 11 p. m.

\* \* \*

The Vagabonds of the National Broadcasting Company, roving over the United States in search of adventures among the people of America, will take you with them to the Fireman's Ball on Wednesday, November 30, from 9 to 10 p. m.

\* \* \*

An unusual concert program featuring fairly modern music of a higher type will be heard Thursday, December 1, from 9 to 10 p. m. over the Pacific Coast Network.

\* \* \*

Those who travel the musical path down Memory Lane will find the hour from 9 to 10 p. m., Friday, December 2, the source of many happy recollections.

\* \* \*

The Philco Hour, sponsored by the Philadelphia Storage Battery Company, will be presented to Pacific Coast Network listeners at the usual hour from 9 to 10 p. m. on Saturday, December 3.

## Programs for Next Week

KFRC—DON LEE  
SAN FRANCISCO—454

- Sunday, November 27**  
 12 noon to 1:00 p. m.—Church service.  
 5:00 to 6:00 p. m.—Organ recital.  
 6:00 to 6:30 p. m.—Talk.  
 6:30 to 8:30 p. m.—Mark Hopkins concert orchestra.  
 8:30 to 10:00 p. m.—Walter Krausgrill's Orchestra.  
 10:00 to 12:00 p. m.—KFRC dance orchestra.
- Monday, November 28**  
 7:00 to 8:00 a. m.—Seal Rock program.  
 8:00 to 9:00 a. m.—Musical program.  
 9:00 to 9:10 p. m.—Shopping service.  
 10:00 to 11:00 a. m.—Musical program.  
 11:00 to 11:30 a. m.—Household hints.  
 11:30 to 12:00 noon—Amateur tryouts.  
 12:00 to 1:00 p. m.—Sherman, Clay program.  
 4:30 to 5:15 p. m.—Organ recital.  
 5:15 to 5:45 p. m.—Mac and his gang.  
 5:45 to 6:20 p. m.—Joe Mendel and Pep Band.  
 6:20 to 6:30 p. m.—Stage and screen, police reports.  
 6:30 to 7:00 p. m.—Sports talk.  
 7:00 to 7:30 p. m.—The Cecilians.  
 8:00 to 10:00 p. m.—Blue Monday Jamboree.  
 10:00 to 12:00 p. m.—Dance program.
- Tuesday, November 29**  
 7:00 to 8:00 p. m.—Seal Rock program.  
 8:00 to 9:00 a. m.—Musical program.  
 10:00 to 11:00 a. m.—Musical program.  
 11:00 to 11:30 a. m.—Doings of Dorothy.  
 11:30 a. m. to 12:00 noon—Amateur tryout program.  
 12:00 to 1:00 p. m.—Sherman, Clay concert.  
 4:30 to 5:30 p. m.—Organ recital.  
 5:30 to 6:10 p. m.—Mac and his gang.  
 6:10 to 6:25 p. m.—Stamp collecting.  
 6:25 to 6:30 p. m.—Stage and screen.  
 6:30 to 6:50 p. m.—The Cecilians.  
 6:50 to 7:00 p. m.—Investment talk.  
 7:00 to 7:30 p. m.—The Cecilians.  
 8:00 to 9:00 p. m.—Shell Oil Serenaders.  
 9:00 to 10:00 p. m.—KFRC Dance Orchestra.  
 10:00 to 12:00 p. m.—KFRC Dance Orchestra.
- Wednesday, November 30**  
 7:00 to 8:00 p. m.—Seal Rock program.  
 8:00 to 9:00 a. m.—Musical program.  
 10:00 to 11:00 a. m.—Musical program.  
 11:00 to 11:30 a. m.—Household hints.  
 11:30 to 12:00 noon—Amateur tryout period.  
 12:00 to 1:00 p. m.—Sherman, Clay concert.  
 4:30 to 5:30 p. m.—Organ recital.  
 5:30 to 6:20 p. m.—Mac and his gang.  
 6:20 to 6:30 p. m.—Stage and screen.  
 6:30 to 7:30 p. m.—The Cecilians.  
 8:00 to 9:00 p. m.—Maxwell House Coffee program.  
 9:00 to 10:00 p. m.—KFRC Ensemble and soloists.  
 10:00 to 12:00 p. m.—Dance program.
- Thursday, December 1**  
 7:00 to 8:00 a. m.—Seal Rock program.  
 8:00 to 9:00 a. m.—Musical program.  
 10:00 to 11:00 a. m.—Musical program.  
 11:00 to 11:30 a. m.—Doings of Dorothy.  
 11:30 to 12:00 noon—Amateur tryouts.  
 12:00 to 1:00 p. m.—Sherman, Clay program.  
 4:30 to 5:30 p. m.—Organ recital.  
 5:30 to 6:20 p. m.—Mac and his gang.  
 6:20 to 6:30 p. m.—Stage, Screen, Police reports.  
 6:30 to 7:30 p. m.—The Cecilians.  
 8:00 to 9:00 p. m.—Mona Motor Oil Co.  
 9:00 to 9:45 p. m.—KFRC Movie Club.  
 9:45 to 10:00 p. m.—Airplane flying lesson.  
 10:00 to 11:00 p. m.—Dance orchestra.  
 11:00 to 12:00 p. m.—Balconades Dance Orchestra.
- Friday, December 2**  
 7:00 to 8:00 p. m.—Seal Rock program.  
 8:00 to 9:00 p. m.—Musical program.  
 10:00 to 11:00 a. m.—Musical program.  
 11:00 to 11:30 a. m.—Hints to home-makers.  
 11:30 to 12:00 noon—Amateur tryouts.  
 12:00 to 1:00 p. m.—Sherman, Clay program.  
 3:30 to 4:30 p. m.—Student hour.  
 4:30 to 5:30 p. m.—Organ recital.  
 5:30 to 6:20 p. m.—Mac and his gang.  
 6:20 to 6:30 p. m.—Stage and screen.  
 6:30 to 7:30 p. m.—The Cecilians.  
 8:00 to 9:00 p. m.—Shell Oil Serenaders.  
 9:00 to 10:00 p. m.—Studio program.  
 10:00 to 12:00 p. m.—Dance orchestra.
- Saturday, December 3**  
 7:00 to 8:00 a. m.—Seal Rock program.  
 8:00 to 9:00 p. m.—Musical program.  
 10:00 to 11:00 a. m.—Musical program.  
 11:00 to 11:45 a. m.—Amateur tryouts.  
 11:45 to 12:00 noon—Announcements of Sunday church sermons.  
 12:00 to 1:00 p. m.—Sherman, Clay concert.  
 4:30 to 5:30 p. m.—Organ recital.  
 5:30 to 6:20 p. m.—Mac and his gang.  
 6:20 to 6:30 p. m.—Stage and screen.  
 6:30 to 7:30 p. m.—The Cecilians.  
 8:00 to 12:00 p. m.—Dance program.
- KPO—HALE BROTHERS AND THE CHRONIC  
SAN FRANCISCO—422**
- Sunday, November 27**  
 9:45 to 10:45 a. m.—Church services.  
 6:00 to 6:30 p. m.—States Restaurant orchestra.  
 6:30 to 7:30 p. m.—Symphony orchestra.  
 7:30 to 8:30 p. m.—Organ recital.  
 8:30 to 10:00 p. m.—Fairmont Hotel concert orchestra.

Monday, November 28

6:45, 7:15 and 7:45 a. m.—Health exercises.
8:00 to 9:00 a. m.—Sperry Flour happy hour.
10:30 to 10:45 a. m.—Ye Towne Cryer service.
11:30 to 12:50 p. m.—Kane's Hawaiians.
12 noon—Time signals, Scripture reading.
1:00 to 2:00 p. m.—KPO orchestra.
4:00 to 5:00 p. m.—Studio program.
5:00 to 6:00 p. m.—Children's hour.
6:00 to 6:30 p. m.—Ye Towne Cryer service.
6:30 to 7:30 p. m.—S. & W. concert orchestra.
8:00 to 9:00 p. m.—National Broadcasting Company.
9:00 to 10:00 p. m.—Musical program.
10:00 p. m. to 12 midnight—KPO's variety hour.

Tuesday, November 29

6:45, 7:15 and 7:45 a. m.—Health exercises.
8:00 to 9:00 a. m.—Sperry Flour happy hour.
10:00 to 10:30 a. m.—Domestic economist.
10:30 to 10:45 a. m.—Ye Towne Cryer service.
11:30 to 12:50 p. m.—Kane's Hawaiians.
12 noon—Time signals, Scripture reading.
1:00 to 2:00 p. m.—KPO orchestra.
4:00 to 5:00 p. m.—KPO orchestra.
5:00 to 6:00 p. m.—Children's hour.
6:00 to 6:30 p. m.—Ye Towne Cryer service.
6:30 to 7:30 p. m.—States Restaurant orchestra.
8:00 to 8:30 p. m.—Studio program.
8:30 to 11:00 p. m.—National Broadcasting Company.

Wednesday, November 30

6:45, 7:15 and 7:45 a. m.—Health exercises.
8:00 to 9:00 a. m.—Sperry Flour happy hour.
10:30 to 10:45 a. m.—Ye Towne Cryer service.
10:45 a. m.—Home service talk.
11:30 to 12:50 p. m.—Kane's Hawaiians.
12 noon—Time signals, Scripture reading.
1:00 to 2:00 p. m.—KPO orchestra.
4:00 to 5:00 p. m.—Studio program.
5:00 to 6:00 p. m.—Children's hour.
6:00 to 6:30 p. m.—Ye Towne Cryer service.
6:30 to 7:30 p. m.—S. & W. concert orchestra.
8:00 to 9:00 p. m.—Atwater Kent Artists.
9:00 to 10:00 p. m.—National Broadcasting Company.
10:00 to 11:00 p. m.—States Restaurant Orchestra.

Thursday, December 1

6:45, 7:15 and 7:45 a. m.—Health exercises.
8:00 to 9:00 a. m.—Sperry Flour happy hour.
10:00 to 10:30 a. m.—Domestic economist.
10:30 to 10:45 a. m.—Ye Towne Cryer service.
11:30 to 12:50 p. m.—Kane's Hawaiians.
12 noon—Time signals, Scripture reading.
1:00 to 2:00 p. m.—KPO orchestra.
4:00 to 5:00 p. m.—Studio program.
5:00 to 6:00 p. m.—Children's hour.
6:00 to 6:30 p. m.—Ye Towne Cryer service.
6:30 to 7:00 p. m.—Board of Education.
7:00 to 7:30 p. m.—Book review and sports.
8:00 to 9:00 p. m.—Caswell hour.
9:00 to 10:00 p. m.—National Broadcasting Company.
10:00 to 11:00 p. m.—States Restaurant Orchestra.

Friday, December 2

6:45, 7:15 and 7:45 a. m.—Health exercises.
8:00 to 9:00 a. m.—Sperry Flour happy hour.
10:30 to 10:45 a. m.—Ye Towne Cryer service.
10:45 a. m.—Home service talk.
11:30 a. m. to 12:45 p. m.—Kane's Hawaiians.
12 noon—Time signals, Scripture reading.
12:45 p. m.—Commonwealth luncheon at Palace Hotel.
1:30 to 2:00 p. m.—KPO orchestra.
2:00 to 4:00 p. m.—Weekly Auditions.
4:00 to 5:00 p. m.—KPO orchestra.
5:00 to 6:00 p. m.—Children's hour.
6:00 to 6:30 p. m.—Ye Towne Cryer service.
6:30 to 7:30 p. m.—S. & W. concert orchestra.
8:00 to 9:00 p. m.—Program, the Calpet orchestra.
9:00 to 10:00 p. m.—Abas String Quartet.
10:00 to 11:00 p. m.—KPO Dance Orchestra.

Saturday, December 3

6:45, 7:15 and 7:45 a. m.—Health exercises.
8:00 to 9:00 a. m.—Sperry Flour happy hour.
10:00 to 10:30 a. m.—Domestic economist.
10:30 to 10:45 a. m.—Ye Towne Cryer.
11:30 to 12:50 p. m.—Kane's Hawaiians.
12 noon—Time signals, Scripture reading.
1:00 to 2:00 p. m.—KPO orchestra.
2:00 p. m.—Football.
5:00 to 6:00 p. m.—Children's hour.
6:00 to 6:30 p. m.—Ye Towne Cryer service.
6:30 to 7:00 p. m.—S. & W. concert orchestra.
8:00 to 9:00 p. m.—Program, the Calpet orchestra.
9:00 to 10:00 p. m.—Abas String Quartet.
10:00 to 11:00 p. m.—KPO Dance Orchestra.

KFWI—RADIO ENTERTAINMENTS, INC. SAN FRANCISCO—267

Sunday, November 27

7:50 to 9:00 p. m. Church services.
9:00 to 10:00 p. m. Studio program.
10:00 to 12:00 p. m.—Dance program.

Monday, November 28

8:20 to 10:27 a. m. Breakfast program.
10:27 to 10:30 a. m.—U. S. weather reports.
12:30 to 1:00 a. m.—Fashion hints.
12:00 to 1:00 p. m.—Luncheon program.
1:00 to 1:30 p. m.—Country store.
5:00 to 5:30 p. m.—Concert.
6:00 to 6:50 p. m.—Dinner concert.
6:50 to 7:15 p. m.—Sports talk.
7:15 to 7:30 p. m.—Advertising talk.
8:00 to 8:30 p. m.—Darnelle Sister.
8:30 to 9:00 p. m.—Studio program.
9:00 to 10:00 p. m.—Dance orchestra.
10:00 p. m.—Weather and police reports.
10:03 to 11:00 p. m.—Dance music.

Tuesday, November 29

7:00, 7:30 and 8:00 a. m.—Health exercises.
8:20 to 10:27 a. m.—Breakfast program.
10:27 to 10:30 a. m.—U. S. weather reports.
12:00 to 1:00 p. m.—Concert.
1:00 to 1:30 p. m.—Country store.
1:30 to 2:00 p. m.—Cowell Dein, piano and banjo.
5:00 to 5:30 p. m.—Concert.
5:30 to 6:00 p. m.—Construction reports.
6:00 to 7:00 p. m.—Dinner hour concert.
7:00 to 7:15 p. m.—Sports by Geo. T. Davis.
7:15 to 7:30 p. m.—Art course.
8:00 to 9:00 p. m.—Dance orchestra.
9:00 to 10:00 p. m.—Musical program.
10:00 p. m.—Weather and police reports.
10:03 to 10:30 p. m.—Novelty program.
10:30 to 11:00 p. m.—Lloyd Monroe.

Wednesday, November 30

7:00, 7:30 and 8:00 a. m.—Health exercises.
8:20 to 10:27 a. m.—Breakfast program.
10:27 to 10:30 a. m.—U. S. weather reports.
12:00 to 1:00 p. m.—Luncheon program.
1:00 to 1:30 p. m.—Country store.
5:00 to 5:30 p. m.—Concert.
5:30 to 6:00 p. m.—Construction reports.
6:00 to 7:00 p. m.—Concert.
7:00 to 7:15 p. m.—Sports by Geo. T. Davis.
7:15 to 7:30 p. m.—Studio program.
8:00 to 8:30 p. m.—Madeline Evans.
8:30 to 9:00 p. m.—Paul Harasin.
9:00 to 10:00 p. m.—Studio program.
10:00 p. m.—Weather and police reports.
10:03 to 11:00 p. m.—Clyde Cooper's orchestra.

Thursday, December 1

7:00, 7:30 and 8:00 a. m.—Health exercises.
8:20 to 10:27 a. m.—Breakfast program.
10:27 to 10:30 a. m.—U. S. weather reports.
10:30 to 11:00 a. m.—Fashion hints by Babette.
12:00 to 1:00 p. m.—Luncheon program.
1:00 to 1:30 p. m.—Country store.
5:00 to 5:30 p. m.—Concert.
5:30 to 6:00 p. m.—Construction reports.
6:00 to 7:00 p. m.—Dinner hour program.
7:00 to 7:15 p. m.—Sports by Geo. T. Davis.
7:15 to 7:30 p. m.—Art course.
8:00 to 9:00 p. m.—Studio program.
9:00 to 9:30 p. m.—Novelty program.
9:30 to 10:00 p. m.—Studio program.
10:00 to 11:00 p. m.—KFWI Gypsy band.

Friday, December 2

7:00, 7:30 and 8:00 a. m.—Exercise hour.
8:20 to 10:27 a. m.—Breakfast program.
10:27 to 10:30 a. m.—U. S. weather reports.
12:00 to 1:00 p. m.—Musical luncheon program.
1:00 to 1:30 p. m.—Country store.
5:00 to 5:30 p. m.—Concert.
5:30 to 6:00 p. m.—Construction reports.
6:00 to 7:00 p. m.—Program.
7:00 to 7:15 p. m.—Sports by Geo. T. Davis.
7:15 to 7:30 p. m.—Art course.
8:00 to 9:00 p. m.—Studio program.
9:00 to 10:00 p. m.—Dance program.
10:00 p. m.—Weather and police reports.
10:03 to 10:30 p. m.—Gloria Del Rae
10:30 to 11:00 p. m.—Popular program.

Saturday, December 3

7:00, 7:30 and 8:00 a. m.—Exercise hour.
8:20 to 10:27 a. m.—Musical breakfast program.
10:27 to 10:30 a. m.—U. S. weather reports.
5:00 to 5:30 p. m.—Concert.
5:30 to 6:00 p. m.—Construction reports.
6:00 to 7:00 p. m.—Dinner hour concert.
7:00 to 7:30 p. m.—Election talk.
8:00 to 9:00 p. m.—Athens Alexandroff, soprano.
9:00 to 10:00 p. m.—Harriet Lewis.
10:00 to 12:30 p. m.—KFWI surprise party.

KJBS—JULIUS BRUNTON & SONS SAN FRANCISCO—220

Sunday, November 27

1:30 to 3:30 p. m.—Instrument and vocal selections.
3:30 to 5:00 p. m.—Dance music.
Monday, November 28
9:00 to 12:00 p. m.—Instrument and vocal selections.
1:30 to 3:00 p. m.—Instrument and vocal selections.
3:00 to 4:00 p. m.—Letterman Hospital program.
4:00 to 5:00 p. m.—Instrument and vocal selections.
8:00 to 9:00 p. m.—Instrument and vocal selections.
9:00 to 11:00 p. m.—Studio program.

Tuesday, November 29

9:00 to 12:00 a. m.—Instrument and vocal selections.
1:30 to 2:00 p. m.—Instrument and vocal selections.
2:00 to 3:00 p. m.—Studio Sheridan Williams, tenor.
3:00 to 5:00 p. m.—Instrument and vocal selections.
8:00 to 9:00 p. m.—Orthophonic selections.
9:00 to 11:00 p. m.—Coco-Nut Club meeting.

Wednesday, November 30

9:00 to 12:00 a. m.—Instrument and vocal selections.
1:30 to 5:00 p. m.—Instrument and vocal selections.
8:00 to 10:00 p. m.—Orthophonic recital.

Thursday, December 1

9:00 to 12:00 a. m.—Instrument and vocal selections.
1:30 to 5:00 p. m.—Instrument and vocal selections.
8:00 to 10:00 p. m.—Music lovers' program.

Friday, December 2

9:00 to 12:00 a. m.—Instrument and vocal selections.
1:30 to 5:00 p. m.—Instrument and vocal selections.
8:00 to 9:30 p. m.—Dance music.
9:30 to 11:00 p. m.—Studio program.

Saturday, December 3

9:00 to 12:00 a. m.—Instrument and vocal selections.
1:30 to 5:00 p. m.—Instrument and vocal selections.

KLX—OAKLAND TRIBUNE OAKLAND—508

Monday, November 28

10:00 to 11:30 a. m.—Economics hour.
11:30 to 1 p. m.—Luncheon concert.
1:00 to 1:30 p. m.—Special program.

5:30 to 6:30 p. m.—Brother Bob's club.
6:30 to 7:00 p. m.—Dinner concert.
7:00 to 7:30 p. m.—News broadcast.
8:00 to 9:00 p. m.—Special program.
9:00 to 10:00 p. m.—Weekly meeting of Lake Merritt Ducks.

Tuesday, November 29

10:00 to 11:30 a. m.—Economics hour.
11:30 to 1:00 p. m.—Luncheon concert.
1:00 to 1:30 p. m.—Special program.
6:30 to 6:30 p. m.—Brother Bob's club.
6:30 to 7:00 p. m.—Dinner concert.
7:00 to 7:30 p. m.—News broadcast.
8:00 to 10:00 p. m.—Variety hour.

Wednesday, November 30

10:00 to 11:30 a. m.—Economics hour.
11:30 to 1:00 p. m.—Luncheon concert.
1:00 to 1:30 p. m.—Special program.
5:30 to 6:30 p. m.—Dinner concert.
7:00 to 7:30 p. m.—News broadcast.
8:00 to 9:00 p. m.—Educational program.
9:00 to 10:00 p. m.—Variety hour.

Thursday, December 1

10:00 to 11:30 a. m.—Economics hour.
11:30 to 1:00 p. m.—Luncheon concert.
1:00 to 1:30 p. m.—Special program.
4:30 to 5:30 p. m.—Richards' Hawaiians.
5:30 to 6:30 p. m.—Brother Bob's club.
6:30 to 7:00 p. m.—Dinner concert.
7:00 to 7:30 p. m.—News broadcast.
8:00 to 10:00 p. m.—Variety hour.

Friday, December 2

10:00 to 11:30 a. m.—Economics hour.
11:30 to 1:00 p. m.—Luncheon concert.
1:00 to 1:30 p. m.—Special program.
4:30 to 5:30 p. m.—Richards' Hawaiians.
5:30 to 6:30 p. m.—Brother Bob's club.
6:30 to 7:00 p. m.—Dinner concert.
7:00 to 7:30 p. m.—News broadcast.
8:00 to 9:00 p. m.—Variety hour.
9:00 to 10:00 p. m.—Athens Athletic Club Orchestra.

Saturday, December 3

10:00 to 11:30 a. m.—Economics hour.
11:30 to 1:00 p. m.—Luncheon concert.
1:00 to 1:30 p. m.—Special program.
4:30 to 5:30 p. m.—Richards' Hawaiians.
6:30 to 7:00 p. m.—Dinner concert.
7:00 to 7:30 p. m.—News broadcast.
8:00 to 10:00 p. m.—Variety hour.

KGQ—GENERAL ELECTRIC OAKLAND—394

Sunday, November 27

11:00 a. m.—Church service.
5:30 to 7:30 p. m.—N. B. C. program.
7:30 p. m.—Weather report.
7:35 to 9:00 p. m.—Church service.
9:00 to 10:00 p. m.—National Broadcasting Company.

Monday, November 28

11:30 a. m. to 1:00 p. m.—Hotel Leamington concert.
12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.
3:50 to 4:00 p. m.—Women's Clubs.
4:00 to 6:00 p. m.—St. Francis Orchestra.
5:30 to 6:00 p. m.—KGQ Kiddies' Club.
6:00 to 6:45 p. m.—Dance orchestra.
6:45 p. m.—"What's Happening in the World."
7:05, weather; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).

8:00 to 9:00 p. m.—National Broadcasting Company.
9:00 to 9:20 p. m.—"Chats About New Books."

Tuesday, November 29

11:30 to 1:00 p. m. Hotel Leamington concert.
12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.
6:00 to 6:55 p. m.—Dinner concert.
6:55, news; 7:03, weather; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).
8:00 to 9:30 p. m.—H. M. and J. P. entertain.
8:00 to 11:00 p. m.—National Broadcasting Company.

(Continued on Page 16)

FOR BETTER RADIO RECEPTION WILLARD POWER UNITS Hear the Difference YOUR RADIO DEALER'S BAY SALES CO. 1384 Bush St. San Francisco

Wednesday, November 30

11:30 to 1:00 p. m.—Hotel Leamington concert.  
12:30, weather; 1:00, weather; 1:03, S. F. stocks;  
1:08 N. Y. stocks.  
6:00 to 6:30 p. m.—Dinner concert.  
6:30, weather.  
6:35 to 7:30 p. m.—Farm program.  
8:00 to 9:00 p. m.—Vaudeville.  
9:00 to 10:00 p. m.—National Broadcasting Company.  
10:00 to 11:00 p. m.—St. Francis Dance Orchestra.

Thursday, December 1

11:30 to 1:00 p. m.—Hotel Leamington concert.  
12:30, weather; 1:00, weather; 1:03, S. F. stocks;  
1:08, N. Y. stocks.  
5:00 to 5:15 p. m.—Mental Measurements.  
5:15 to 6:00 p. m.—"Friend to Boys."  
6:00 to 6:55 p. m.—Dinner concert.  
6:55 p. m.—News; 7:05, weather; 7:08, S. F. produce,  
grain, cotton; 7:16, S. F. stocks (closing); 7:23,  
N. Y. stocks (closing).  
8:00 to 9:00 p. m.—The Pilgrims.  
9:00 to 10:00 p. m.—National Broadcasting Company.  
10:00 to 11:00 p. m.—St. Francis Dance Orchestra.

Friday, December 2

11:30 a. m. to 1:00 p. m.—Hotel Leamington concert.  
12:30, weather; 1:00, weather; 1:03, S. F. stocks;  
1:08, N. Y. stocks.  
5:30 p. m.—Wise man from the Land-O-Health.  
6:00 to 6:45 p. m.—Dinner concert program.  
6:45 to 6:55 p. m.—"Weekly Financial Review."  
6:55, news; 7:05, weather; 7:08, S. F. produce, grain,  
cotton; 7:16, S. F. stocks (closing); 7:23, N. Y.  
stocks (closing).  
8:00 to 9:00 p. m.—Program by KGO Quartette.  
9:00 to 10:00 p. m.—National Broadcasting Company.  
10:00 to 11:00 p. m.—Dance music.

Saturday, December 3

11:30 a. m. to 1:00 p. m.—Hotel Leamington concert.  
12:30, weather; 1:00, weather; 1:03, S. F. stocks;  
1:08, N. Y. stocks.  
6:00 to 7:00 p. m.—Dinner concert.  
7:00 to 7:15 p. m.—Weather, news.  
7:15 to 7:30 p. m.—Weekly sport review.  
8:00 to 11:00 p. m.—National Broadcasting Company.  
11:00 to 12:00 p. m.—Dance music.

KFI—EARLE C. ANTHONY, INC  
LOS ANGELES—468

Sunday, November 27

10:00 a. m.—Morning services.  
5:30 p. m.—National Broadcasting Company.  
6:30 p. m.—National Broadcasting Company.  
7:35 p. m.—Bob Buckner and Orchestra.  
8:00 p. m.—Aeolian organ recital.  
9:00 p. m.—National Broadcasting Company.  
10:00 p. m.—Packard Orchestra.

Monday, November 28

5:30 p. m.—Glenn Edmund's orchestra.  
6:15 p. m.—Radiatorial.  
6:30 p. m.—Gamut male quartet.  
7:00 p. m.—Gene Johnston's Music Box hour.  
8:00 p. m.—National Broadcasting Company.  
9:00 p. m.—Semi-classical hour.  
10:00 p. m.—Packard Eight Orchestra.

Tuesday, November 29

5:30 p. m.—The Dragon Hawaiians.  
6:00 p. m.—Florence Sanger.  
6:15 p. m.—Music chat.  
6:30 p. m.—Mary Rosetti and Don Parker.  
7:00 p. m.—L. A. Fire Dept.  
8:00 p. m.—Piano recital.  
8:30 p. m.—National Broadcasting Company.  
9:00 p. m.—National Broadcasting Company.  
10:00 p. m.—National Broadcasting Co.

Wednesday, November 30

10:45 to 11:05 a. m.—Gold Medal Talks.  
5:30 p. m.—Sebastians Cotton Club Orchestra.  
6:15 p. m.—Radiatorial period.  
6:30 p. m.—Hal Chasnoff's orchestra.  
7:00 p. m.—Dare Sisters.  
7:30 p. m.—Nick Harris detective stories.  
8:00 p. m.—Calpet Orchestra.  
9:00 p. m.—National Broadcasting Company.  
10:00 p. m.—Nellie C. Mills, violinist.

Thursday, December 1

5:30 p. m.—Elkin's and Hite's Dixieland Orchestra.  
6:15 p. m.—Radiatorial period.  
6:30 p. m.—Henry Starr.  
7:00 p. m.—Program by the University of Southern  
California.  
8:00 p. m.—Drama program.  
9:00 p. m.—National Broadcasting Company.  
10:00 p. m.—Program of modern classical music.

Friday, December 2

10:45 to 11:05 a. m.—Gold Medal Talks.  
5:30 p. m.—Eugene Biscailuz program.  
6:00 p. m.—Florence Sanger.  
6:15 p. m.—Radiatorial period.  
6:30 p. m.—Vest Pocket period.  
7:00 p. m.—Program by Paul Roberts.  
7:30 p. m.—Classical school program.  
8:30 p. m.—Boris Myronoff, pianist.  
9:00 p. m.—National Broadcasting Company.  
10:00 p. m.—Ira D. Morgan.

Saturday, December 3

2:00 p. m.—Football.  
5:30 p. m.—Strangers Social Club Orchestra.  
6:15 p. m.—Radiatorial period.  
6:30 p. m.—Vest Pocket period.  
7:00 p. m.—Felipe Delgado, Spanish Baritone.  
8:00 p. m.—National Broadcasting Company.  
9:00 p. m.—N. B. C. program.  
10:00 p. m.—Packard program.  
11:00 p. m.—KFI Midnight Frolic.

KJR—NORTHWEST RADIO CO.  
SEATTLE—348

Sunday, November 27

7:30 to 9:30 p. m.—Evening services.  
9:30 to 10:30 p. m.—Concert orchestra.

Monday, November 28

6:00 to 6:30 p. m.—Time signals, sport news.  
6:30 to 7:30 p. m.—Dinner concert.  
7:30 to 10:00 p. m.—Studio program.  
10:00 p. m.—Time signals.  
10:00 to 12:00 p. m.—Dance music.  
Tuesday, November 29  
6:30 to 7:30 p. m.—Dinner concert.  
7:30 to 10:00 p. m.—Studio program.  
10:00 p. m.—Time signals.  
10:00 to 12:00 p. m.—Vic Meyers' dance orchestra.

Wednesday, November 30

6:30 to 7:30 p. m.—Dinner concert.  
7:30 to 10:00 p. m.—Studio program.  
10:00 p. m.—Time signals.  
10:00 to 12:00 p. m.—Dance music.  
Thursday, December 1  
6:30 to 7:30 p. m.—Dinner concert.  
7:30 to 10:00 p. m.—Studio program.  
9:00 to 10:00 p. m.—Concert orchestra.  
10:00 p. m.—Time signals.  
10:00 to 12:00 p. m.—Dance music.

Friday, December 2

6:30 to 7:30 p. m.—Dinner concert.  
7:30 to 8:00 p. m.—Studio program.  
8:00 to 9:00 p. m.—Instrumental trio.  
9:00 to 10:00 p. m.—Studio program.  
10:00 p. m.—Time signals.  
10:00 to 12:00 p. m.—Vic Meyers' dance orchestra.  
Saturday, December 3  
6:00 to 6:30 p. m.—Sport news, News Items.  
6:30 to 7:30 p. m.—Dinner concert.  
7:30 to 10:00 p. m.—Studio program.  
10:00 p. m.—Time signals.  
10:00 to 12:00 p. m.—Vic Meyers Dance Orchestra.  
KGW—MORNING OREGONIAN  
PORTLAND—491.5

Sunday, November 27

7:30 to 9:00 p. m.—Studio program.  
9:00 to 10:00 p. m.—N. B. C. program.  
10:00 to 11:00 p. m.—Little Symphony orchestra.

Monday, November 28

6:00 to 7:00 p. m.—Dinner concert.  
7:00 to 7:30 p. m.—Concert orchestra.  
7:30 to 8:00 p. m.—Talk.  
8:00 to 9:00 p. m.—N. B. C. program.  
9:00 to 10:00 p. m.—Venetian hour.  
10:00 to 11:00 p. m.—Dance music.

Tuesday, November 29

6:00 to 7:00 p. m.—Dinner concert.  
7:00 to 7:30 p. m.—Xmas program.  
7:30 to 8:00 p. m.—Book review and talk.  
8:00 to 8:30 p. m.—Sealy Dance program.  
8:30 to 11:00 p. m.—N. B. C. program.

Wednesday, November 30

6:00 to 7:30 p. m.—Concert orchestra.  
7:30 to 8:00 p. m.—Lecture.  
8:00 to 9:00 p. m.—Concert.  
9:00 to 10:00 p. m.—N. B. C. Program.

Thursday, December 1

6:00 to 7:00 p. m.—Dinner concert.  
7:30 to 7:40 p. m.—Utility service.  
7:40 to 8:00 p. m.—Flower girls.  
8:00 to 9:00 p. m.—Concert.  
9:00 to 10:00 p. m.—N. B. C. program.  
10:00 to 12:00 p. m.—Dance music.  
Friday, December 2  
6:00 to 7:00 p. m.—Dinner concert.  
7:00 to 7:30 p. m.—Program.  
7:30 to 8:00 p. m.—Utility service and talk.  
8:00 to 9:00 p. m.—Concert.  
9:00 to 10:00 p. m.—N. B. C. Program.  
10:00 to 10:30 p. m.—N. B. C. Concert.  
10:30 to 12:00 p. m.—Keep Growing Wiser Order of  
Hoot Owls.

Saturday, December 3

6:00 to 7:00 p. m.—Dinner concert.  
7:00 to 8:00 p. m.—Concert.  
8:00 to 11:00 p. m.—National Broadcasting Company.  
11:00 to 12:00 p. m.—Dance music.

Club Land

(Continued from Page 5)

Native Sons and Daughters

The Native Sons and Daughters of California staged a benefit pageant and ball on Thanksgiving Eve, November 23, at the Civic Auditorium for the benefit of their charitable work in providing funds for their fund devoted to the finding of a home for abandoned children in California. This work is non-sectarian with no distinction made in regard to color, nationality or creed.

This work was started over seventeen years ago under the leadership of the late Fairfax Whelan. Fifteen hundred applications for children are constantly on file with the central

committee. This work is licensed and endorsed by the State of California Department of Public Welfare.

\* \* \*

Personnel of  
Various Committees

The various institutions on the central committee are represented by Henry G. W. Dinkelspiel, Lucius Solomons, Charles Murdock, Rev. Patrick Moriarity. The Joint San Francisco Parlors, Native Sons and Daughters of the Golden West, are represented by James L. Foley, chairman, Walter P. Garfield, John T. Regan, James A. Wilson, Dr. Frank Gonzalez, Harry Gaetjen, Chas. A. Koenig, Harmon Skellen, Charles Wolters, Joseph Rose, Judge James Conlan, Charles Powers, I. M. Peckham; Mesdames Wm. H. Urmy, secretary, Bessie Peters, Helen Mann, May R. Barry, Mae L. Edwards, Mae Shap, Mae Himes Noonan, Millie Rock, Emma Gummer O'Donnell, Theresa O'Brien, Elizabeth Tietjen; Misses Eleanor Teeling, Lillian Troy, Anna Johnson, Bertha Mauser, Mildred Springer, Evelyn Wallace Dorothea Thiele, Myrle Ross, Mary Deasy.

\* \* \*

Action taken by the Santa Cruz Gun Club and other sportsmen's organizations in placing a ban on afternoon duck shooting is going to result in improving shooting conditions in years to come and incidentally put a stop to market hunters on the part of poachers who in the wide open, unprotected marshes shoot morning noon and night.

\* \* \*

Ladies Auxiliary

Whenever the Ladies Auxiliary of the California Grays stage an event it is always certain to command special attention in appointments and in all its charming presentations. Happy reunion was the motif of the one given not long ago at the Fairmont. Those present were Mesdames Clarence Branksup, A. Krenzberger, A. Gustafson, Eric Hadison, E. DeGraff Nettie Buchanan, Norman Davidson Robert Gray, G. Nelson, V. Guise, Ellen Buckman, Seth Butler, M. Faber A. Junker, T. Simmie, L. Wise, Stanley Kulp, R. Dudan, H. Irvine, A. Gerlach.

\* \* \*

Bridge Luncheon

Mrs. Morris Oppenheim presided as hostess at a bridge luncheon at the Fairmont just a short time ago, having at her beautifully decorated table of large chrysanthemums the following guests: Mesdames Hugh McKevitt, George Carson, J. K. Friedberger, Sol Lichenstein, D. Kay, J. Mulville, T. Heilbron, Rothenberg E. Kasper, J. Mulville, N. Tobiss, Rita Nathan, L. Nelson.

**Society**

(Continued from Page 4)

ast year, Miss Helen Foster was in the bridal party. The bridesmaids will be Miss Dolly Payne, Miss Geraldine Farrar of Los Angeles, Mrs. Charles Fleishman of Los Angeles and Mrs. Chester Shepard.

Mr. James Shelton of Los Angeles will be the best man. The ushers will be Mr. Walter Blair Foster and Mr. Arthur Kachel, Mr. Robert Paulson and Mr. Colin Simpson, all of Los Angeles.

\* \* \*

**Dinner Party**

Mr. Edward Vere Saunders was host at an elaborately appointed dinner on Wednesday evening, entertaining a number of friends in honor of Mr. and Mrs. Thomas Kennedy. The dinner was given in the Empire room at the Fairmont Hotel. Orchid and pink were chosen as the color scheme, the table having an overcloth of orchid satin.

A filigreed bronze mirror in the center of the table held a magnificent candelabra, with a base filled with flowers of perfect blending, from this rose tall orchid tapers, and garlands of flowers caught in the center piece extended about the table in graceful fashion, circling fancy bronze holders banked with solid carnations, shading from light pink to deep crimson. On either end of the table crystal candelabra held lavender candles which cast a subdued glow on the diners. The favors, Dutch boys for the ladies and girls for the men, held the place cards.

During the evening cards were enjoyed.

Those assembled included, besides the guests of honor were: Mr. and Mrs. Prentiss Cobb Hale, Mr. and Mrs. Marshall Hale, Mr. and Mrs. Charles H. Holbrook Jr., Mr. and Mrs. Horace W. Morgan, Mr. and Mrs. William Cannon, Mr. and Mrs. August Virden, Mr. and Mrs. William T. Sesnon, Mr. and Mrs. W. D. Fennimore, Miss Maye Colburn, Mr. and Mrs. Nelson Shaw, Mrs. Charles Virden, Mr. William W. Abbott.

\* \* \*

**Noted Visitors**

Lord and Lady Shandon, whose home is on the Isle of Wight, off the coast of Ireland, are registered at the Hotel Whitcomb for a month's stay in San Francisco. During the period of the war Lord Shandon was Chancellor of Ireland.

This is the first visit of the couple to America and they are being considerably entertained by relatives in this section of the country. Lord and Lady Shandon made the trip to

America by way of the Panama Canal, going as far north by boat as Vancouver, before returning to California.

\* \* \*

**Pretty Wedding**

The marriage of Miss Pablita Marie Stempel to Edward Francis Dougherty was solemnized on Wednesday morning at the Mission Dolores Church, Reverend C. Kennedy officiating.

The attendants were Miss Frances Dougherty, Miss Francis Lane, Miss Margaret Leavy, Miss Helen Stempel, Milton Griffin was best man and Messrs. Edward Hannon and Fred Smith and Dr. T. Killen, were the ushers.

The bride wore a dress of princess satin and tulle, trimmed pearls and a veil of tulle and lace, and carried a bouquet of gardenias and lilies of the valley.

Following the wedding ceremony, the bridal party, the immediate relatives and friends of the two families, were entertained at a breakfast in the Italian room of the Hotel Whitcomb.

\* \* \*

Mr. and Mrs. C. E. Cumberson have returned to the city, after closing their summer home at Clear Lake and have taken quarters at the Women's building. Mr. and Mrs. Cumberson plan to spend the entire winter in the city, instead of going to Honolulu for the season, as has been their custom for some years.

\* \* \*

**Visiting Native Daughter**

Mrs. Lloyd Osbourne, native daughter of Santa Clara Valley and wife of the author-collaborator of "The Strong Box," "The Wrecker," "Ebb-Tide" and other works of Robert Louis Stevenson, is a guest this week at the Clift Hotel and has been joined by her parents, Mr. and Mrs. Robert Head of Gilroy, for a short visit.

Mr. Osbourne is the step-son of Stevenson and is the author of many works. He was born in San Francisco and at one time was the United States vice consul general at Samoa.

**Del Monte Sport Notes**

Exchange Club golfers of central California will gather at Monterey Peninsula Country Club for an 18-hole medal play tournament on Sunday, November 27. Invitations have been extended to all the Exchange Clubs in Central California by the Monterey Peninsula Club, and trophies will be awarded to both teams and individuals for low gross and low net.

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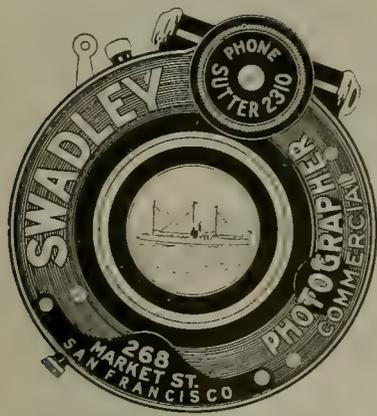
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**PHOTOGRAPHS**  
*Live Forever*

**Pleasure's Wand**

(Continued from Page 7)

**St. Francis**

Raymond Hatton and Wallace Beery win the war in "Now We're in the Air," at the St. Francis theater.

Louise Brooks is two heroines. This is one picture in which Beery and Hatton are allowed to triumph with the pretty girl of the story. Each has a bride at the close, one a French and one a German maiden. They are twin sisters, both bearing an enchanting resemblance to Louise Brooks.

\* \* \*

**California**

Charlie Murray and Fred Kelsey, the Garrity and Mulligan of "The Gorilla," which the California is screening, are what is known in professional circles as troupers.

Murray started the public laughing from the vaudeville stage, in the team of Murray and Mack. He is one of the most sought after comedians in Hollywood, and to say that he is popular with the fans can be emphasized by pointing to the vast number of pictures he has appeared in during the last three years.

\* \* \*

**Imperial**

"The General," is the next attraction at the Imperial theater.

Buster Keaton is responsible for the comedy spectacle, a humorous story of the Civil War that took nearly a year to make, cost a fortune, utilized the services of thousands of people and necessitated the purchase of three locomotives and scores of cars. The story deals with the lighter chapters of the struggle between the states.

\* \* \*

**Embassy**

Al Jolson heads the program of Vitaphone entertainment seen and heard at the Embassy theater, Market street near Seventh, which opened Thanksgiving Day.

The famous minstrel musical comedy star and Vitaphone artist appears in a plantation setting and is heard singing "April Showers," "Rockabye Your Baby" and "When the Red Red Robin Comes Bob Bob Bobbin' Along."

On the silent screen is "Slightly Used," a comedy picturing the embarrassing predicament of a girl who poses as married to a man she has never met. May McAvoy is the girl, Conrad Nagel is the man who is married in name only. Other players are Robert Agnew, Audrey Ferris, new baby star, Anders Randolph and Eugenie Besserer.

(Continued on Page 20)

**Get-Together Dinner  
 La Grande & White's Laundry Co.**

The Hotel Whitcomb was the scene on November 2nd, of the quarterly get-together dinner of the sales force of the La Grande & White's Laundry Company. The banquet was a splendid success, from the time the toastmaster, President Charles P. Cain made the initial remarks, down to the latest minute when some of the married guests surreptitiously left for home. The \$6,000,000 advertising campaign of the National Laundry Owners' Association was the chief topic of conversation of the evening, and elicited much enthusiasm whenever mentioned. On every occasion, the members of the meeting voiced their determination to make this campaign a success, not only as individuals, but for the industry as a whole.

**Onto His Job—Wanted—Experienced dairy foreman who is capable of producing grade A milk.—Ad in the Houston Post-Dispatch.**

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KNOW ALL MEN BY THESE PRESENTS: That we, the undersigned, Frances C. Gregory and Mary Meisinger, do hereby certify: That we are copartners transacting business under the firm name and style of TUNNEL BOOK SHOP AND CIRCULATING LIBRARY; that the principal place of business of said copartnership is situated at 415 Stockton Street, in the City and County of San Francisco, State of California, and that the names in full of all the members of said copartnership and their respective places of residence are as follows:

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Mary Meisinger, 910 Green Street, San Francisco, California.

IN WITNESS WHEREOF, we have hereunto set our hands and seals this 28th day of October, 1927.

FRANCES C. GREGORY  
 MARY MEISINGER

State of California,  
 City and County of San Francisco, ss.

On this 28th day of October, 1927, before me, Flora Hall, a Notary Public in and for the City and County of San Francisco, State of California, duly commissioned and sworn, residing therein, personally appeared Frances C. Gregory and Mary Meisinger, known to me to be the persons whose names are subscribed to the within instrument and they acknowledged to me that they executed the same.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day and year in this certificate last above written.

(SEAL) FLORA HALL.

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# From One Thing to Another

By Eleanore F. Ross

## Indifference in Board of Public Works

San Francisco, as compared to other great municipalities of the United States, is a clean city. One looks from the windows of downtown offices, or from homes in the residential districts, and finds very little in the way of dirt or disorder to distract the eye. Especially is this so, of our business streets. Visitors remark the general tidiness of our city: "You can wear a white collar all day, and not have to rush home at noon to change, or keep on hand extra collars or shirts," said a tourist from Cleveland the other day to me; "neither do you discover blotches of soot on your countenance every time you look in the mirror. You have a clean city, you know. The streets and gutters are seldom anything but well swept."

The casual observer may say this, but take a stroll into some of our apartment house sections, and realize how they give the lie to this statement. The first heavy rain means clogged sewers, and regular lakes at the corners of some of our crossings; certain obscure and out of the way streets are untidy, and full of papers, most of the time; empty lots are turned into junk and garbage receivers; and the property owners and tenants endure unnecessary evils in the way of ugly and overloaded telegraph poles, board fences and signs.

There is, for instance, a hideous board fence which is nothing but an eye-sore to those living near by, on a little one block street in the vicinity of Russian Hill. The owner at one time allowed the lot on which the fence stands, to be used as a garage for some men in the neighborhood, and these men erected the atrocity in question. Shortly afterwards, they moved from the street and left the fence still standing, and it is now plastered with unsightly real estate signs, to add to its ugliness. The fence serves no purpose, for the so-called gate swings on its hinges, and the boys in the neighborhood use the lot as a ball field. This has been called to the attention of the Board of Public Works, who in turn referred the complaint to some other city department, and some official viewed the fence, went away, and was never heard from again, after imparting the information that the only thing to do was to go to the owner of the lot. The real estate firm refused to give the owner's name, so the fence still stands, a hideous blot on a little street that otherwise might not be so abso-

lutely hopeless in the way of looks. Many instances of this kind tend to give our city an unsightly, if not positively ugly appearance, and it would seem strange that there is not some civic authority who can order the removal of this inclosure.

## Modern (?) Art

Henry Matisse, regarded as one of France's greatest living painters and winner of first honors at this year's Carnegie International Exhibition at Pittsburgh, believes that the "crazy" period of painting which for the past twenty years or so amused, puzzled and infuriated the general public, has come to a close.

Matisse was an imitator of the Cezanne - Van Gogh - Gauguin school, which was at its zenith around the year 1868, and which is responsible for the "crazy" or "modernistic" painting mentioned. Matisse's commentary on the art of which he was a follower, is significant. Certain artists must have a lot of fun befuddling the public; wielding the brush in an ironic mood, bringing art down to the level of their own particular whimsies; debauching instead of idealizing it, and then "explaining" their daubs to a bewildered audience, which is unable to visualize or think for itself!

\* \* \*

## "Prohibition" Increases Mortality Rate

A life insurance company must of necessity be an absolutely disinterested observer, as regards certain "reforms." The statistics sent out from such organizations surely cannot be prejudiced or influenced by anything but the cold facts of a case. Therefore, when we read what the Metropolitan Life Insurance Company says anent the ever-present problem of "prohibition" we cannot waive its statements as "subsidized" or biased. In part we quote:

"The increasing mortality among adult, middle-aged men from pneumonia, accidents, heart disease, kidney involvements and especially from alcoholism and cirrhosis of the liver is entirely consistent with the observations that widespread indulgence in alcoholic beverages by men has continued during the prohibition period. Prohibition has not been effective in reducing the mortality of males, and this has been especially the case in cities."

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## Pleasure's Wand

(Continued from Page 18)

## Golden Gate

Marietta, dancing sensation, and her company of ten, is one of four headline attractions on the bill next week at the Golden Gate theater. The act is a colorful revue of dance, song and novelty, created and staged by Jack Laughlin, producer of presentations at the Carthay Circle Theater, Los Angeles. Marietta was starred in the prologue in "Seventh Heaven," at the Carthay Circle. She made her professional debut there, and her present engagement over the Orpheum Circuit is her first away from Los Angeles.

Russ Brown and Jean Whitaker, another of the featured acts, have a verbal sparring match called "A Laugh or Two." Harry Waiman and his debutantes offer a program of both jazz and classical music.

Harold Yates and Cooper Lawley, Victor recording artists, are songsters de luxe, who will give a program of their latest recordings. Jonny Hyman, vaudeville author, will appear in a monologue of his own writing. The remaining place on the bill is filled by Fortunello and Cirillino, Italian clowns, in a skit which is called "The Happy Hooligans."

The feature photoplay will have Julia Faye, Kenneth Thomson, Rudolph Schildkraut, and May Robson in the screen adaption of Irvin Cobb's "Turkish Delight." It is a new type of story which carries you from a dingy rug shop in New York to the tinsel and glitter of a Turkish harem packed with beautiful women, and punctuated with a thousand laughs.

## Other Worlds Than Ours

## Island Universes

In a lecture last Monday night before the Astronomical Society of the Pacific, in the auditorium of the Pacific Gas and Electric Company, Dr. William F. Meyer, associate professor of astronomy in the University of California, described our universe as consisting of at least a billion stars, all of them suns like our own. But outside of this universe and at vast distances are the spiral nebulae, faint, cloud-like patches, that have recently been shown to be other universes, designated as island universes, similar in composition and comparable in size with our own universe.

These universes are moving with enormous speeds, from 400 to 1100 miles a second; and to an observer on any one of them, our own universe would appear as a spiral nebula, very much as his universe looks to us.

The final lecture of the series, on the "Night Sky of Winter," will be given by Dr. Meyer on December 19. In this lecture, he will review the subject matter of the general series, "From Atom to Island Universe," and will illustrate its various phases by objects that are visible in the heavens at this season of the year.

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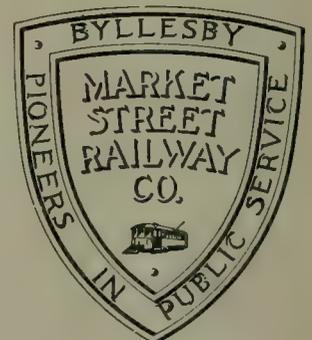
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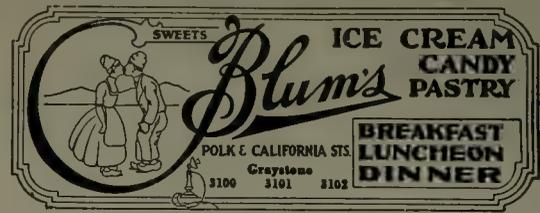
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**NEWS LETTER**  
ESTABLISHED JULY 20, 1856  
PUBLISHED WEEKLY  
BY FREDERICK MARRIOTT, JR.  
30 CORNHILL, E. C., LONDON, ENGLAND



Devoted to the Leading Interests of California and the Pacific Coast

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SAN FRANCISCO, CALIF., DECEMBER 3, 1927

No. 49

# Travel Tid-Bits

A GREAT GALLEON OF TODAY

By Ernest F. Rixon

When the galleons of Old Spain bowled gaily along in fair weather on the blue Caribbean, the made a brave show. Bright banners waved above the gilded carving of their high stern galleries, and the arms of their king were blazoned in colors and gold upon their sails. Treasure was the object of their voyages, for they went annually to Darien to bring back the tribute of the Incas.

Romance and Adventure sailed with the galleons—but not Comfort. They were the sport of wind and tide. In their living quarters a man might not stand erect. In bad weather the air below decks was foul. Fare often was scant and poor and fresh water scarce and bad. Nor could galleon's master sail where he would, for in his path to the South Sea, whence came his cargoes, rose the high bar of the mountainous Isthmus. Across this rough land were brought on the backs of men and beasts from Panama City the gold, silver and goods from distant Peru; and once these were loaded, the galleon was fain to turn about for the slow, hard homeward voyage to Spain, with never a sight of the fabulous Pacific.

Four hundred years of progress lie between those brave and futile days of Spain's early treasure ships in the Caribbean, and the greatest of modern vessels destined to plough those same azure waters—the electrically driven steamship California. Swiftly and surely this splendid craft lays her accustomed course in the wake of the galleons and by a modern miracle traverses the ancient barrier of Darien—in the flowing road of the Panama Canal.

Comfort and Utility take precedence over Romance and Adventure on the great galleon of today. In her capacious holds will be transported cargoes from richer sources than the mines of Peru—America's factories and farms. Her passengers will spend their days and nights at sea in restful ease, surrounded by every luxury that could be obtained on shore, and will arrive at their destinations refreshed and stimulated, after one of the world's finest sea voyages, on one of the world's finest ships.

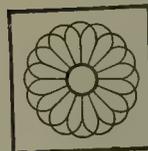
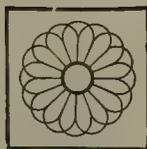
Early American mansions furnished the inspiration for the decoration of the California's public rooms. The keynote of the style employed is struck in the dining saloon, which combines with the classic forces of Georgian design an effect in coloring that is notably bright and cheerful. In a dome, or recess, over the center of the room, mirrors are introduced, that create an illusion of space and distance, and before each is a wrought iron rail, as on a balcony.

The ports in the ship's sides are concealed by leaded glass windows, having hangings of glazed chintz, in bright designs of flowers and fruits. Chairs of Cuban mahogany are upholstered in grayish-blue mohair. The floor covering is rubber tiles, in alternate squares of cream white, grayish-black and salmon, with border of black and green. Electric fixtures include many tall, old silver candelabra, standing in coves or niches. A long sideboard, and a serving buffet, are in mahogany with ebony carvings.

The social center of the ship, the lounge, on "A" deck, combines the features of a living-room and ballroom. Its dimensions are 46 by 50 feet, and its floor space in excess of that of an ordinary dwelling. Outstanding architectural features are wide bay windows, admitting abundant light, and a stage for use in concerts and dances. In the center of the room a floor space, 16 by 16 feet, is kept clear for dancing; but as the entire room has parquet flooring, the big Saxony rugs can be readily taken up, and the whole used as a ballroom. The walls of the lounge are in warm French gray, divided by pilasters with carved caps. Hangings are of colorful Colonial linens. The ceiling is paneled in wood, with an ornamental dome in the Georgian style. Furniture includes tables for bridge, writing-desks, and a variety of pieces, from light gilt chairs to heavily upholstered chairs and sofas, all the upholstery fabrics employed having striking and harmonious colors.

It is a notable fact that on voyages of the Panama Pacific Line's ships, holiday spirit rules, for people of all ages. Sailing blue seas that are smooth has something to do with this. The stimulation of sea air, constant sunshine and good fellowship are contributing factors. On the California, special attention has been paid to facilities for dancing, which is a standard amusement on these voyages.

The ballroom lounge is one of the finest on any ship. Dancing on deck, under colored lights and decorations of International code flags, with a masque ball as a crowning event for the voyage, provides perennial diversion. Whether one dances indoors or in the open, the witchery of a tropic moon, or the dark sparkle of the sea as the ship speeds on, lends glamor to the scene. Nor is the luxury of cool drinks in the verandah cafe an unimportant feature of one's enjoyment on such occasions. By day deck sports, promenading, games and swimming afford a choice of diversions and make the hours fly, and give zest to meals that are always inviting.



### The Revolting Convicts

A revolt at Folsom is no light matter; it might have been a very deadly and destructive affair. That it was not so implies nothing in favor of the prison authorities. The number of dead in proportion to the quantity of deadly weapons possessed by the revolters, which appear to have consisted of one automatic revolver, do not reflect any particular glory. There seems to have been a panic, and, to speak plainly, a blue funk among the prison forces. We cannot say that the matter is at all encouraging from any angle.

We do not yet know why and how the revolt occurred. It is said that it had been weeks in preparation. Nothing seems to support such a conclusion. It was also said that the revolters were equipped with numerous lethal weapons. Apart from knives, they seem to have had nothing of the sort. Then, there was an afterthought to the effect that dynamite was in the possession of the convicts, for the purpose of wrecking the prison. No dynamite has come to light. There is too much talk based on too little fact to be at all conducive to a satisfactory conclusion in the Folsom uprising.

We are still in the dark as to what produced the rising at that particular time; we are ignorant as to the causes which led the felons to break all discipline and to risk their wretched lives in an attempt against the prison authorities. Folsom harbors a hard lot of men, the worst perhaps in the western country. That is no excuse for the uprising. The prison management knows just what the men are and how difficult. It does not seem to be exactly right to let a stampede occur and then crush it out by machine gun fire. We should like to know the whole truth about the trouble.

### Lawrence, the Wonderful

We have heard, now and again, of Colonel T. E. Lawrence, whose exploits in raising the Arabs against the Turks and in the conduct of the war in Asia Minor was a determining factor in the final defeat of the German group in the late war. Now we hear more of this man who is, perhaps, one of the most wonderful men in all history. A great student of anthropology and a complete master of the lore of the Arab, this colonel in the British Army, who might have had any honor, is working as a private soldier in the British Army in India. This much we know, but, according to the new book, issued by Robert Graves, the poet, with the authority of Lawrence himself, we get a new and altogether charming view of this man.

Rightly or wrongly, he was of the opinion that the British had deceived the Arabs, as regards their territorial gains in the war. The question of the correctness of Lawrence's opinion in this respect is not in question here. But what he did is extremely interesting. He went with King Feisal to see King George at Buckingham Palace. He went in the white robes of an Arab chief. The person who had charge of audiences with the King remarked that it was not right for an English officer to come to see his king in a foreign garb. Lawrence's reply will go down to history among the famous words of great men. Said the hero: "When a man serves two masters (King George and King

Feisal) and has to offend one of them, it is better for him to offend the more powerful." And so he turned in his honors and decorations and expressed himself plainly to the King-Emperor.

The world will grow very old before this act will be forgotten. It will go down the ages as the fine act of a great man.

### Three Weeks to Christmas

This is always a sort of enchanted time. We may grow older and the stream of life may flow with less emphasis for some of us, at least, but just at this time of the year the heart beats faster and the spirits rise. It may be association. It may be that for the whole period of childhood and much of early maturity there was a sort of enchantment about the time.

It is mixed up with so much affection and careful love that the very atmosphere seems, as it were, drenched with the quality and willy-nilly we are driven into the stream of it, against our will quite often. For it will be frankly admitted that to those of adult years who are facing the problems of life, there are many reasons why very often the advent of Christmas is more of a burden than a pleasure. Debt, which has to be borne by most sickness, which few escape, in their own person or that of a dear one; misunderstanding and many other things, short of actual tragedy, make Christmas hard to face. But even the tired and the disappointed, when they get into the stream of the street, feel relieved at least of the immediate strain. The faces are all so keen and bright, there is an air of important preoccupation, combined with a sweet gentleness, which one does not see at any other time. The people are alive with an actual interest, it shows in their eyes and declares itself in their walk. It is all very beautiful.

Then there are the shop windows with all the things to interest children; wonderful stories of Sinbad the Sailor, or Robinson Crusoe, all done in figures in the windows, so that you stop and look, in spite of yourself, and forget all about that promissory note. And in San Francisco we have the flower stalls, the blessed, beautiful flower stalls.

### A Touch of the Past

We have had, thanks to the graciousness of Archbishop Hanna and several kindly donors, an opportunity to listen to the Florentine Polyphonic Choir, which, coming from Florence itself, brings with it a traditional beauty and sweetness which belong only to the most distinguished aggregations of performers. A year or two ago, we had the Sistine Choir. That was different, being a purely ecclesiastical organization made and preserved for the purpose of maintaining a high standard of church singing. The Florentine Choir, on the other hand, is a local association of people, many of them members of the nobility, for the purpose of maintaining a high standard of choir singing. It is hundreds of years old and Dante is said to have, himself, been a member of it. So, that when we looked upon that choir we saw an organization some seven hundred years old, which was singing and

hoping human culture alight four hundred years before America was even thought of. To see this Choir gave one some idea of the permanence of things in Europe and of the comparative juvenility of our own civilization.

Their clothes were of the same style as those which their predecessors have worn through all these intervening years. It must be admitted that they were beautiful. From the point of view of personal dignity it is doubtful whether we have developed anything which can compare with those clothes. They were made for gentle folk; they imitated the manners of gentle folk. Gentle folk have mostly vanished with the clothes and taken the manners with them.

All the same, it was lovely to see and hear the Florence Choir and we are grateful to Archbishop Hanna for the opportunity.

### Prohibition Extraordinary

We gather that the cohorts of prohibition are going to have another try at the enforcement game. This time they are about to tackle the home-brew situation. In some respects, we almost wish they might, for one of the greatest hardships of modern life is the compulsion to sample the deleterious compounds forced upon us by eager and ambitious matrons, engaged in the interesting task of circumventing prohibition. There is hardly a house in the whole range of our acquaintance, the genial hostess which does not produce, in the course of the evening, some more or less satisfactory attempt to deal with the first question, independent of the bootlegger. And, it must be truthfully admitted, great improvement has been made in this direction and some real triumphs can be recorded in favor of the domestic brands. In fact, the home-products are very much the same as must have been those of the early settlers in the country, before there was a regular trade in the manufacture of alcoholic products.

The prohi forces want to put a stop to this. In order to do so they are about to attack the sale of malt extracts and flavors on sale, in open fashion, in purely legitimate stores. Test cases have, we understand, been started in several places to determine the legality of the sale of such things.

It is evident that malt extract is not necessarily a preparation "designed for use in the unlawful manufacture of alcoholic liquors." On the contrary, it has no necessary connection with alcohol at all. Grape juice comes under the ban of the prohibitionist, because it may become wine by being exposed to the air. Therefore, we are to be deprived of grape juice, made famous by William Jennings Bryan, the arch-prohibitionist. It is a funny world!

### Jay Walking Rules

We are beginning to organize the street traffic, and none do so soon. There has been a sort of higgledy-piggledy, happy-go-lucky way about the fashion of our pedestrian dependence, which, charming as it is, has the tendency to increase the death rate alarmingly and to reduce efficient and conscientious policemen to nervous wrecks, or even, as in the case of a captain recently, to kill them, with anxiety.

Now, we are all set and the traffic is to be properly regulated. There never were such energetic, active little cops as we have this week. They are like fox terriers, so keen and bright, with the staccato order in their voice, which closely resembles the bark of a rather intelligent terrier. Will they keep it up? We are sorry to have to express doubt about it.

## Football

### BULGING STADIUMS

By Lyman Martin

The collegiate football season, to all intents and purposes, is over. There remain, however, several games of interest to football followers on the Pacific Coast.

The California Bears are about to resume training for the Pennsylvania game that will take place over at the Berkeley Stadium during the Christmas holidays. Pennsylvania has had a very good season in the East. While they have not won all of their games, they have come through with victories in their more important contests. Aside from the records of the two institutions, this game will be an event in honor of the late Andy Smith. Andy originally played for Penn, and while doing so was selected as an All-American fullback. It is deemed fitting that a game between these two colleges should be the occasion for the dedication of a bench in honor of the beloved "Andy," whose affections were shared by California and Pennsylvania.

"Pop" Warner is back from the East after having watched the Pittsburg Tigers win a game and incidentally show plenty of class in doing so. "Pop" will have plenty to tell his charges, for they will have to meet this Pittsburg aggregation on January 2 down in Pasadena. Warner stopped off on the way home and saw Notre Dame defeat the University of Southern California in Chicago 7 to 6. Poor U. S. C., they will become the nation's one-point wonders. By one point they lose or tie all of the major engagements.

\* \* \*

San Francisco has two stadiums in which football is played. Ewing Field and Kezar Stadium were considered of large proportions when they were first erected. Last week they were proved sadly inadequate to hold the throng that wished to attend a football game.

This was between two HIGH SCHOOLS!

Lowell and Polytechnic played on Thanksgiving morning out at Kezar Stadium. There was very little publicity given the engagement, for "was it not a game between two high schools?"

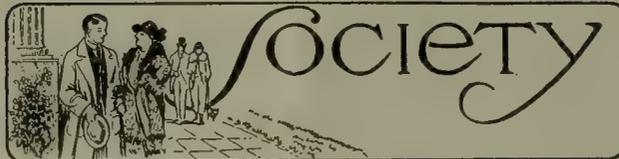
As things turned out, there were over 30,000 watching the game. Thousands more were denied admittance.

The seating capacity of Kezar is only 24,000, so 6,000 or more were sitting in aisles or standing around in odd parts of the field. This goes to prove that if the San Francisco football fan is promised a good contest he will turn out in vast numbers to watch "even a high school game."

That high school game was a "wow". It was close, the teams were well coached, the respective student bodies put on very good stunts, the game was well conducted and everything was rosy. But if you want to see football teams with heart and soul in their work go out and see some high school kids play the game. Those boys do fight—and how!

The Southern Pacific Bulletin is responsible for the startling statement that the energy released by one pound of coal under the boiler of a modern locomotive will carry a human being nearly 100 miles.

Picturesque street names are a feature of many of the new suburbs of Berlin, according to reports from that city. Here are a few of them: The Way of Seven Ends, the Valley of the Fishes, Woodman's Bath, Icebird's Way and the Lane of the Glorious Nightingale.



By Antoinette Arnold

### December Days Bring Festivities

With the dawn of December days, the society editor finds her desk heaped high with many interesting events scheduled for the early winter.

Engagements? Yes, quite a number.

Weddings, too, will be solemnized with Christmas holidays, a favorite time for the happy nuptials.

We are eagerly anticipating these weddings, many of them uniting some of California's most prominent families.

\* \* \*

### Engaged

Society was interested intensely in this week's formal announcement of the betrothal of Miss Catherine Nicholson-Vernon and Mr. Edward D. Tenney, Honolulu millionaire.

Their engagement, made known last Tuesday, was the culmination of a romance begun in Honolulu, where Mr. Tenney is an official in two banks and has large plantation interests.

The wedding day has not been determined exactly, but it is said to take place in the month of April.

The bride-groom-to-be arrived in Honolulu on the maiden voyage of the Matson liner, Malolo, and when he returns to this city it is said that the wedding plans will be made known.

Miss Nicholson-Vernon is one of the society favorites with a legion of ardent friends. She is the daughter of Henry Nicholson-Vernon, Honolulu shipping man. She was educated at a seminary in Washington, D. C.

Mr. Tenney, father of a son and daughter, is a widower. His business associates in Honolulu and in this city as well as his many personal friends, include society folks of the West.

\* \* \*

### Bridge Luncheon

Mrs. Henri Bercut assembled a group of friends at a bridge luncheon

and shower in honor of her sister, Miss Oriette Galey, whose marriage to Mr. Gerald Philpot will be an event of early fall. The beautifully arranged affair was given at the Fairmont Hotel on Thursday. Seated around the flower laden table were: Mesdames Robert Chandler, Baptiste Lallanne, Hubert Galey, J. Baysson, Robert Andrews, Walter Brown, Anna Coutard Clemence Figand, E. Lavigne, E. Levillan, Frank Walter, Eugene Cassman, A. Gilligan, Lalixte Lallanne, Paul Perriguet, Pierre Bercut, Louis Artiere, M. Jeyne, E. Barson and Miss Gladys Dorking.

\* \* \*

### Farewell Soiree

Mrs. John Percival Jones, who has been visiting in San Francisco for several months from her home in Southern California, gave an interesting musical soiree on Monday evening at the Clift Hotel.

Mrs. Jones is the widow of the late United States Senator Jones of Nevada and the mother of Mrs. Frederick McMonnies of New York. She plans to go East soon, after she has made a return trip for a week or so, and will pass the winter in New York. The soiree was in the nature of a farewell party to her San Francisco friends.

\* \* \*

### Joint Hostesses

Mrs. L. G. Lange and Mrs. H. Nicholas Lange, Jr., who have just returned to San Francisco after an extended European trip, were joint hostesses at a beautifully appointed luncheon given at the Fairmont Hotel on Saturday, November 5. A large bank of brilliant colored chrysanthemums from which sprays of smaller flowers extended centered the table and appropriate cards designated the places of the guests. The ladies welcoming the travelers home were:

Mesdames Rudolph Volmer Jr., Arthur Nunemacher, A. J. Mitchell, Thomas Halcrow Jr., H. G. Stindt, Edward Wagner, G. Koch, Jack Seagrave, Henry Weaver, William Peden, M. DeLew, F. Vom Hofe, F. R. Orella, P. Sprague, E. Dreusike, M. Lorigan, O. B. Dreusike, B. Quincy, B. Cahelan, William Zaretsky, E. Herald, H. Westphal, William McKay, Thomas Halcrow, C. Hansen, J. Henshaw, A. Henshaw, Walter Johnson, M. Ober-

meyer, Otto Westphal; Misses Pauline Dreusike, Florence Obermeyer, E. Beck, Emil Zaretsky, Vera Halcrow, K. Beck, Jessie Halcrow, C. McDermott.

Cards furnished entertainment for the afternoon.

\* \* \*

### Supper at Burlingame

Mr. and Mrs. Garton Keyston will be hosts at a buffet supper at their home in Burlingame Saturday evening, December 3. Many guests from San Francisco will motor down for the occasion.

\* \* \*

### Mark Hopkins

There will be any number of brilliant affairs at the Mark Hopkins Hotel during the coming weeks. Every Tuesday night society is engaged in something that is part of the weekly Mark Hopkins features.

Betty Horst, dancer with the Denishawn studio, produced an elaborate specialty of artistic value entitled "Centuries Before Jazz." It was arranged especially for the popular hotel on Nob hill.

\* \* \*

### Junior League

The Junior League follies which had such a wonderful opening on Monday night, will continue this week only, although there is really a demand for a more prolonged engagement of these wonderful young stars, who make no claim to professional ranking.

Their "Follies" have been superbly beautiful.

Society was out en masse with many after-show suppers, given in the Fairmont Hotel.

Those in the boxes at the theater included: Mrs. Irwin Crocker, Mr. and Mrs. Selah Chamberlain, Mr. and Mrs. Webster James, Mrs. Peter McBean, Mrs. Harry Hill and John Zeile.

(Continued on Page 17)

## SANTA MARIA INN

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**Club Events**

Many philanthropies are in the plans of procedure within the ranks of clubland this week.

Thanksgiving parties for the orphans and gifts to those children in the hospital brought so much happiness into the lives of the donors as well as to the children themselves, that the club women realize "it is better to give than to receive" and that's a fact!

So now for weeks until the Christmas holidays, the thought uppermost in the minds of club leaders is "Whom can we make happy for Christmas?"

\* \* \*

**Cap and Bells**

Cap and Bells Club celebrated their annual jinks Thursday, December 1 with a novel form of entertainment given in the terrace room of the Fairmont.

"The Best Sellers" was the topic of the day with a big book review, the theme on which the merry making was built.

Mrs. John Sylvester Pinney, the capable and popular president of the Cap and Bells Club, was the presiding genius. Her constituents who assisted her for the jinks were Mrs. Jesse Whited and Mrs. Thomas Alexander East.

Miss Helen Gordon Barker acted as the leading character impersonator in her role of librarian, Mrs. Henry Hastings, associate chairman of the literary section of which Josephine Young Wilson is chairman, acted the part of "Mrs. Reading" (seeking a book.) Members of Cap and Bells were the other characters.

Each member was requested to represent some favorite book and was obliged to wear a costume depicting a literary character. It was great fun and the members displayed considerable cleverness.

\* \* \*

**Mothers and Children Entertained by Club**

Cap and Bells members will entertain mothers and children of the organization who are asked to bring a toy to be placed in the big Christmas box for distribution among the children less fortunate. This will take place on social day—and what a beau-



**HOTEL MARK HOPKINS**  
Nob Hill

A Smart Town House for a Day or a Year  
500 Rooms  
Tariff: From \$4 per day

tiful "social day" it will prove to be, Thursday, December 15, when the Children's Christmas party will be held.

Mrs. Byron Hoffman is the chairman of this year's event, assisted by Mrs. Angelo J. Rossi, Mrs. J. Emmet Hayden, Mrs. C. M. Gardner, Dr. Blanche Culver, Mrs. D. Richard Martens, Mrs. J. R. O'Donnell, Mrs. Thomas J. Morton, Mrs. Alexander Woodside, Mrs. Henry M. Hastings, Mrs. George Vranizan, Mrs. Richard Hyland, Mrs. M. O. Austin, Mrs. F. W. Callison, Mrs. E. J. Florentine, Mrs. John Hepburn and members of the executive board.

Program: Selections, Cap and Bells Orchestra; Christmas Carols, directed by Mrs. Walter Scott Gray and Mrs. Richard Revalk; Songs, Miss Hildegarde Ott, A Christmas Play, Wyatt Sisters Dancing Academy. Mrs. Eugene Folsom will impersonate Santa Claus.

\* \* \*

**Seek More Playfields**

Fathers and mothers, as well as school children over 16 years of age, may be pressed into service by the Second District Congress of Parents and Teachers to supervise public playgrounds and playfields, if plans being prepared by the congress in the local playground situation are allowed to mature. The congress proposes meeting the local lack of supervised play and play facilities by securing the use of many vacant pieces of ground in the vicinity of schools and pressing into service the parents themselves as play leaders, to take the place of those which the playground commission cannot at present afford to provide.

Toward this end the district is sending out a questionnaire which asks for information in regard to available space in the various neighborhoods.

**Atherton Day**

The San Francisco branch, League of American Penwomen, held a Gertrude Atherton day Saturday at the Hotel Mark Hopkins. Professor B. H. Lehman discussed the latest book of the California writer. The musical program of Cadman numbers played by Helena Munn Redewill, Spanish songs were given by Senor Carlos Sebastian and a group of Spanish numbers by Miss Redewill. Mrs. John O. Gantner was hostess of the afternoon.

\* \* \*

**Siena Guests**

Presidents of local literary societies and officers of the City and County Federation of Women's Clubs were honor guests at the Siena clubhouse Friday. The afternoon was arranged by the Siena Alumnae members, winners of the national award last year for the all-round-year plan for the promotion of children's reading sponsored by the General Federation of Women's Clubs throughout the United States. It was a book observance, and children who have submitted original work in poetry, short stories and play writing participated in the program. Mrs. Walter R. Jones presided and Miss Genevieve McGivney had charge of the gathering. Mrs. Esther Birdsall Darling, Mrs. Lucy Alanson Cuddy, Mrs. Elizabeth Howard Atkins and other writers of children's books were speakers. Assisting Mrs. Harold T. Armstrong on the reception committee were: Mesdames T. G. Barnett, D. J. Murphy, R. D. Williamson, J. Crocker, Joseph Jackson and the Misses Mary A. Ward, Elizabeth Myrick, Raymonde Moyon, Hazel Gies and Agnes Russell.

\* \* \*

**Theatre Arts Club**

As the third offering in its fourth season of producing the one-act play, the Theater Arts Club, Inc., presented a quartet of four modern and varied one-act fragments of the drama last Tuesday evening in the playhouse of the Women's City Club, 465 Post street.

(Continued on Page 17)

**Park Lane Maisonnettes**

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"Maisonnette" has the elegance of a mansion with all conveniences of an apartment house.

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**BEST FLOWERS**

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# PLEASURE'S WAND

OBEY NO WAND BUT PLEASURE'S  
— Tom Moore



By Josephine Young

## Theater Offerings

Plenty of music, lots of fun and high entertainment are being offered by local theaters of stage and screen.

Musical comedies hold sway at two adjoining theaters, the Lurie and the Curran, where a riot of color with peppy songs lure pleasure seekers.

\* \* \*

## Lurie

"Hit the Deck" at the Lurie is packing 'em in!

There is so much in this musical comedy to echo within the mind after seeing and hearing the brilliant travesty that there is an urge to hear: "Hallelujah" over and over—just as it is sung and resung during the performances. "Some-times I'm Happy" is another song of ringing melody, and "Join the Navy" and "Harbor of My Heart" are also favorites.

The Oriental ensemble song, with its gorgeous costumes worn by the company, is worth the price of admission alone.

If you haven't yet seen "Hit the Deck" you have something decidedly interesting ahead of you.

It has a limited engagement at the Lurie.

Lillian Ferguson, producer of "Hit the Deck," the Fields Youman's success, was honor guest and speaker at the Commonwealth Club luncheon Tuesday. She is a San Francisco woman, later going on to Chicago and New York, where she started on her brilliant career.

\* \* \*

## Curran

"Blossom Time" is the attraction at the Curran beginning Sunday night. This operetta, presented by the Messrs. Shubert, is in its sixth year of international success.

In point of vocal score "Blossom Time" is a stage presentation of unique delights and its virtues are as fresh today as when first produced on Broadway in 1921. The music has been taken almost entirely from the works of Franz Shubert, the composer.

In the cast are John Charles Gilbert, Robert Allen, Patrick Kelly, Thomas Tracey, George Huntington, Henry Rabke, Carl Shiffler, Otis Sheridan, Gordon Davis, Clyde Jackson, the misses Genevieve Naegle, Vera

Amazar, Yolande Presbury, Pearl Kincaid, Erba Robeson, Sylvia Snyder, Flo Keezel, Louise Rothaker, the premiere danseuse.

\* \* \*

## President

"Why Men Leave Home" at the President theater, on McAllister street near Market and Jones, is pleasing throngs of theater patrons as interpreted with the skill of Henry Duffy's players.

This merry play has a wealth of philosophy but it is so tucked into the lines that no one realizes any preachments and husbands and wives, alike, seem to enjoy the thrusts at their foibles.

Better see "Why Men Leave Home," whether you agree with the logic or not, you will have a wonderful laugh to your heart's content.

Leneta Lane brings more laurels for her brow. Every Duffy player is good in this Avery Hopwood play. "The Gossipy Sex" will follow this week's conclusion of the present play.

\* \* \*

## Alcazar

"The Mystery Ship" at the Alcazar theater continues to please with many thrills and laughable situations, beginning its fourth week at the Alcazar Sunday. The Duffy players have something out-of-the-ordinary to give by way of unusual entertainment.

Helen Keers, Frank Darien, Joseph De Stefani, Irving Mitchell, Glenda Farrell, Bert Farjeon, J. Raymond Northcutt, Robert Lawler, John Ivan, William Macauley, Henry Caubisens are favorites in the play.

\* \* \*

## Warfield

Will King, San Francisco's favorite comedian, whose chatter was funny and original enough to assure him several years' popularity here is coming back, under the West Coast theaters banner.

His fun is clean and wholesome and his appearance in his own Revusical Comedy presents some new ideas. He has surrounded himself with capable performers, so we are told, and the act is registered as a novelty.

"The Forbidden Woman," screen attraction, features Jetta Goudal as principal in a compelling story of a woman and two brothers both in love

## Amusements

NEXT WEEK

### ON THE STAGE

**Alcazar, O'Farrell nr. Powell**

"The Mystery Ship." Henry Duffy Players.

**Columbia, Eddy nr. Powell**

Cecil DeMille's photoplay "King of Kings." Special orchestra. Colored scenes in film.

**Curran, Geary nr. Mason**

"Blossom Time." Franz Schubert story presented by the Shuberts.

**Lurie, Geary nr. Mason**

"Hit the Deck." Musical comedy.

**President, McAllister nr. Market**

"Why Men Leave Home." Henry Duffy Players. Leneta Lane.

**Wigwam, Mission nr. 22nd**

"White Collars." Comedy. Dudley Ayres. Poreta Porter.

**Community Playhouse,**

**Sutter and Mason**

"The Jest." Player's Guild.

\* \* \*

### VAUDEVILLE

**Golden Gate, G. G. Ave. and Taylor**

Ned Wayburn and his production—Variety show. "The Girl in the Pullman." Marie Prevost, Harrison Ford.

**Orpheum, O'Farrell nr. Powell**

Isa Kremer in "Spotlight Revue." heading a bill of vaudeville. Priscilla Dean in person in playlet: "The Broadway Cleopatra."

**Union Square, O'Farrell nr. Powell**

Pictures—Vaudeville.

\* \* \*

### ON THE SCREEN

DOWN TOWN

**California, Market St. at 4th**

"Sorrel and Son." H. B. Warner and All-star cast.

**Casino, Ellis at Mason**

Sat. "Paint and Powder" and "Stick to Your Story." Sun., Mon. "The Honeymoon Express" and "The Lunatic at Large." Tues., Wed. "Honesty is the Best Policy" and "The Fighting Doctor." Thurs., Fri. "Wolf's Clothing" and "The Thrill Seekers."

**Cameo, Market opp. Fifth street**

Change of pictures—popular films.

**Embassy, Market St., near Seventh (Formerly Rivoli)**

Vitaphone—Al Jolson is seen and heard.

**Imperial, Market St. op. Jones**

"Finger Prints." Mystery-comedy, starring Louise Fazenda and John T. Murray. Vinton La Ferrera and Imperial Band.

**Granada, Market at Jones**

"The Gay Defender." Richard Dix. Frank Jenks and Granada Orchestra.

**St. Francis, Market bet. 5th-6th.**

"The Texas Steer." Will Rogers.

**Warfield, Market at Taylor**

"Forbidden Women." Jetta Goudal. Will King Revusical Comedy.

### RESIDENCE DISTRICT

**Alhambra, Polk St., nr. Green**

Rudolph Music Masters in orchestrations. Special pictures showing.

with her. Joseph Schildkraut and Victor Varconi play the brother rôles.

\* \* \*

**Granada**

"The Gay Defender" featuring Richard Dix follows the Jesse James picture at the Granada theater. Thelma Todd and Fred Kohler support Dix in this Paramount picture which opens at the Granada, Saturday, December 3. It is directed by George KaCava.

On the stage, Fanchon and Marco will present variety bill with Frank Jenks the play boy leader of the Granada orchestra as a lively addition to high entertainment.

\* \* \*

**California**

The film attraction at the California theater this week is "Sorrel and Son." This is a picture that goes deep into the emotions of every individual in the cast and portrays how they react and how. It is a very human love story with as many kinds of love exposed as there are individuals in the cast.

Alice Joyce, Louis Wolheim, H. B. Warner, Carmel Myers, Nils Astor, Mary Nolan, Norman Trevor and Anna Q. Nilsson have the leading rôles.

Gino Severi conducts the California orchestra.

\* \* \*

**Imperial**

The Warner Bros. production "Finger Prints" is at the Imperial theater this week. This is a mystery picture or a comedy picture or both.

Mystery pictures on the screen are a flop unless they are literally spiced with comedy. Louise Fazenda and John T. Murray see to it that there is plenty of the latter feature. Miss Fazenda is a detective, seriously. She pretends that she is a servant girl and tries to be funny and is. Murray is also sleuthing and tries to be serious and isn't.

So there is the story.

Helene Costello is also in the cast.

Vinton La Ferrera conducts the Imperial orchestra.

\* \* \*

**Orpheum**

There will be a bill of merit at the Orpheum, starting Saturday, headed by Miss Priscilla Dean, stage and screen star who is giving some time to vaudeville appearances in a crook playlet entitled: "The Broadway Cleopatra."

Isa Kremer, singer of ballads and folk songs, will remain over a second week with an entirely new change in program.

The balance of the bill will include Joe Browning in "A Timely Sermon" with Joe Browning, Junior; Claude and Marion, funsters in "Still Arguing"; the George Choos Production

"The Spotlight Revue" with Ray and Rose Lyte and featuring Eddie Prinz and the Cyclone Eight; the Pasquali Brothers; "Three Unusual Men"; the Four Valentinos, casters of human beings.

\* \* \*

**Golden Gate**

Ned Wayburn, production manager, will give one of his variety shows at the Golden Gate theater, commencing with Saturday's program with a bevy of folly attractions in a beautiful number as the feature attraction of the week.

Mr. Wayburn has used his usual discernment, placing at the head of the large cast, Al and Fanny Stedman, brother and sister team whose gleeful cavortings give the impression that they are having just as much fun as the audience. Also featured are the Four Ortons and Mary Horan. Twelve proteges from the Wayburn school of dancing in New York comprise the chorus in "Variety Show."

The feature photoplay will have a cast composed of Marie Prevost, Harrison Ford, Franklin Pangborn, Kathryn McGuire. The picture is "The Girl in the Pullman."

\* \* \*

**Columbia**

"King of Kings," the Cecil B. DeMille photoplay at the Columbia theater on Eddy street near Powell, will positively come to a close next Saturday, December 10, according to notices sent us and so those who have not already seen the cinema masterpiece are advised to avail themselves of this week's opportunity.

An orchestra of 25 pieces plays the musical score for this picture with its tremendous scenes of stirring episodes. The story of the biblical characters vividly portrays the Christ in his great ministration. No wonder it is declared the greatest drama ever portrayed upon the screen, for none has there ever been to equal it. Colored views are given in some of the big scenes.

\* \* \*

**Embassy**

Syd Chaplin, starring in "The Missing Link," is an attraction at the Embassy theater this week where the Vitaphone features are both seen and heard. John Charles Thomas, baritone; Albert Spaulding, concert violinist; Al Jolson, and the Revelers, singers and instrumentalists are big features of the Embassy this week.

When the Vitaphone first made its appearance in this city we not only expressed our amazement and admiration in genuine appreciation of this great Warner Brothers invention, but we kept on in our wonderment at the

(Continued on Page 18)

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PARK-PRESIDIO BRANCH..... Clement St. and 7th Ave.  
HAIGHT STREET BRANCH..... Haight and Belvedere Streets  
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The courts are ruling against the reduction of sardines for fertilizing purposes. The canners may use 25% of the catch in the manufacture of by-products. This is to account for the fish caught which are unfit for canning. Food fish must be used for food, is the decision of the courts and, on the whole, a very sensible one.

The California Vineyardists Association defines its position as being in no sense a marketing agency but devoted towards the maintenance of competition in the industry and the creation of grades and standards which will tend to improve the product. That appears to be a very valuable social function.

The work of Chester Rowell in Washington in opposing the repeal of the Federal estate tax has provoked much adverse comment from those who have the interests of the country at heart. It is pointed out that Mr. Rowell's action is in direct conflict with the wishes of the President and Secretary Mellon.

Speaking of the Federal inheritance taxation laws, it has been argued very successfully that European models of taxation are not applicable to this country, because of the difference in economic conditions. In Europe very few people have any inheritance to leave; here vast numbers of people are able to leave something. An American inheritance tax hits the masses.

Net gains of 2 to 31 points in leading bank stocks featured trading on the San Francisco Stock and Bond Exchange. There was a moderate activity throughout the list. American Trust again touched its high of 485. It sold at 300 last January.

At the California Section meeting of the American Water Works Association at San Jose recently the Western Pipe and Steel Company was represented among the other fifty-one manufacturers, by a series of samples, representing the newest and best achievements in the steel pipe industry, lock-bar, riveted and welded steel pipe, well casing, galvanized corrugated steel pipe and the like. These are prosaic things, but are among the most important products of civilization.

The Fish and Game Commission has refused to yield to the request for every day shooting in private preserves. Hunting will only be permitted three days a week, other wise the flocks will be lost as they will continue on their flight to Mexico and not stay at the California preserves.

It is urged that the Skyline boulevard, being the only only uncompleted section of the State highway system, having funds appropriated under a bond issue for its completion, be given preference to all secondary State highways. This is a very reasonable demand and we second it warmly. The Skyline boulevard should be completed speedily.

Here is another surprise, Santa Cruz is going in for high art and issues invitations to all artists to exhibit next February. From bathing girls to pastels is one jump, but Santa Cruz is capable of anything.

We note that Mrs. Elizabeth Burbank, widow of Luther Burbank, is making presents of one of his later developments the "Paradox" walnut tree, which it is said makes a very handsome and effective shade tree. A more beautiful gift to public parks would be hard to imagine.

## Local News of the Week at A Glance

### For Those Away From Home

Opinion is expressed that the American family is sound as ever. Indeed, with radios, player-pianos, talking machines and saxophones, the American family seems to be largely sound.—Philadelphia Inquirer.

The strengthened United States Fleet, including the new giant V type fleet submarines and the new 35,000 ton aircraft carrier Saratoga, will make a nine day visit to San Francisco, next April, immediately preceding the Hawaiian maneuvers.

The grand championship steer title at the International Live Stock Exposition held in Chicago this week, was bestowed upon a cross-bred Angus shorthorn, California stamp, bred by the University of California. This is the most highly prized title to be won at this exposition.

Captain Kingsford Smith expects to leave for Australia in the Spirit of California, his giant tri-motored Fokker monoplane, before the 6th of December. With him on the two-stop flight to the Antipodes will be Charles T. Ulm, flight manager; Keith V. Anderson, relief pilot, and William A. Todd, navigator. The San Francisco Chronicle is sponsoring this World Record Exploit.

Tom Wilkes, San Francisco theatrical producer, and his wife, escaped serious injury last Tuesday, when their limousine overturned and burned, after skidding on a slippery pavement at Girard, on the way to Los Angeles. The couple extricated themselves from the car before it caught fire, by breaking through a window, and suffered only slight cuts.

The ancient game of bowling is being revived by the fair sex out at Golden Gate Park, under the auspices of the Women's Golden Gate Bowling Club, and the members, dressed in gay sports togs, playing on a stretch of emerald lawn, announce that it is more fun than golf. The game as the San Francisco women play it is almost identical with the thirteenth century English game.

On Wednesday last, Congressman Richard J. Walsh of the Fifth District left for Washington, D. C., for the opening of Congress next Monday, with a draft of the proposed Federal legislation granting to San Francisco a bay bridge permit. Although the proposed site of the bay bridge project lies in the Fourth District, which Congresswoman Florence P. Kahn represents, at Mrs. Kahn's suggestion Congressman Welch will introduce the bill in the House of Representatives.

City Engineer O'Shaughnessy announces that San Francisco's new boulevards, contemplated in the \$9,380,000 bond issue voted November 8th, may be completed and open to traffic by June, 1930. To get the quickest action in the completion of these boulevards, O'Shaughnessy suggests a setup of funds to be made available through sale of the bonds; the first appropriation to be \$2,500,000; with two further installments of \$2,500,000 each, six months apart, and the fourth and final instalment of \$1,880,000 six months thereafter, assuming that the bonds are sold, and the money available.

The city of San Francisco is going to continue its campaign against fire traps. A Third street rooming house proprietor was found guilty this week of violation of the city building laws, in the absence of fire escapes and no air wells to provide ventilation for the rooms.

Robert Flaherty, former Canadian mining engineer, now director of celluloid dramas, was in San Francisco for a few hours this week, before sailing to the South Seas. He is bound for Papeete, in Tahiti, on a new motion picture adventure. The scene is to be laid in a setting untouched by civilization and will show the native life as it really is.

Plans for modernizing San Francisco's antiquated building laws were considered by the Board of Public Works last Wednesday. The board unanimously approved the provision to accept services of an advisory board of three members, an architect, a structural engineer and a building contractor. The three members, it was agreed, will be recommended by local chapters of the American Society of Civil Engineers, American Institute of Architects and the Builders' Exchange.

A unique event is scheduled at Reedley, California, when the three daughters of Mr. and Mrs. Peter Driedger, two of them twins, will be married in one ceremony, on December 11th. Neil Eitzen, of Dinuba, will marry Miss Susie Driedger; Herbert Just will wed Miss Sarah Driedger, both of Reedley; and Miss Anna Driedger will be Alvin Nickels' bride; the latter from Bakersfield.

Captain H. W. Rhoades, superintendent of lighthouses, announced last Wednesday that installation of beacon lights along the San Francisco-Los Angeles airway will commence in a few days. The work will be completed early next year. Between Los Angeles and Fresno there will be sixteen beacons and from Fresno to San Francisco, fourteen. Powerful searchlights which will flash every ten seconds, will be installed on towers fifty feet high.

Miss Gertrude Barnett, former local advertising woman and now a newspaper fashion editor in Paris, is chief beneficiary of the will of Clifton Henry House, San Francisco advertising man, who passed away November 16th. Miss Barnett will receive an annuity of \$1500 per year until the principal, \$30,000, which she inherited, is exhausted.

Last Thursday night the memory of St. Francis of Assisi, patron saint of this city, was honored at a banquet at the Bellevue Hotel, when local writers, musicians and members of the San Francisco Open Forum presented a varied program. Chauncey McGovern, president of the organization read Edward Markham's poem on the saint; Ina Coolbrith's poem, "St. Francis," was read by Josephine Young Wilson, and other poems and dramas relative to the subject were presented by members of the forum.

## Air Lines

By Lieut. Blaine Stubblefield



Lieutenant Blaine Stubblefield

"I just simply can't handle a car. I wish I could drive like Jones can. Did you ever notice the way he handles that crock of his when he gets in a tight place in traffic? Or on a narrow mountain road? Why it's marvelous! I think I'll get him to give me some lessons."

Who said that? Nobody that we ever heard of, and probably no-one ever will. If anyone ever does say it, he ought to be awarded a concrete statue in Rox Reynold's Hall of Fame.

Every automobile driver, like the four-line skinner before him, thinks he is the best man on the road. Even though he crashes on an average of once a month, it is not his fault, or he was just a little off color that day. He remains supreme in the realm of tires and motors.

And so it is with those boys who travel overhead in the air, in the world's upstairs, so to speak. Each of them is the "best damn man that ever was born," as the Texas poet has it. Each time that he opens his eyes in a hospital, his mouth begins to re-establish his fame as a flyer. He can't be still till it is all explained and he himself, at least, is convinced that his slate is clean again. Of course these boys convince nobody but themselves, though, and if they are actually in line of public service, are soon washed out. Fortunately, few hams ever get hold of a stick to guide the flights of other people and their property. A competent flying instructor can weed them out easily. If the instructor doesn't get him, then the Department of Commerce will. It seems we are off to a good start in the regulation of flying personnel.

Even the automobile has proved too much for vast armies of numbskulls who annually mangle another army of victims. The motor car is a product of genius in the hands of the dull average, and the airplane is just a little more so. It would not do to allow every idiot with money enough to buy an airplane to go up into the air over our heads and houses and perform his antics. And it is quite

clear that those responsible for flyers are not going to let them do it.

Apropos of men who think they can fly and cannot, there used to be a cotton top kid in the air service who won, and probably still holds, the steam-heated hat. After he had washed out seven or eight Jennies, and was still in the service by the grace of God and the football helmets which we then wore to protect our heads, he got transferred to the acrobatic stage. The acrobatic stage was a field where the hopefuls were taught to do stunts—to wit, loops, spins, and so forths, mostly so-forths.

The first time Cotton, as we will call him, went up alone to do a spin he lost his nerve. He must have felt like a kid who intends to jump off the wood shed, but can't do it. Cotton was afraid he would forget how his instructor had told him to stop the ship from spinning once he got it started, so he kept on climbing and thinking about it. Finally he was up about as high as the Jennie would go, still buzzing around. Once or twice he cut the gun and went into the preliminary stall, but put her on again when he noticed the first symptoms of a spin. He flew around some more and tried it again, but he hadn't the heart. Then the gasoline was all gone. Looking down, Cotton saw that he had forgotten to fly in the prescribed area, and was far away from the field. So landing in a horse pasture, he bummed a ride back toward the air-drome. Half way there he met the "meat wagon" (ambulance) coming after him in answer to an alarm that a ship was down. But the ambulance had no extra gasoline and they returned to the field with Cotton. I thought the C. O. looked disappointed when he saw Cotton crawl out of it alive. His vocal powers were paralyzed with disgust and he said nothing.

The next day Cotton went up with instructions and a firm resolution to spin. Everybody had heard about him and they all stopped pitching horse-shoes to watch the performance. Cotton had said that the ship he had the day before would not spin, for some unknown reason, but this one had spun before his two eyes that very morning. The audience watched him till their necks were out of joint, and finally they heard his motor stop. Around he went. One, two, three turns. Four, five, six turns. A long spin for the first time. Seven, eight,

nine. "Fer God's sake," said the C. O., "Crank the meat wagon!" Ten, eleven, twelve! But Cotton straightened out over the mesquite. Even his plane looked scared. After some thought he opened her up and came home.

"What did you think of that for a long spin?" he said, taking off his Trojan helmet.

"Grounded and confined to quarters for two weeks!" said the O. C.

Cotton stayed in quarters and explained things during the two weeks—that is, while he was not white-washing the stone embroidery along the road.

Our hero, like many of his co-pilots, was in the habit of writing letters to his home town Weekly Gossip, colorfully portraying his adventures in "the blue void." All these the editor printed, hoping to please the local patriots with news from the firing line and points rearward. Cotton's narrative affirmed that he could loop with his eyes shut, fly backwards, and up-side-down.

But the editor sent him a copy of the paper. It had lately become the fashion to pick all home town Gazettes from the quarters mail rack, pass them around for the edification of all residents, after which the original addressee might have his paper if it was not worn out. It was thus that the paper containing Cotton's odyssey fell into enemy hands. Followed the discovery of that devastating admission—"I can fly with both eyes shut." And thereafter he was known as "The Blind Boy Aviator."

Postmaster Toad is urging the people to send their Christmas gifts ten days earlier this year so that the post office workers can have their holiday as well as the rest of us. Instead of waiting till the tenth of December, as heretofore, get the bulk of them off the first of the month. He also urges the use of the air mail service for Christmas greeting cards and gift packages. All but the very largest and heaviest of greeting cards will go for ten cents. Air mail greeting is distinctive and adds to the compliment. Small packages, such as jewelry and other light valuables require very little air mail postage. The air mail departments, Mr. Todd says, can stand crowding right up to the last minute better than the train mail departments.

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# Petrol Paragraphs

By K. R. Schwartz

National Automobile Club

Ventilation of the new Holland automobile tunnel under the Hudson River and its proper safeguarding from carbon monoxide gas is accomplished by the use of eighty-four mammoth fans housed in two buildings on the Manhattan side of the tunnel and two on the Jersey side.

The four buildings are ten stories in height, and the gas-laden air sucked up from the tunnel is expelled from the tenth floor. Blower fans of 200 horse-power draw in fresh air and pump it down into the tunnel where it is put into circulation so gradually that it creates no perceptible draft.

Other interesting features of the new tunnel are the traffic squad in charge and the fire division of that squad. The traffic squad consists of 208 men, each skilled in motors and their ways. Shortly after the tunnel was completed, the fire division extinguished a burning automobile in exactly three and one-half minutes after the alarm was turned in.

\* \* \*

In Sweden there is a determined effort to do away with the drunken driver, according to reports from that country. One of the ways they have of dealing with the situation is to have the administrator of the government liquor supply co-operate with the motor vehicle department, so that applicants for drivers' licenses must prove their sobriety before they are granted a license.

\* \* \*

Newest of the "bureaus" in New York is the Bureau of Snow Control. This organization will function as a clearing house of technical and general information on the subject of snow removal and control in relation to public streets and highways. Increasing demand for uninterrupted highway transportation during the winter months in snowfall areas, and the need of systematic methods of snow removal have resulted in the establishment of such a bureau.

\* \* \*

Autumn, with its rains, already is giving many motorists a sample of the driveway trouble they may expect within the next few months unless they take strong preventive measures.

The crushed stone or cinder driveway from which the stone or cinders have disappeared, has stood up well during the summer and early fall, perhaps. During the rainy period, it will not. So, the time is ripe to put a heavy overcoat on the driveway if one does not want it to become a bottomless swamp.

Also, just because the car will get dirty much quicker this season is no reason for failing to give it a periodic wash and polish. Deposits of dirt and mud that are allowed to remain on the finish for any length of time will be converted into a film that cannot be removed except by a process known as renovation, which costs considerably more than the ordinary wash and polish.

It is harder to keep a car clean in the Fall, but the additional time and effort are well spent.

The National Assembly of Czechoslovakia recently created a \$30,000,000 highway fund to be used over a period of ten years.

\* \* \*

American cars dominate in number and popularity in the Belgian automotive market of today, according to reports.

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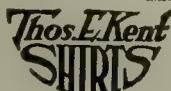
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# From Brighter Pens Than Ours

A mistrial seems to be the result of a small body of men surrounded by oil.—New Bedford Times.

A little oil improves the working of most scales, but you can't say that about the scales of justice.—Publishers Syndicate.

"Editor is sent to the workhouse," says a headline. He'll feel right at home in a workhouse.—Albany Knickerbocker Press.

Prosperity is something the business men create for the politicians to take credit for.—Brunswick (Ga.) Pilot.

Will the G. O. P. dare nominate Hoover and thus give the impression that it is expecting a disaster?—Washington Post.

Most politicians who pretend to cultivate the farmers really only harrow them.—Wall Street Journal.

"Developing" the tropics consists in making the natives work to earn money to buy the white man's goods. — Jackson Clarion-Ledger.

The United States will build the world's greatest navy whenever somebody invents a gun that will shoot from the coast to Kansas.—Portland Express.

There are only 20,000,000 automobiles in the United States, but why in thunder do they all get on the same street at the same time?—Shoe and Leather Reporter.

A defaulting New York banker jumped his bond and was rearrested in Panama, a dispatch says. The newspaper style-book editor would describe this as a dash, followed by a Colon, followed by a sentence.—Detroit News.

Here we are trying to control liquor and we can't even control water. And for the matter of that, we don't seem to have much sway over oil.—Brooklyn Eagle.

The reformer who recently remarked that he could scarcely imagine a bobbed-haired angel would have to stretch his imagination still further to conjure up a bald-headed one.—Detroit News.

The wise Republican candidate next year will make sure that his running pants are supported by the farm belt.—Virginian-Pilot.

Laugh and the world laughs with you; weep and you streak your rouge.—Los Angeles Times.



—THE MOST  
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—MILE-A-MINUTE  
CAR EVER BUILT

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FRANKLIN  
Airman

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*The Leading Chinese Bazaar*

CHINATOWN

S. W. COR CALIFORNIA ST. AND GRANT AVENUE

*Mail Orders Attended to Promptly*  
SAN FRANCISCO, CALIFORNIA

# RADIO

By C. J. Pennington



## On the Air

By C. J. Pennington

"Why do broadcasting stations take vacations on Sunday when everyone wants music?" asks KFRC at San Francisco. And then the KFRC management makes plans to give an intensive Sunday program which will soon find this station on the air Sundays from 7 a. m. to its present signing-off time at midnight.

Two hours of music have already been billed from 10 to 12 Sunday mornings. Following the church services the station will sign off for thirty minutes and be back on the air at 2 o'clock with a musical program continuing until midnight.

### Sunday, December 4

The period from 6:30 to 7:30 will bring to Pacific Coast Network listeners the Standard Symphony hour. These concerts are presented weekly by the Standard Oil Company of California.

Atwater Kent Hour will be heard by Pacific Coast Network listeners from 8 to 9 o'clock.

"Great Moments of History," to be presented from 9 to 10 o'clock, will be the story of "The Execution of John Brown."

### Monday, December 5

A variety of popular and semi-classical selections make up this evening's Spotlight hour, on the air from 8 to 9 o'clock.

### Tuesday, December 6

Tonight the hour from 9 to 10 o'clock the Eveready orchestra, under the direction of Max Dolin and the Eveready Rounders will entertain listeners with their characteristic bits of melody. From 10 to 11 o'clock the

National players present another "Retold Tale." The story is taken from the pen of O. Henry and is entitled "Black Jack Bargainer."

### Wednesday, December 7

The Vagabonds of the National Broadcasting Company spend their time wandering over America in times present and past looking for adventure amid typical scenes of our national life. Tonight they will present in radio form their adventures while "Barnstorming."

### Thursday, December 8

Another program of modern music will be offered tonight in the hour from 9 to 10 o'clock from the Los Angeles studios of the National Broadcasting Company.

### Saturday, December 10

The R. C. A. hour, sponsored by the Radio Corporation of America again will hold sway from 8 to 9 o'clock tonight.

Tonight between 9 and 10 p. m. the rousing chorus of the Artillery Song ushers will be heard in another Philco hour.

A varied program of entertainment tonight from 10 to 11 o'clock.

The Saturday Night Revue.

The National Broadcasting Company announces the inauguration of a new feature over the Pacific Coast Network. This new hour is to be on the air alternate Thursdays from 8 to 9 p. m. beginning December 15. It is sponsored by the California Petroleum Company and will be known as "The Calpet Hour." On each program the Calpet Orchestra and the Calpet Chorus will present some scenes from a standard light opera.

The Calpet hour is always introduced and finished by sounding of three bells above the orchestra, and the phrase "More Power to You." By this slogan the origin of the entertainment may be easily recognized. In furtherance of this idea there is always a bell number on the program such as "The Carillon," from Bizet's suite, "L'Arlesienne," with which the program opens this evening.

Advance copies of the Calpet program for the ensuing week may always be obtained from the 4000 independent service stations on the Pacific Coast between the Mexican and Canadian borders.

## Programs for Next Week

KFRC—DON LEE  
SAN FRANCISCO—454

### Sunday, December 4

12 noon to 1:00 p. m.—Church service.  
5:00 to 6:00 p. m.—Organ recital.  
6:00 to 6:30 p. m.—Talk.  
6:30 to 8:30 p. m.—Mark Hopkins concert orchestra.  
8:30 to 10:00 p. m.—Walter Krausgrill's Orchestra.  
10:00 to 12:00 p. m.—KFRC dance orchestra.

### Monday, December 5

7:00 to 8:00 a. m.—Seal Rock program.  
8:00 to 9:00 a. m.—Musical program.  
9:00 to 9:10 p. m.—Shopping service.  
9:30 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Household hints.  
11:30 to 12:00 noon—Amateur tryouts.  
12:00 to 1:00 p. m.—Sherman, Clay program.  
4:30 to 5:15 p. m.—Organ recital.  
5:15 to 5:45 p. m.—Mac and his gang.  
5:45 to 6:20 p. m.—Joe Mendel and Pep Band.  
6:20 to 6:30 p. m.—Stage and screen, police reports.  
6:30 to 7:00 p. m.—Sports talk.  
7:00 to 7:30 p. m.—The Cecilians.  
8:00 to 10:00 p. m.—Blue Monday Jamboree.  
10:00 to 12:00 p. m.—Silvertown Cord Orchestra.

### Tuesday, December 6

7:00 to 8:00 p. m.—Seal Rock program.  
8:00 to 9:00 a. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Doings of Dorothy.  
11:30 a. m. to 12:00 noon—Amateur tryouts.  
12:00 to 1:00 p. m.—Sherman, Clay concert.  
4:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:20 p. m.—Mac and his gang.  
6:20 to 6:30 p. m.—Stage and screen.  
6:30 to 6:50 p. m.—The Cecilians.  
6:50 to 7:00 p. m.—Investment talk.  
7:00 to 7:30 p. m.—The Cecilians.  
8:00 to 9:00 p. m.—Shell Oil Serenaders.  
9:00 to 12:00 p. m.—KFRC Dance Orchestra.

### Wednesday, December 7

7:00 to 8:00 p. m.—Seal Rock program.  
8:00 to 9:00 a. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Household hints.  
11:30 to 12:00 noon—Amateur tryout period.  
12:00 to 1:00 p. m.—Sherman, Clay concert.  
4:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:20 p. m.—Mac and his gang.  
6:20 to 6:30 p. m.—Stage and screen.  
6:30 to 7:30 p. m.—The Cecilians.  
8:00 to 9:00 p. m.—Maxwell House Coffee program.  
9:00 to 10:00 p. m.—KFRC Ensemble and soloists.  
10:00 to 12:00 p. m.—Dance program.

### Thursday, December 8

7:00 to 8:00 p. m.—Seal Rock program.  
8:00 to 9:00 a. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Doings of Dorothy.  
11:30 to 12:00 noon—Amateur tryouts.  
12:00 to 1:00 p. m.—Sherman, Clay program.  
4:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:20 p. m.—Mac and his Gang.  
6:20 to 7:30 p. m.—The Cecilians.  
8:00 to 9:00 p. m.—Mona Motor Oil Co.  
9:00 to 9:45 p. m.—KFRC Movie Club.  
9:45 to 10:00 p. m.—Airplane flying lesson.  
10:00 to 11:00 p. m.—Dance orchestra.  
11:00 to 12:00 p. m.—Balcónades Dance Orchestra.

### Friday, December 9

7:00 to 8:00 p. m.—Seal Rock program.  
8:00 to 9:00 p. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Hints to home-makers.  
11:30 to 12:00 noon—Amateur tryouts.  
12:00 to 1:00 p. m.—Sherman, Clay program.  
3:30 to 4:30 p. m.—Student hour.  
4:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:20 p. m.—Mac and his gang.  
6:20 to 6:30 p. m.—Stage and screen.  
6:30 to 7:30 p. m.—The Cecilians.  
8:00 to 9:00 p. m.—Shell Oil Serenaders.  
9:00 to 10:00 p. m.—Studio program.  
10:00 to 12:00 p. m.—Dance orchestra.

### Saturday, December 10

7:00 to 8:00 a. m.—Seal Rock program.  
8:00 to 9:00 p. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:45 a. m.—Amateur tryouts.  
11:45 to 12:00 noon—Announcements of Sunday church sermons.  
12:00 to 1:00 p. m.—Sherman, Clay concert.  
4:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:20 p. m.—Mac and his gang.  
6:20 to 6:30 p. m.—Stage and screen.  
6:30 to 7:30 p. m.—The Cecilians.  
8:00 to 12:00 p. m.—Dance program.

KPO—HALE BROTHERS AND THE CHRONICL  
SAN FRANCISCO—422

### Sunday, December 4

9:45 to 10:30 a. m.—Church services.  
6:00 to 6:30 p. m.—States Restaurant orchestra.  
6:30 to 7:30 p. m.—Symphony orchestra.  
7:30 to 8:30 p. m.—Organ recital.  
8:30 to 10:00 p. m.—Fairmont Hotel concert orchestra.

**Monday, December 5**  
6:45, 7:15 and 7:45 a. m.—Health exercises.  
8:00 to 9:00 a. m.—Sperry Flour happy hour.  
10:30 to 10:45 a. m.—Ye Towne Cryer service.  
11:30 to 12:50 p. m.—Kane's Hawaiians.  
12 noon—Time signals, Scripture reading.  
1:00 to 2:00 p. m.—KPO orchestra.  
4:00 to 5:00 p. m.—Studio program.  
5:00 to 6:00 p. m.—Children's hour.  
6:00 to 6:30 p. m.—Ye Towne Cryer service.  
6:30 to 7:30 p. m.—S. & W. concert orchestra.  
8:00 to 9:00 p. m.—National Broadcasting Company.  
9:00 to 10:00 p. m.—Musical program.  
10:00 p. m. to 12 midnight—KPO's variety hour.

**Tuesday, December 6**  
6:45, 7:15 and 7:45 a. m.—Health exercises.  
8:00 to 9:00 a. m.—Sperry Flour happy hour.  
10:00 to 10:30 a. m.—Domestic economist.  
10:30 to 10:45 a. m.—Ye Towne Cryer service.  
11:30 to 12:50 p. m.—Kane's Hawaiians.  
12 noon—Time signals, Scripture reading.  
1:00 to 2:00 p. m.—KPO orchestra.  
4:00 to 5:00 p. m.—Studio program.  
5:00 to 6:00 p. m.—Children's hour.  
6:00 to 6:30 p. m.—Ye Towne Cryer service.  
6:30 to 7:30 p. m.—States Restaurant orchestra.  
8:00 to 8:30 p. m.—Gypsy and Marla.  
8:30 to 11:00 p. m.—National Broadcasting Company.

**Wednesday, December 7**  
6:45, 7:15 and 7:45 a. m.—Health exercises.  
8:00 to 9:00 a. m.—Sperry Flour happy hour.  
10:30 to 10:45 a. m.—Ye Towne Cryer service.  
10:45 a. m.—Home service talk.  
11:30 to 12:50 p. m.—Kane's Hawaiians.  
12 noon—Time signals, Scripture reading.  
1:00 to 2:00 p. m.—KPO orchestra.  
4:00 to 5:00 p. m.—Studio program.  
5:00 to 6:00 p. m.—Children's hour.  
6:00 to 6:30 p. m.—Ye Towne Cryer service.  
6:30 to 7:30 p. m.—S. & W. concert orchestra.  
8:00 to 9:00 p. m.—Atwater Kent Artists.  
9:00 to 10:00 p. m.—National Broadcasting Company.  
10:00 to 11:00 p. m.—States Restaurant Orchestra.

**Thursday, December 8**  
6:45, 7:15 and 7:45 a. m.—Health exercises.  
8:00 to 9:00 a. m.—Sperry Flour happy hour.  
10:00 to 10:30 a. m.—Domestic economist.  
10:30 to 10:45 a. m.—Ye Towne Cryer service.  
11:30 to 12:50 p. m.—Kane's Hawaiians.  
12 noon—Time signals, Scripture reading.  
1:00 to 2:00 p. m.—KPO orchestra.  
4:00 to 5:00 p. m.—Studio program.  
5:00 to 6:00 p. m.—Children's hour.  
6:00 to 6:30 p. m.—Ye Towne Cryer service.  
6:30 to 7:00 p. m.—Board of Education.  
7:00 to 7:30 p. m.—Book review and sports.  
8:00 to 9:00 p. m.—Caswell hour.  
9:00 to 10:00 p. m.—National Broadcasting Company.  
10:00 to 11:00 p. m.—States Restaurant Orchestra.

**Friday, December 9**  
6:45, 7:15 and 7:45 a. m.—Health exercises.  
8:00 to 9:00 a. m.—Sperry Flour happy hour.  
10:30 to 10:45 a. m.—Ye Towne Cryer service.  
10:45 a. m.—Home service talk.  
11:30 a. m. to 12:45 p. m.—Kane's Hawaiians.  
12 noon—Time signals, Scripture reading.  
12:45 p. m.—Commonwealth luncheon at Palace Hotel.  
1:30 to 2:00 p. m.—KPO orchestra.  
2:00 to 4:00 p. m.—Weekly Auditions.  
4:00 to 5:00 p. m.—KPO orchestra.  
5:00 to 6:00 p. m.—Children's hour.  
6:00 to 6:30 p. m.—Ye Towne Cryer service.  
6:30 to 7:30 p. m.—S. & W. concert orchestra.  
8:00 to 9:00 p. m.—Program, the Calpet orchestra.  
9:00 to 10:00 p. m.—Avis String Quartet.  
10:00 to 11:00 p. m.—KPO Dance Orchestra.

**Saturday, December 10**  
6:45, 7:15 and 7:45 a. m.—Health exercises.  
8:00 to 9:00 a. m.—Sperry Flour happy hour.  
10:00 to 10:30 a. m.—Domestic economist.  
10:30 to 10:45 a. m.—Ye Towne Cryer.  
11:30 to 12:50 p. m.—Kane's Hawaiians.  
12 noon—Time signals, Scripture reading.  
1:00 to 2:00 p. m.—KPO orchestra.  
2:00 p. m.—Football.  
5:00 to 6:00 p. m.—Children's hour.  
6:00 to 6:30 p. m.—Ye Towne Cryer service.  
6:30 to 7:00 p. m.—States Restaurant orchestra.  
8:00 to 10:00 p. m.—National Broadcasting Company.  
10:00 to 11:00 p. m.—KPO dance orchestra.

1:00 to 1:30 p. m.—Country store.  
1:30 to 2:00 p. m.—Cowell Dein, piano and banjo.  
5:00 to 5:30 p. m.—Concert.  
5:30 to 6:00 p. m.—Construction reports.  
6:00 to 7:00 p. m.—Dinner hour concert.  
7:00 to 7:15 p. m.—Sports by Geo. T. Davis.  
7:15 to 7:30 p. m.—Art course.  
8:00 to 9:00 p. m.—Studio program.  
9:00 to 10:00 p. m.—Musical program.  
10:00 p. m.—Weather and police reports.  
10:03 to 10:30 p. m.—Novelty program.  
10:30 to 11:00 p. m.—Lloyd Monroe.

**Wednesday, December 7**  
7:00 to 8:00 a. m.—Health exercises.  
8:20 to 10:27 a. m.—Breakfast program.  
10:27 to 10:30 a. m.—U. S. weather reports.  
12:00 to 1:00 p. m.—Luncheon program.  
1:00 to 1:30 p. m.—Country store.  
5:00 to 5:30 p. m.—Concert.  
5:30 to 6:00 p. m.—Construction reports.  
6:00 to 7:00 p. m.—Concert.  
7:00 to 7:15 p. m.—Sports by Geo. T. Davis.  
8:00 to 10:00 p. m.—Studio program.  
10:00 to 11:00 p. m.—Dance orchestra.

**Thursday, December 8**  
7:00 to 8:00 a. m.—Health exercises.  
8:20 to 10:27 a. m.—Breakfast program.  
10:27 to 10:30 a. m.—U. S. weather reports.  
10:30 to 11:00 a. m.—Fashion hints.  
12:00 to 1:00 p. m.—Luncheon program.  
1:00 to 1:30 p. m.—Country store.  
5:00 to 5:30 p. m.—Concert.  
5:30 to 6:00 p. m.—Construction reports.  
6:00 to 7:00 p. m.—Dinner hour program.  
7:00 to 7:15 p. m.—Sports by Geo. T. Davis.  
7:15 to 7:30 p. m.—Art course.  
8:00 to 10:00 p. m.—Studio program.  
9:00 to 10:00 p. m.—Dance program.  
10:00 p. m.—Weather and police reports.  
10:03 to 10:30 p. m.—Gloria Del Rae  
10:30 to 11:00 p. m.—Popular program.

**Saturday, December 10**  
7:00 to 8:00 a. m.—Exercise hour.  
8:20 to 10:27 a. m.—Musical breakfast program.  
10:27 to 10:30 a. m.—U. S. weather reports.  
5:00 to 5:30 p. m.—Concert.  
5:30 to 6:00 p. m.—Construction reports.  
6:00 to 7:00 p. m.—Dinner hour concert.  
8:00 to 9:00 p. m.—Studio program.  
9:00 to 10:00 p. m.—Harrist Lewis.  
10:00 to 12:30 p. m.—KFWI surprise party.

**KJBS—JULIUS BRINTON & SONS  
SAN FRANCISCO—220**

**Sunday, December 4**  
1:30 to 3:30 p. m.—Instrument and vocal selections.  
3:30 to 5:00 p. m.—Dance music.

**Monday, December 5**  
9:00 to 12:00 m. Instrument and vocal selections.  
1:30 to 7:30 p. m.—Instrument and vocal selections.  
8:00 to 9:00 p. m.—Instrument and vocal selections.  
9:00 to 11:00 p. m.—Studio program.

**Tuesday, December 6**  
9:00 to 12:00 a. m.—Instrument and vocal selections.  
1:30 to 7:30 p. m.—Instrument and vocal selections.  
8:00 to 9:00 p. m.—Orthoniphonic selections.  
9:00 to 11:00 p. m.—Coco-Nut Club meeting.

**Wednesday, December 7**  
9:00 to 12:00 a. m.—Instrument and vocal selections.  
1:30 to 7:30 p. m.—Instrument and vocal selections.  
8:00 to 10:00 p. m.—Orthoniphonic recital.

**Thursday, December 8**  
9:00 to 12:00 a. m.—Instrument and vocal selections.  
1:30 to 7:30 p. m.—Instrument and vocal selections.  
8:00 to 10:00 p. m.—Music lovers' program.

**Friday, December 9**  
9:00 to 12:00 a. m.—Instrument and vocal selections.  
1:30 to 7:30 p. m.—Instrument and vocal selections.  
8:00 to 9:30 p. m.—Dance music.  
9:30 to 11:00 p. m.—Studio program.

**Saturday, December 10**  
9:00 to 12:00 a. m.—Instrument and vocal selections.  
1:30 to 7:30 p. m.—Instrument and vocal selections.

1:00 to 1:30 p. m.—Special program.  
5:30 to 6:30 p. m.—Brother Bob's club.  
6:30 to 7:00 p. m.—Dinner concert.  
7:00 to 7:30 p. m.—News broadcast.  
8:00 to 9:00 p. m.—Educational program.  
9:00 to 10:00 p. m.—Variety hour.

**Thursday, December 8**  
10:00 to 11:30 a. m.—Economics hour.  
11:30 to 1:00 p. m.—Luncheon concert.  
1:00 to 1:30 p. m.—Special program.  
4:30 to 5:30 p. m.—Richards' Hawaiians.  
5:30 to 6:30 p. m.—Brother Bob's club.  
6:30 to 7:00 p. m.—Dinner concert.  
7:00 to 7:30 p. m.—News broadcast.  
8:00 to 10:00 p. m.—Variety hour.

**Friday, December 9**  
10:00 to 11:30 a. m.—Economics hour.  
11:30 to 1:00 p. m.—Luncheon concert.  
1:00 to 1:30 p. m.—Special program.  
4:30 to 5:30 p. m.—Richards' Hawaiians.  
5:30 to 6:30 p. m.—Brother Bob's club.  
6:30 to 7:00 p. m.—Dinner concert.  
7:00 to 7:30 p. m.—News broadcast.  
8:00 to 9:00 p. m.—Variety hour.  
9:00 to 10:00 p. m.—Athens Athletic Club Orchestra.

**Saturday, December 10**  
10:00 to 11:30 a. m.—Economics hour.  
11:30 to 1:00 p. m.—Luncheon concert.  
1:00 to 1:30 p. m.—Special program.  
4:30 to 5:30 p. m.—Richards' Hawaiians.  
6:30 to 7:00 p. m.—Dinner concert.  
7:00 to 7:30 p. m.—News broadcast.  
8:00 to 10:00 p. m.—Variety hour.

**KGO—GENERAL ELECTRIC**

**OAKLAND—394**

**Sunday, December 4**  
11:00 a. m.—Church services.  
4:00 p. m.—Vesper service.  
6:30 to 7:30 p. m.—National Broadcasting Company.  
7:30 p. m.—Weather report.  
8:00 to 10:00 p. m.—National Broadcasting Company.

**Monday, December 5**  
11:30 a. m. to 1:00 p. m.—Luncheon concert.  
12:30, weather; 1:00, weather; 1:03, S. F. stocks;  
1:03, N. Y. stocks.  
3:30 to 4:00 p. m.—Women's Clubs.  
4:00 to 5:00 p. m.—St. Francis Orchestra.  
5:30 to 6:00 p. m.—KGO Kiddies' Klub.  
6:00 to 6:45 p. m.—Concert Orchestra.  
6:45 p. m.—"What's Happening in the World."  
7:05, weather; 7:08, S. F. produce, grain, cotton;  
7:16, S. F. stocks (closing); 7:23, N. Y. stocks  
(closing).  
8:00 to 9:00 p. m.—National Broadcasting Company.  
9:00 to 9:20 p. m.—"Chats About New Books."

**Tuesday, December 6**  
11:30 to 1:00 p. m.—Luncheon Concert.  
12:30, weather; 1:00, weather; 1:03, S. F. stocks;  
1:03, N. Y. stocks.  
6:00 to 6:55 p. m.—Dance Orchestra.  
6:55, news; 7:03, weather; 7:08, S. F. produce, grain,  
cotton; 7:16, S. F. stocks (closing); 7:23, N. Y.  
stocks (closing).  
8:00 to 8:30 p. m.—Cathedral Echoes.  
8:30 to 11:00 p. m.—National Broadcasting Company.

**Wednesday, December 7**  
11:30 to 1:00 p. m.—Luncheon concert.  
12:30, weather; 1:00, weather; 1:03, S. F. stocks;  
1:03, N. Y. stocks.  
6:00 to 6:30 p. m.—Dinner concert.  
6:30, weather.  
6:35 to 7:30 p. m.—Farm program.  
8:00 to 9:00 p. m.—Vaudeville.  
9:00 to 10:00 p. m.—National Broadcasting Company.  
10:00 to 11:00 p. m.—St. Francis Dance Orchestra.

**Thursday, December 8**  
11:30 to 1:00 p. m.—Luncheon concert.  
12:30, weather; 1:00, weather; 1:03, S. F. stocks;  
1:03, N. Y. stocks.  
5:00 to 5:15 p. m.—Mental Measurements.  
5:15 to 6:00 p. m.—"Friend to Boys."

(Continued on Page 16)

**KFWI—RADIO ENTERTAINMENTS, INC.  
SAN FRANCISCO—267**

**Sunday, December 4**  
7:30 to 8:00 p. m.—Church services.  
9:00 to 10:00 p. m.—Studio program.  
10:00 to 11:00 p. m.—Dance program.

**Monday, December 5**  
8:20 to 10:27 a. m.—Breakfast program.  
10:27 to 10:30 a. m.—U. S. weather reports.  
10:30 to 11:00 a. m.—Fashion hints.  
12:00 to 1:00 p. m.—Luncheon program.  
1:00 to 1:30 p. m.—Country store.  
5:00 to 5:30 p. m.—Concert.  
5:30 to 6:00 p. m.—Construction reports.  
6:00 to 7:15 p. m.—Sports talk.  
7:15 to 7:30 p. m.—Advertising talk.  
8:00 to 8:30 p. m.—Darnelle Sister.  
8:30 to 9:00 p. m.—Studio program.  
9:00 to 10:00 p. m.—Dance orchestra.  
10:00 p. m.—Weather and police reports.  
10:03 to 11:00 p. m.—Dance music.

**Tuesday, December 6**  
7:00 to 8:00 a. m.—Health exercises.  
8:20 to 10:27 a. m.—Breakfast program.  
10:27 to 10:30 a. m.—U. S. weather reports.  
12:00 to 1:00 p. m.—Concert.

**KLX—OAKLAND TRIBUNE  
OAKLAND—508**

**Monday, December 5**  
10:00 to 11:30 a. m.—Economics hour.  
11:30 to 1:30 p. m.—Luncheon concert.  
1:00 to 1:30 p. m.—Special program.  
5:30 to 6:30 p. m.—Brother Bob's club.  
6:30 to 7:00 p. m.—Dinner concert.  
7:00 to 7:30 p. m.—News broadcast.  
8:00 to 9:00 p. m.—Special program.  
9:00 to 10:00 p. m.—Weekly meeting of Lake Merritt Ducks.

**Tuesday, December 6**  
10:00 to 11:30 a. m.—Economics hour.  
11:30 to 1:00 p. m.—Luncheon concert.  
1:00 to 1:30 p. m.—Special program.  
5:30 to 6:30 p. m.—Brother Bob's club.  
6:30 to 7:00 p. m.—Dinner concert.  
7:00 to 7:30 p. m.—News broadcast.  
8:00 to 10:00 p. m.—Variety hour.

**Wednesday, December 7**  
10:00 to 11:30 a. m.—Economics hour.  
11:30 to 1:00 p. m.—Luncheon concert.

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6:00 to 6:55 p. m.—Dinner concert.  
6:55 p. m.—News; 7:05, weather; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).  
8:00 to 9:00 p. m.—The Pilgrims.  
9:00 to 10:00 p. m.—National Broadcasting Company.  
10:00 to 11:00 p. m.—St. Francis Dance Orchestra.

**Friday, December 9**

11:10 to 11:30 a. m.—Home Making talk.  
11:30 a. m. to 1:00 p. m. Luncheon concert.  
12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
5:30 p. m.—Wise man from the Land-O-Health.  
6:00 to 6:45 p. m.—Dinner concert program.  
6:45 to 6:55 p. m.—"Weekly Financial Review."  
6:55, news; 7:05, weather; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).  
8:00 to 9:00 p. m.—Program for KGO Players.  
9:00 to 10:00 p. m.—National Broadcasting Company.  
10:00 to 11:00 p. m.—Dance music.

**Saturday, December 10**

11:30 a. m. to 1:00 p. m. Luncheon concert.  
12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:05, N. Y. stocks.  
6:00 to 7:00 p. m.—Dinner concert.  
7:00 to 7:15 p. m.—Weather, news.  
7:15 to 7:30 p. m.—Weekly sport review.  
8:00 to 11:00 p. m.—National Broadcasting Company.  
11:00 to 12:00 p. m.—Dance music.

**KFI—EARLE C. ANTHONY, INC**  
**LOS ANGELES—468**

**Sunday, December 10**

10:00 a. m.—Morning services.  
5:30 p. m.—Johnnie Dull and orchestra.  
6:30 p. m.—National Broadcasting Company.  
7:35 p. m.—Bob Buckner and Orchestra.  
8:00 p. m.—National Broadcasting Company.  
9:00 p. m.—National Broadcasting Company.  
10:00 p. m.—Packard Orchestra.

**Monday, December 11**

6:30 p. m.—Glenn Edmund's orchestra.  
6:15 p. m.—Radiatorial.  
6:30 p. m.—Gamut male quartet.  
7:00 p. m.—Gene Johnston's Music Box hour.  
8:00 p. m.—National Broadcasting Company.  
9:00 p. m.—Semi-classic hour.  
10:00 p. m.—Packard Eight Orchestra.

**Tuesday, December 12**

5:30 p. m.—The Dragon Hawaiians.  
6:00 p. m.—Florence Sanger.  
6:15 p. m.—Music chat.  
6:30 p. m.—Mary Rosetti and Don Parker.  
7:00 p. m.—L. A. Fire Dept.  
8:00 p. m.—Piano recital.  
8:30 p. m.—National Broadcasting Company.  
9:00 p. m.—National Broadcasting Company.  
10:00 p. m.—National Broadcasting Co.

**Wednesday, December 13**

10:45 to 11:05 a. m.—Gold Medal Talks.  
5:30 p. m.—Sebastians Cotton Club Orchestra.  
6:15 p. m.—Radiatorial period.  
6:30 p. m.—Hal Chasnoff's orchestra.  
7:00 p. m.—Dare Sisters.  
7:30 p. m.—Nick Harris detective stories.  
8:00 p. m.—Calpet Orchestra.  
9:00 p. m.—National Broadcasting Company.  
10:00 p. m.—The Putnam Trio.

**Thursday, December 14**

5:30 p. m.—Elkin's and Hite's Dixieland Orchestra.  
6:15 p. m.—Radiatorial period.  
6:30 p. m.—Henry Starr.  
7:00 p. m.—Program by the University of Southern California.

8:00 p. m.—Drama program.  
9:00 p. m.—National Broadcasting Company.  
10:00 p. m.—Program of modern classical music.

**Friday, December 15**

10:45 to 11:05 a. m.—Gold Medal Talks.  
5:30 p. m.—Carl Hanson.  
6:00 p. m.—Florence Sanger.  
6:15 p. m.—Radiatorial period.  
6:30 p. m.—Vest Pocket period.  
7:00 p. m.—Edward Jardon.  
8:00 p. m.—Ira D. Morgan.  
8:30 p. m.—Boris Myronoff, pianist.

9:00 p. m.—National Broadcasting Company.  
10:00 p. m.—John Slingerland.

**Saturday, December 16**

5:30 p. m.—Strangers Social Club Orchestra.  
6:15 p. m.—Radiatorial period.  
6:30 p. m.—Tarvin Sisters.  
7:30 p. m.—Felipe Delgado, Spanish Baritone.  
8:00 p. m.—National Broadcasting Company.  
9:00 p. m.—N. B. C. program.  
10:00 p. m.—Packard program.  
11:00 p. m.—KFI Midnight Frolic.

**KJR—NORTHWEST RADIO CO.**  
**SEATTLE—348**

**Sunday, December 17**

7:30 to 9:30 p. m.—Evening services.  
9:30 to 10:30 p. m.—Concert orchestra.  
**Monday, December 18**  
6:00 to 6:30 p. m.—Time signals, sport news.  
6:30 to 7:30 p. m.—Dinner concert.  
7:30 to 10:00 p. m.—Studio program.  
10:00 p. m.—Time signals.  
10:00 to 12:00 p. m.—Dance music.

**Tuesday, December 19**

6:30 to 7:30 p. m.—Dinner concert.  
7:30 to 10:00 p. m.—Studio program.  
10:00 p. m.—Time signals.  
10:00 to 12:00 p. m.—Vic Meyers' dance orchestra.

**Wednesday, December 20**

6:30 to 7:30 p. m.—Dinner concert.  
7:30 to 10:00 p. m.—Studio program.  
10:00 p. m.—Time signals.  
10:00 to 12:00 p. m.—Dance music.

**Thursday, December 21**

6:30 to 7:30 p. m.—Dinner concert.  
7:30 to 10:00 p. m.—Studio program.  
9:00 to 10:00 p. m.—Concert orchestra.  
10:00 p. m.—Time signals.

**Friday, December 22**

6:30 to 7:30 p. m.—Dinner concert.  
7:30 to 8:00 p. m.—Studio program.  
8:00 to 9:00 p. m.—Instrumental trio.  
9:00 to 10:00 p. m.—Studio program.  
10:00 p. m.—Time signals.  
10:00 to 12:00 p. m.—Vic Meyers' dance orchestra.

**Saturday, December 23**

6:00 to 6:30 p. m.—Sport news, News Items.  
6:30 to 7:30 p. m.—Dinner concert.  
7:30 to 10:00 p. m.—Studio program.  
10:00 p. m.—Time signals.  
10:00 to 12:00 p. m.—Vic Meyers Dance Orchestra.

**KGW—MORNING OREGONIAN**  
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**Sunday, December 24**

7:30 to 9:00 p. m.—Studio program.  
9:00 to 10:00 p. m.—N. B. C. program.  
10:00 to 11:00 p. m.—Little Symphony orchestra.

**Monday, December 25**

6:00 to 7:00 p. m.—Dinner concert.  
7:00 to 7:30 p. m.—Concert orchestra.  
7:30 to 8:00 p. m.—Talk.  
8:00 to 9:00 p. m.—N. B. C. program.  
9:00 to 10:00 p. m.—Venetian hour.  
10:00 to 11:00 p. m.—Dance music.

**Tuesday, December 26**

6:00 to 7:00 p. m.—Dinner concert.  
7:00 to 7:30 p. m.—Xmas program.  
7:30 to 8:00 p. m.—Book review and talk.  
8:00 to 8:30 p. m.—Sealy Dance program.  
8:30 to 11:00 p. m.—N. B. C. program.

**Wednesday, December 27**

6:00 to 7:30 p. m.—Concert orchestra.  
7:30 to 8:00 p. m.—Lecture.  
8:00 to 9:00 p. m.—Concert.

**Thursday, December 28**

9:00 to 10:00 p. m.—N. B. C. Program.  
**Thursday, December 29**  
6:00 to 7:00 p. m.—Dinner concert.  
7:30 to 7:40 p. m.—Utility service.  
7:40 to 8:00 p. m.—Flower girls.  
8:00 to 9:00 p. m.—Concert.  
9:00 to 10:00 p. m.—N. B. C. program.  
10:00 to 12:00 p. m.—Dance music.

**Friday, December 30**

6:00 to 7:00 p. m.—Dinner concert.  
7:00 to 7:30 p. m.—Program.  
7:30 to 8:00 p. m.—Utility service and talk.  
8:00 to 9:00 p. m.—Concert.  
9:00 to 10:00 p. m.—N. B. C. Program.

10:00 to 10:30 p. m.—Concert.  
10:30 to 12:00 p. m.—Keep Growing Wiser Order of Hoot Owls.

**Saturday, December 31**

6:00 to 7:00 p. m.—Dinner concert.  
7:00 to 8:00 p. m.—Concert.  
8:00 to 11:00 p. m.—National Broadcasting Company.  
11:00 to 12:00 p. m.—Dance music.

**At Marquard's**

The famous Neapolitan Orchestra is back again at Marquard's, corner of Mason and Geary streets, and the fascinating strains of their dance music would set any feet to tingling with the call of the light fantastic.

New and prettier than ever, are the faces of the girls in the revue given nightly at this popular cafe. "Feasting and fun" might be taken as the slogan at Marquard's, for there is always entertainment, interspersed with good food, at reasonable prices. By the way, have you tasted yet, that wonderful chocolate cream cake, made by the Marquard chef, and kept a secret from all imitators? If you have, then all chocolate cakes from then on, except Marquard's, will cease to interest your palate!

Lioness in the Path—Business Man —"Why did you leave your last position, Miss?"

Fair Applicant—"There was no future to it."

Business Man—"Indeed?"

Fair Applicant—"No; the boss was already married."—Life.

\* \* \*

Teller: I wish I knew what to get father for his birthday. He likes to go after small game, but I can't afford to buy him a shotgun.

Cashier: Why not get him a flyswatter?

\* \* \*

Long and Short of It—"Can you give me a good description of your absconding clerk?" suavely asked the detective.

"Well," answered the hotel proprietor, "I believe he's about five feet five inches tall and about \$7000 short."

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**Society**

(Continued from Page 4)

Mr. Zeile was host to a group of friends at a handsome dinner following the follies.

\* \* \*

**Society Present**

Among those in the audience at the Follies opening were:

Doctors and Mesdames Alanson Weeks and Herbert Mofitt.

Messrs. and Mesdames Robert W. Miller, G. W. McNear Sr., Alexander Hamilton, Henry Kiersted, Jerd Sullivan, Arthur Sharp, Marshall Madison, William Magee Sr., William B. Bourn, John McNear, G. W. McNear Jr., Walter S. Filer, John Brooke Jr., Gerald Herrmann, Fred St. Goar, William Magee Jr., James Moffitt; Count and Countess von Wurmbrand.

In addition to these, among the society folk who will be at the supper dance will be:

Messrs. and Mesdames Hooper Jackson, Donald Gregory, John Wilhoit, Empey Robertson, Bruce Dohrmann, Ralston Page, W. K. Bowes, Merrill Morshead, H. S. Tittle, Frank Timberlake, John Breuner, A. E. McLaughlin, Howard Park, David Conrad, D. W. Dodge, George W. McNear, Dr. and Mrs. Hans Barkan; Misses Harriet Brownell, Eda Sherman, Olive Watt, Laura Coffey, Virginia Phillips, Elizabeth Raymond, Elizabeth Francis-Davis, Martha Ransome, Jack Quealey.

\* \* \*

**Pageantry at Mark Hopkins**

The Downtown Association is sponsoring the first birthday party for the Hotel Mark Hopkins at the hotel Tuesday, December 6th. As this date happened to coincide with the regular feature night, the two events are being combined to make a party that promises to be one of the most interesting and brilliant affairs held in Peacock Court this season.

The basis or theme of the presentation was suggested by the mural work of the hotel, which has been the subject of an unusual amount of favorable comment. It will be recalled that these paintings depict the early and mythical history of California. Beginning with "Calafia," the mythical queen of California, the story unfolds from the dawn of creation—on through the adventuresome and colorful days of the gold rush—down to modern days and San Francisco—finally centering on Nob hill, which has been synonymous with the aristocracy of the city since its beginning.

These phases will be interpreted by a galaxy of pageantry, dancing and

singing combined to present a spectacle that will long be remembered.

According to Geo. D. Smith, president and manager of the hotel, all indications point to the fact that this party in commemoration of the completion of the Nob hill edifice just one year ago, will eclipse anything that has occurred so far in the history of the hotel. He states that apparently all places will be reserved before the night of the party.

**Club Land**

(Continued from Page 5)

Director Talma Zetta Wilbur chose the following plays for the production: "Prince Gabby," by Jane Murfin; "Casualties," by Martin Flavin; "As I Remember You," by Sada Cowan; and "When Did They Meet Again?" by Harold Brighthouse.

The Murfin sketch is a comedy based on the short story "The Talkative Burglar" by Edgar Wallace, and is said to be exceptionally amusing. "Casualties" is a tense and gripping drama of the triangle type. The Sada Cowan playlet is a satirical play; and the last named act is a romantic comedy in which a romantic young girl meets an equally romantic young man in Paris.

\* \* \*

**Musical Club**

The San Francisco Musical Club on Thursday morning of this week presented a brilliant program with artists participating. Easton Kent and Virginia Treadwell were the soloists whose voices delighted the large audiences. Their numbers were well chosen and Easton Kent, one of San Francisco's leading musicians and singers, received an ovation for his exquisite songs. Virginia Treadwell was heartily received on this occasion. Esther Deininger was the piano soloist, whose playing was of musicianly value.

Paerl Wood Brandt and Mrs. Cecil Hollis Stone were accompanists for the singers.

Mrs. Carlo Morbie, president of the San Francisco Musical Club, announces an excellent program for the Christmas concert to be held in the Fairmont ballroom, Thursday, December 15.

Mrs. John W. Davis will be chairman of this event.

Participants will include a double quartet: Mrs. Harry Haley, Mrs. John P. Coghlan, Mrs. Horatio Stoll, Mrs. C. F. Witzel, Mrs. M. O. Anderson, Mrs. F. H. Porter, Mrs. Martin Moloney, Mrs. Edward Lichtenberg. Wallace Sabin directs. Elise Young Maury at the piano.

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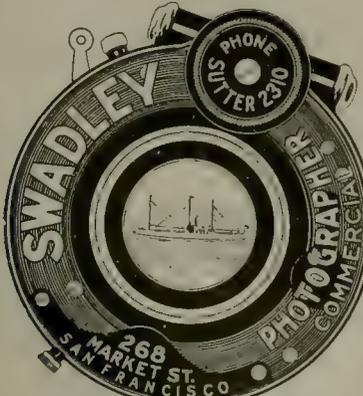
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**Pleasure's Wand**

(Continued from Page 7)

humanness of the Vitaphone—and its positive assurance of what is yet in store for the motion picture industry.

\* \* \*

**First Concert**

The Wind Instrument Ensemble of San Francisco, directed by C. Addimando, will give the first concert of the third series, on Friday evening, December 9, at the Fairmont Hotel, under the management of Lulu J. Blumberg.

Willard J. Flashman, flute; Louis J. Paquet, clarinet; Cesare Addimando, oboe; Eugene B. La Haye, bassoon; Herman Trutner, horn, and Margo Hughes at the piano, are the artists.

\* \* \*

**Florentine Choir**

In response to widespread popular demand, the Florentine Polyphonic Choir of Florence, Italy, will present a final program for San Francisco in the Civic Auditorium, Sunday afternoon, December 11. Seats for the farewell appearance of the distinguished Florentines will be available at Sherman, Clay and Company next Monday.

A pageant of song by the Florentine Polyphonic Choir will include the special ceremonial and grand entrance of the Company preceded by Gonfalon, pages and trumpeters.

Esther Feletti will be soprano and Ulisse Matthey, organist. By request "Adoramus te, Christe," motif for four voices will be given. The program comprises many wonderful numbers and operatic selections, closing with the Christmas Carol by the Choir.

\* \* \*

**Rudy Seiger Soloist**

Rudy Seiger, leader of the Fairmont Orchestra, will play a group of his exquisite violin solos at this Christmas celebration musicale with J. Chandler Smith at the piano.

Mr. Seiger will upon request play some of his own compositions which are great favorites among thousands of his admirers.

\_\_\_\_\_

Senior Wrangler — First Man — "Ever been married?"

Second Man—"Yes, I've been through it from courtship to courthouse."—Boston Transcript.

\* \* \*

Soul of Discretion — Sambo—"Did Brudder Brown gib de bride away?"

Rastus—"No, sah; he gwine let de groom fin' her out for hisself.—Hardware Age.

**Monterey Notes**

Football coaches, officials and scribes "break training" at Del Monte December 10-11, following the close of the football season, when they will compete in a 72-hole medal play tournament on the famous golf courses of the Monterey peninsula.

The tournament will start Saturday, December 10, with 18 holes on Del Monte in the morning and 18 holes at Pebble Beach in the afternoon. Sunday morning, December 11, the Dunes course at Monterey Peninsula Country Club will be played, with the final 18 holes back on the Del Monte course Sunday afternoon.

By special dispensation the golf writers on the various California newspapers will be included in the tournament.

R. L. Templeton, Stanford track coach, has been named chairman of the tournament committee.

Room for One More—Cashier: Have you a five-passenger car?

Assistant Cashier: Yes, but nine can ride in it nicely if they are well acquainted.

\* \* \*

Simply Solved—"My dear girl, speculation on 'change is always a big risk—one gains one day and then loses the other."

"Then, you silly boy, it's easy—only speculate every other day."

\* \* \*

Flattery Wasted—Terence: 'Tis a fine lad ye have here. A magnificent head and noble features. Could ye lend me a couple of dollars?

Pat: I could not. 'Tis me wife's child by her first husband.

\* \* \*

Cash or Carry—Servant: There's a man to see you, ma'am.

Mistress: Tell him to take a chair.

Servant: That's what he's doing. He's taking the piano, too. He's from the furniture house.

\* \* \*

He Knew—"Do you understand mortgages, Bill?"

"Yes; the first is for the purchase of the car and the second is for the upkeep."

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By Florence de Long

**NAPOLEON IN CAPTIVITY**—Reports and Letters of Count Balmain, Russian Commissioner at St. Helena during the years 1816-20. Translated and Edited by Julian Park. The Century Co.

An excellent book and well worth reading. The title speaks for its authenticity. Count Balmain of Russia was one of the Commissioners appointed by virtue of the Treaty of August 2, 1815, "to abide at the place which the Government of his Britannic Majesty shall have assigned for the residence of Napoleon Bonaparte, and who without being responsible for his custody, will assure themselves of his presence"; the translator and editor is Professor of European History at the University of Buffalo.

(England and Austria also sent there Commissioners on this mission, but Prussia, although included in the invitation, declined to be represented.)

The reports and letters of all the Commissioners have all been published at various times, but "that the reports of Count Balmain are infinitely superior in value and interest is agreed by all those who have been able to compare the three."

Official letters are given verbatim, and the reports besides being carefully prepared, are extremely interesting.

Balmain left St. Helena on May 3, 1820 and was not on the Island at the time of Napoleon's death.

There is not space enough to give any of the details of this most interesting book, the reading of which will be thoroughly appreciated by all who are inclined to the hero-worship of the great Napoleon.

\* \* \*

**DIRT ROADS**, Howard Snyder; The Century Co.; \$2.00.

Does the title mean anything to you—all you who flash along the paved highways in your tight little cars, never thinking of those dejected souls who endeavor to eke out an existence from the meager farms of the unproductive region through which you pass?

This is a story of those who live apart from the highway, along the "dirt roads, so tangled like dark shadows and endless in their quest of life."

The author tells his story with an almost childish simplicity which, however, gains in intensity through its very ingenuousness. It is a story of life that is hard—exhausting—soul-taking—if the man or woman succumbs to despair. But Jennie Pourst is not one to let her spirit sink into the soil. Her reputation does become sadly smirched, but her mother-heart is too great to allow her to give way to despondency, and she eventually shows Ellic the way to happiness albeit nearly at the sacrifice of her own soul.

**Woodside Country Club**

More than a score of equestrians, brilliant in hunting habits, made the redwoods ring with the clatter of hoofs last week at the Woodside Country Club during the midwinter paper chase.

Resplendent in a red coat which distinguished him as "Master of the Hunt," Cedric S. Coldwell started the riders over the intricate trails left by the "fox." Many of the riders followed blinds, which led them on futile gallops into the forest, while one group, led by Franklin W. McCormack, chanced upon the right trail which led them to the finish far ahead of the other riders. McCormack was presented with the trophy of the hunt.

Mr. J. W. Kilkyson and Mrs. Gilkyson came in second and third respectively, followed by Mrs. Cedric S. Coldwell, Mrs. E. C. Jones, C. A. Pitts, Mrs. Arthur R. Lyon, Harold L. Heakin, A. R. Lyon and A. R. Smith.

The hunt, which is the second of a series being given under the direction of Leroy Bennett, riding master of the Woodside Country Club, was so successful that the directors of the club announced at a dinner following the ride that a general community hunt for peninsula folk will be held as soon as weather conditions permit. The peninsula, it was pointed out, is, like Great Britain, ideally designed for equestrian and hunting rides.

Hel-l-p!—Judge: While you were being relieved of your money, did you call the police?

Victim: Yes, your honor, everything I could think of.

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## THE VICTORY HIGHWAY

By Geo. R. Borrmann

My article regarding the Victory highway to California, recently published in the News Letter, has aroused so much favorable comment from various interests, including newspapers and Chambers of Commerce, that I feel with a little more effort the business men of this section of the state may be aroused to such a sense of duty, to such a spirit of co-operation, and to such a knowledge of the opportunity that lies before them that the wonderful boosting spirit, which the Los Angeles business men have, may become inoculated into the veins of the business men of Northern and Central California.

The completion of the Victory highway from Salt Lake to California presents a real opportunity for a concentrated campaign to bring a flow of tourists to this part of the state next year.

Almost ninety per cent of the people of this great country of ours have a wish in their hearts to visit two spots in the United States: First, the city of New York; second, the great state of California.

The easterner who, since school days has known of the great American desert, in most cases, will now choose the Victory highway even if he is destined to Los Angeles. Many people who have delayed their trip west because of not wishing to risk the hot desert sands, will now plan their journey over the Victory highway.

Here is a plan suggested to me from San Leandro. Have a small map of California showing the Victory highway from Salt Lake City to California printed on the back of all envelopes that are mailed east by business houses, with mention of the new Victory highway now being open.

Another suggestion is for California to help in having the road in Nevada oiled before it is broken up during the next touring season. California's interests are served by this road now supported by Nevada, a state of only 80,000 people. Co-operation of California cities would help us develop our natural advantages.

Now let's insist on that All-Year highway over the Sierras, so that touring through our snow capped mountains will become famous the world over.

Always—Rose: What type of person lives longest?

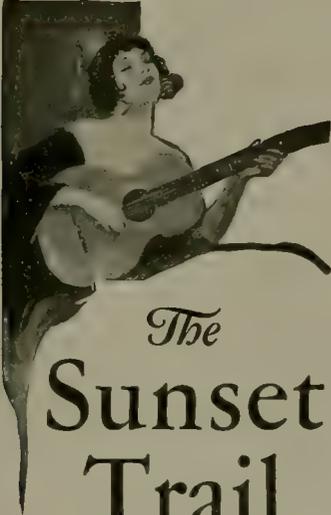
Marie: A rich relative.

Expectancy—Willie: Do you play football, Uncle?

Aged Uncle: No, my boy.

Willie: Well, what did daddy mean when he said we would get a pile of money when you kick off?

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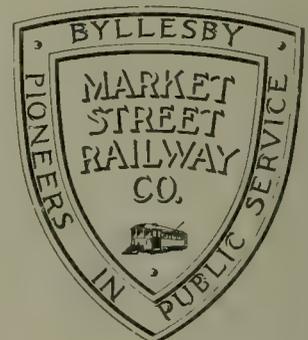
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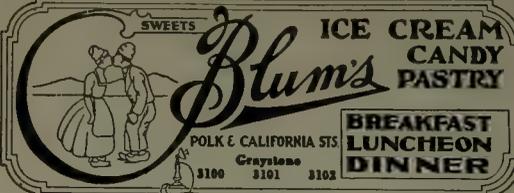
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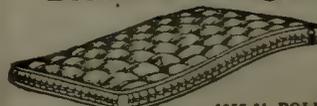
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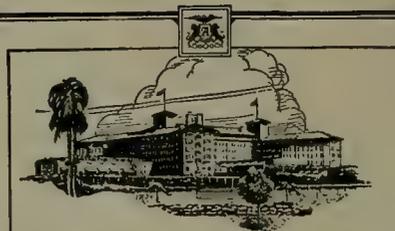
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Saturday, December 10, 1927

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# SAN FRANCISCO NEWS LETTER



Devoted to the Leading Interests of California and the Pacific Coast

The San Francisco News Letter and California Advertiser was founded July 20, 1856, by Frederick Marriott. Published by Frederick Marriott, Jr., from 1884 to 1925. It is now printed and published weekly by Frederick Alfred Marriott, 268 Market Street, San Francisco, California. Telephone Kearny 8357. Entered at San Francisco, California, Postoffice as second-class matter. London Office: Street & Co., 30 Cornhill, E. C. London, England. Subscription Rates (including postage), one year, \$5.00. Foreign, one year, \$6.00. Canada, one year, \$6.00

Vol. CIX

SAN FRANCISCO, CALIF., DECEMBER 10, 1927

No. 50

## From One Thing to Another

Eleanor F. Ross

### Fire Traps

Almost every day or week, there is mention in the daily newspapers of the arrest of some rooming house keeper or third-class hotel owner, who has been arrested for violation of the housing act, in connecting with operating premises that are a menace to the neighborhood as fire traps. The recently appointed commission which has this business in hand, are showing a commendable activity and it is a pity that all the different departments of the municipality do not emulate the example which this special city branch has set. We might cite that a "new broom sweeps clean," but we are going to be optimistic and hope for a furtherance of the good work. The street cleaning department, and that division through which the building inspector or engineer functions, should wake up to the fact that much improvement can be brought about as regards unsightly fences and signs, empty lots heaped with rubbish, and filthy gutters existing in certain sections of the city. We need a little "young blood" in our street sweeping gang!

### Dangerous Spot

Traffic in San Francisco is being regulated, restricted and generally looked after, but still the junction of Market, Pine and Davis streets is left unprotected by either a signal or a cop. This meeting of "four crossroads" resembles nothing so much as one of those scenes in the movies, when pedestrians, street cars, autos and trucks, and sometimes even old Dobbin and the shay whirl around in a bewildering maelstrom of motion, until one wonders what everyone isn't annihilated on the spot. Why the prejudice against this particular crossing, Cap'n Goff?

### The "Christmas Spirit"

There are people who deplore the ever increasing expense which each succeeding Yuletide brings to the masses of shoppers; the inclination of the working classes towards more and yet more luxury; the almost universal desire (in America, at least) for all those Sybaritical pleasures more associated with ancient Greece than with the "commercial" United States. They appear to be blind to the fact that money begets money, that extravagance is often more of a virtue than a fault, and that the spirit of spending throws money into circulation, unloosens the art-strings as well as the purse-strings, and creates a feeling and condition of general well-being throughout the community.

I can dimly remember reading and hearing about the annual party which Mrs. John Jacob Astor was in the habit of giving in New York, when hundreds of thou-

sands of dollars were expended on one evening's amusements. The spirit of Anthony Comstock was in good training in those days, and public sentiment proved to be strong enough to prohibit the continuance of these parties. The long-haired reformers objected to the lavishness of her entertainment, to the prodigal expenditure which these functions entailed.

Consistently blind to the fact that this same "extravagance" put many dollars into the pockets of hard-working caterers, costumers, electricians, decorators, cabmen and the producers of all the materials with which these artisans worked, the objectors could only visualize what they considered a sinful waste of time and money, in entertainment that not only diverted and pleased the guests which thronged to the hospitable Astor doors, but also directly and indirectly fed hundreds of deserving mechanics.

It is the same quality of mind which opposes the spirit of spending,—the Christmas Spirit which is at its best and most admirable at this time of year.

The Spirit of Christmas—Long may it wave, say I.

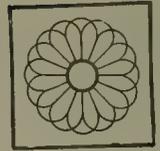
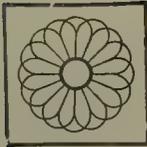
### Conventions and Conviviality

So San Francisco loses to Kansas City in the matter of the Republican Convention for 1928! Even that clever satirist, H. L. Mencken, whose recent article in the Chicago Tribune, anent "San Francisco" as a convention city, could not sway the emotions of the hard-boiled gentlemen who held the fate of the national convention in their sleight-of-hands. At the time that Mencken wrote, he was of the impression that the City by the Golden Gate would have the entertaining of the G. O. P.

In his inimitable manner, he describes the good and reasonably priced food which he remembers as a convention reporter in this city; of the clean and luxurious hosteleries; the cool confines of the convention hall; the well swept streets, the affable climatic conditions of our grand and glorious town, and (sh-sh-sh!) the wet goods that were indulged in by the conventioners, without their "falling to the ground and passing into fits."

He describes the efforts being made by strangers within the gates, who had been attracted to San Francisco, after the fire of 1906, to make the town "safe for Sunday school superintendents;" "anon came Prohibition," he goes on, "and a fresh effort to iron it out;" we survived this peril, he states, and today seem to be out of danger. We are, says the inimitable Mencken,— "agreeably wet, sinful and happy."

In spite of this alluring propaganda for San Francisco, as a convention city, Kansas, insufferably hot, dry as the Sahara desert, anemic with reformers, beat us to it!



### Democracy Prevails

It has been very interesting to watch the behavior of the crowds in the streets during this week of testing the new rules for the governing of traffic. We say advisedly at the end of a lengthy period of observation we are driven to the conclusion that pedestrian travellers are more conscientious in their efforts to obey the regulations than are automobilists.

On the whole, we may safely say that the people are playing up well and are really endeavoring to co-operate with the authorities in the creation of safety conditions. There is no doubt about the thing being at first confusing. But, as the second day went by, the number of people who consciously stopped to look at the signals very plainly increased; on the third day, they had grown into a majority. We saw no real attempt anywhere, to make any active objection to the officer's orders, though some were reported.

On this latter matter, we are not so very sure. We do think that the police work might have been better managed. We noted many policeman who behaved with the greatest consideration and the most gentle courtesy. In fact, we doubt if anywhere there could have been more sensible restraint shown. But there were gross exceptions and the policeman, who tried to bully his way through a situation which was new and embarrassing, was not missing. We saw a few evidences of angry offensiveness, which showed that the officer, however fine he might be in other respects, was out of his element in handling a crowd.

### "Ground Arms"

Some years ago a book appeared with the above title and made a great sensation. Not so very long afterwards came the great war. The book was a sort of psychological reaction against forces which were inevitably making for armed conflict. The prattle about peace is as much a part of the war tendency as the manufacture of arms. The same set of facts hits different people in different ways.

Now comes along the demand for disarmament, generally, a demand made by Russia, of all peoples. The Russian representative, having nothing at stake, could throw the "peace-bomb" into the assembled delegation and startle them into hysteria by the safest cooing. Nothing do they want to talk about less than peace! Practical questions of disarmament, says Austin Chamberlain, or perhaps it was the new lord who has succeeded Lord Cecil at Geneva, are the only things which we care to discuss, and in the political scheme of things, the practical is eternally the impossible, for it is of the very nature of politics to make the possible unpractical.

But Russia is a mocking animal. Having no subject territories, she challenges the owners of subject territories to lose their possessions by ceasing to guard them by the sword. One sword succeeds another, for the subject nations, being left to themselves, would mutually beat one another to death, even with clubs if there was nothing else to kill with. Russia is a mocker and her delegate, Litvinoff, is a mere frivoller. He is really challenging the rest of the world to do something which he knows it will refuse. The world, thereupon refusing, Russia and Germany will demand the right to arm thoroughly, in view of the fact that the world prefers to be armed.

### Spiritual Factors

One may formulate all sorts of rules for human action. In fact, there is nothing that is more agreeable and, actually, fascinating to the human being than to try and find a philosophy, in terms of which the acts of men may be accounted for and, therefore, determined. But there is something in the human being which discounts all these philosophies. One, like Freud, looks for the explanation and announces that he has discovered it in obscure psychological reactions; another, equally confident, declares that man is the victim of his own glands and acts in accordance with their unassailable edicts. Then comes a crisis and lo, men act in terms of neither the one nor the other.

Look at the Folsom uprising. That nasty mess, which arose we do not know how and which culminated in death, is an indelible disgrace to the commonwealth. How did men act in that crisis? The convicts, bent on liberty, acted for the most part as might have been expected. They milled and surged around, and succumbed to the force which any reasonable calculation would have told them was irresistible. The guards and the state military forces did their duty and obeyed orders. So far, it is easy to sum up the situation.

But why did Dr. Day, risking his own life, and taking his very existence in his hand, go calmly forth into the mass of milling and excited men and offer his services as a surgeon to the stricken? One cannot explain that action in terms of glands or of psycho-analysis. There was no need for his venture except an urge to do his duty, which was assuredly not material in its essence. Dr. Day could have lost nothing except his own self-respect by not going.

And why did the convict, whose name can never be known and who could gain nothing by his action, warn the authorities?

### Peter and Paul

How are you going to pay Peter without robbing Paul has been a question that has haunted us all, at some time or another, when the money has not been coming in as fast as we needed and the debts which we have contracted are hustling each other in a contest for priority of payment. The same rule applies to communities as applies to individuals. One has to pay the market value or go without, though, of course, all of us one way or the other, are trying to get out of the payment of the necessary market value.

Over in the East Bay district there is the deuce to pay. The railroads have not been paying their way; that is to say, the fares collected for rides have not produced enough to pay a reasonable return on the invested capital. What is the answer? The same as in ordinary matters, raise the fares. But street car fares are ticklish things to raise. People have to use street cars, whether they will or not. They have to meet the fare. Fares have been raised before. To raise them again is to provoke trouble and agitation. The Railroad Commission made zoning regulations, with certain reductions in fare in the less crowded hours, and an increase in the crowded hours. Now the people in the Bay District are clamoring for a five-cent fare and no zones, the alternative being condemnatory proceedings and the public ownership of the roads.

And, supposing that they do get public ownership, do they think that by virtue of that fact the roads can be run on five-cent fares? Perhaps they do; the dear public is a terrible ass. But it will learn, though only by experience, and experience is very expensive. In the meantime here will be a fine opportunity for the demagogue.

\* \* \*

### Permanent Prosperity

The Secretary of Commerce says that not only is prosperity widely spread and at present plainly existent, but that the prosperity which we have achieved is permanent, that is to say, that it will continue, in spite of everything.

Now just what is implied by that? Does the Secretary of Commerce mean that there will be no hard times for ever and a day; that the flood of constantly growing wealth will pile up, without let or hindrance, and that the well-being which is connoted by prosperity will be everlasting? Mr. Hoover is too good an economist to mean anything of the sort. Even today what we call prosperity is by no means universal. There are tens of thousands of people in the Mississippi Valley shivering as winter comes long, with very little food and practically no provision for proper shelter, people who have suffered an unadverted tragedy of which they have been too little relieved. There are many thousands, too, in the textile industry who are suffering from the poorness of trade in that particular department of production. The mining regions are full of unemployed and semi-starving men in an industry, the demand for the products of which falls far short of the supply. No, Mr. Hoover did not mean that what we call prosperity is permanent in any universal sense. He knows as well or better than the rest of us that hard times are sure to come somewhere or other.

But what he did mean is very true and is the great glory of this country, at this time. Mr. Hoover meant that the standard of living of our people has risen so greatly that even under what should be called bad times, they will enjoy what would be luxury anywhere else.

\* \* \*

### The Mayor Again

Mayor Rolph did a very graceful thing in making an ex-soldier, who had won great distinction for personal bravery in the field, a Supervisor for a limited period. There was a vacancy to be filled, until the newly elected members take their seats. The Mayor picked this man who had served with distinction in a San Francisco unit as the one most deserving of the honor. We are unable to say how much the victim liked it. He accepted, however, and the vacancy is well filled.

The whole body of San Francisco fighters will relish the compliment, and to the family of the chosen one it will always be a subject of congratulation that one of their number was selected in so unique and complimentary a fashion.

If the Mayor were not a very serious person we might have suspected a certain touch of humor in the selection. The present board is by no means a choir of angels and perhaps one accustomed to poison gas and the more elusive and intangible agencies of death will find himself well at home in the surroundings. Even so, he will wish during his month for a more secure shelter than the bare, noisy meeting room of Supervisors affords and will think with regret of the comparative security of a shell-hole.

The Mayor knows about the Board of Supervisors. He has had his tiffs with them and will have them again. The road is none too clear and there are many crooked paths to be straightened out before the water question and the power question and the railroad question are settled properly. We shall many times thank our lucky stars that Mayor Rolph is still in the saddle and able to do graceful and witty things.

## Winter Football

By Lyman Martin

The final Pacific Coast Conference football game was played last Saturday down at Los Angeles. The University of Southern California Trojans overwhelmed the Huskies from Washington by the score of 33 to 13.

The Trojans by winning this contest tied Stanford in the Conference standing, each having won four games and tying one. The game down south was more than a Conference game to Morley Drury. It was the fitting climax to one of the most successful seasons ever enjoyed by any player on the Pacific Coast. He had already been chosen on several All-American teams. This did not go to his head, for he gave one of the most astonishing ball-toting exhibitions ever put on by any back anywhere. He scored three touchdowns. One run was for eighty or more yards, another for twenty-five yards, and he scored the third touchdown after the Trojans had marched down the field for seventy-two yards. Enough for one man in one day! He was then taken out of the game for good and for all. What an ovation he received as he left for the showers! We have it on good authority that some of Hollywood movie stars turned green with envy at the very thought of some mere football player receiving such an ovation.

Note to publicity managers: If you want your matinee idol to get plenty of publicity, teach him to play football, but mind you, teach him to play it well.

\* \* \*

The football fans of Northern California have three games of interest in the offing. First there is the California-Pennsylvania game played over at the California Memorial Stadium on December 31. Pennsylvania has been beaten this year, but according to "Nibs" Price, they have one of the best organizations in the East. A pair of tackles chosen for many All-American positions and a sterling backfield that concentrates more on team work and the successful execution of plays, present a great incentive for the Bears to get down to real hard practice so that they may be able to show these Easterners how football is played out here on the Pacific Coast. In addition to being a good football game, the game also has a certain sentiment attached to it. The game is in the nature of a memorial to the late Andy Smith. Smith had affiliations with both institutions. It is therefore deemed fitting and proper that the bench, erected in his honor, should be dedicated at this time.

\* \* \*

The Sons of Stanford Red are going to meet a tartar in the Pittsburg eleven in the Pasadena Bowl on the second of January.

This man Welch who carries the ball for Pittsburg is picked on a majority of All-American elevens. To gain such wide recognition he must be good. "Pop" Warner saw the Pittsburg Panthers win their final game in the East and from what he says Stanford is in for a beating.

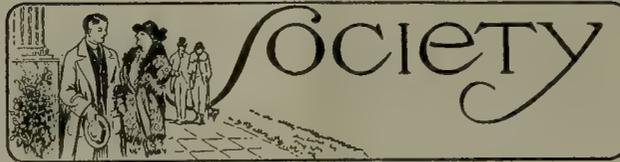
Maybe "Pop" is trying to establish under-dog psychology, but maybe he isn't. Anyhow the Southerners are going to have a great battle to watch around the beginning of the new year.

\* \* \*

A Mr. Andy Kerr is signing up plenty of football talent to represent the East for the Shriners' football game to be played here on January 2.

Joesting of Minnesota and Caldwell of Yale are only two of the names that are causing our western team and coach "Babe" Hollingbery to pause and ponder.

The West will also be well represented, with players from the University of Washington predominating in the representation.



By Antoinette Arnold

### Christmas Festivities

With these radiant pre-Christmas days come news of more and more social festivities, presaging the charm of holidays.

Debutantes, and sub-debutantes, especially, are preparing any number of home-events with dazzling Christmas trees a center of happy amenities.

What pretty affairs! What cosy, home-like events, with candles burning and the scent of Christmas wreaths permeating every corner.

When it comes to Yuletide, hearts both young and old are knitted together with sacred ties and everyone is playing "child again."

Christmas!

There's not a season in all the span of human lives which makes us all as divinely happy as Christmas-tide.

\* \* \*

### Candles Are Favorites

This year seems to be a candle Christmas.

Smart shops, big department stores, men and women's supply centers; in fact most of the city's thoroughfares are illuminated these pre-Christmas days with candles.

Is it because, in our ultra-modern trend, there has been so much display of electricity, that we return now to primitive adornments and favor a candle?

Be that as it may, the candle has now its day.

Some of our shops are approached by candles so tall that they reach from the sidewalk to almost the top of the doorways. One of the fashionable stores, on the corner of Geary and Stockton streets, has two tall red-red candles in front of the main entrance with a flicker at the top resembling, exactly, that of a candle.

Most of the main stores are using candles for window and entrance adornments.

They are very effective and entrancing.

\* \* \*

### Candle Luncheon

Mrs. Newton Bissenger entertained a group of friends at a luncheon given in the grey room of the Fairmont Hotel, last Thursday. Four oval tables had orange satin coverings, the motif of the decorations being Italian with handsome candelabra containing tall candles. Garlands of luscious fruits were wound gracefully about the table ending in a large Del Robia plate in the center of which choice fruits were placed. Place cards of the same motifs were used to designate the seats of guests.

\* \* \*

### Engaged

The engagement of Miss Marion Eastabrook of Berkeley to Mr. Raymond E. Peters of Oakland has been announced. The happy secret was made known at a tea given by Winifred Estabrook of San Jose, who presided over the betrothal party for the bride-to-be at the St. Francis Hotel.

Miss Estabrook is a graduate of the University of California and a member of the Alpha Delta Theta sorority. Peters received his degree from the school of jurisprudence of the university in May and is now practicing law in San Francisco. He is a member of Delta Theta Phi fraternity.

The date for the wedding, which will take place some time during the summer, has not yet been set. The guests were:

Mesdames F. J. Peters, Jr., K. N. Stacy, W. B. Rice; Misses Elizabeth Armstrong, Elizabeth Baker, Myrtle Doyle, Roberta Georgeson, Evelyn Moulin, Louise McGovern, Rosamond Parma, Alice Perry, Florence Perry, Irene Peters, Natalie Phelps, Malvina Riccardi, Louella Sibbalt, Martha Torsion, Eve West, Jean Wood, Gertrude Wright, Bertha Yulich.

\* \* \*

### Pretty Wedding

The home of Mr. and Mrs. William S. Wallace on Trestle Glen road in Oakland was the scene last Wednesday evening of a beautiful wedding, when Miss Helen Mar Wallace became the bride of George Beaumont MacMahon. The drawing room of the home was decorated with large chrys-

anthemums and a profusion of flowers formed the altar. The service was read by Rev. George H. B. Wright of St. Stephen's Church, San Francisco.

\* \* \*

### Her Wedding Day

Miss Helen Carolyn Lathrop became the bride of Lieutenant Frederick Funston, U. S. A., on Saturday evening, November 26. She is the daughter of Mr. and Mrs. Howard Beecher Lathrop of San Jose and Funston is the son of Mrs. Frederick Funston and the late General Funston. The wedding was performed at the Trinity Episcopal Church before a large assemblage of friends. Rev. Mark Rifensbark, pastor of the Trinity Church, read the services.

\* \* \*

### Society Luncheon

Mrs. Benj. F. Weston of Oakland entertained a group of friends at a luncheon given at the Fairmont Hotel, Friday. The Laurel Court was the setting for the elaborately appointed affair. The guests were seated at a large oval table with an overcloth of gold, in the center a gold opium bowl held luscious fruits and flowers of rich autumn shades, the combined fruits and flowers extending in graceful grouping to each end of the table, tall golden candlesticks holding tapers of harmonizing color were placed about and added to the attractive decorative scheme. The guests included:

Mesdames Jas. H. Pierce, Chas. Kuhn, Nathaniel L. Gardner, Robt. Kinkwood, Tudolph Thorson, W. H. Hart, —. Beeson, R. I. Bentley, Jr., Geo. W. Percey, Lester L. Moss, Minnie Bunker, Lottie G. Woods, A. S. Rowan, Wm. Muller, A. De Forest, Frederick L. Joice, Warren Perry, Mrs. Harmon, Samuel H. Weston, J. G. Kennedy, Thos. Bullock, Leonard Stocking.

(Continued on Page 17)

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HOWARD T. BLETHEN, Proprietor

**Christmas Chimes Ring in Clubland**

Club women, these days, are devoting their time and their thoughts to Christmas joys, and scarcely a club, in all the realm of women's activities but has its zealous workers preparing for Christmas-giving, Mrs. John Sylvester Pinney, president.

Cap and Bells Club has planned one of their typical events with gifts for children the main purpose of their festivities. This Christmas session will be held at the Fairmont Hotel where Cap and Bells members have been assembling for many years, and where they have permanent headquarters.

\* \*

**Children's Christmas Party Will Be Given**

Mrs. Byron Hoffman, one of the prominent members of Cap and Bells, will assist the president, Mrs. Pinney, as chairman of the Christmas party for the children to be given on Thursday, December 15, in the Terrace room of the Fairmont Hotel.

Each member of Cap and Bells will entertain one mother and a child, each child bringing to the party a gift, a toy or something to delight the childish heart. These gifts will be presented to less fortunate children, there being about one hundred entertained by Cap and Bells at this merry party.

There will be a Christmas tree, and a Santa Claus. Christmas carols will be sung by a choir directed by Mrs. Walter Scott Gray and Mrs. Richard Revalk. Solos will be sung by Miss Hildegard Ott and the Wyatt sisters' dancing academy will present a Christmas play.

Oh, every one is to have a royal, good time!

\* \* \*

**California Club**

The California Club of which Mrs. Marie Pernau Walsh is the president, will have a lovely Christmas party for children on December 20, held in the handsome club house, 1750 Clay street. Two playlets will be presented and refreshments for the little guests, with filled stockings of bright red gauze and other presents will bring



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Day or a Year  
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joy into the hearts of many tiny tots.

The California Club is always far-reaching in its charities and this year's events will take on a renewed Christmas glamour with a sparkling tree and gifts donated by members of the club.

\* \* \*

**Gifts of Food**

The San Francisco Branch, International Sunshine Society, will meet in the San Francisco Women's Building on Sutter street on December 19, when their donations of food will be asserted and distributed to those whom they have selected for beneficiaries.

This wonderful organization has made it their primal purpose to assist blind children and throughout a span of years have consistently and unflinchingly contributed to the care of blind children.

Now, comes Christmas and the noble-hearted women are so busy preparing their gift-packages that all else has been forgotten in their solicitation for their proteges. It is going to be a magnificent Christmas for the Sunshine Society! Because, forsooth, they are making others so happy and that's their Christmas!

\* \* \*

**Carols Featured**

Mrs. Ramon Wilson, well known lecturer and writer, will address the California Spring Blossom Association on December 12, at the Palace Hotel, telling in her own brilliant and impressive way, "The Spirit of Christmas."

Christmas carols will be a feature of this delightful program with noted soloists and a boy choir singing the sacred hymns. Miss Adela Carrillo Gantner, daughter of Mrs. John Gantner, will be the soloist.

The lovely Christmas program will be symbolical of the season and im-

pressive in its musical and literary presentations.

\* \* \*

**Laurel Hall**

Mrs. Frank Panter, president of Laurel Hall Club, has arranged the most elaborate and impressive Christmas program, no doubt, for the club's Christmas meeting.

It will be a Christmas festival, to be held on December 21, in the gold ball room of the Fairmont Hotel where the Laurel Hall Club holds all of its sessions and where they have established permanent headquarters.

\* \* \*

Mrs. Edward Turkington will tell the story of the Christmas tree relating the sacred and legendary tales of the observances. There will be many things on the tree beside sparkling tinsel for gifts are to be distributed and Laurel Hall Club always gives liberally to their favorite charities. Hostesses for the day will include Mesdames W. D. Stendebach, William Schwyter, C. H. Frost, L. V. Hentrich, Emilie Martini, Miss Lilly Hesser. Christmas carols will be sung at this Laurel Hall Christmas festival, as they are at so many of this year's club festivities.

\* \* \*

**Allied Arts**

The Junior Auxiliary of the Allied Arts will present a Christmas program, December 17, in the Woman's Building, consisting of children as performers, including Leila Elizabeth Courvoisier, Pershing Peterson, Jewel Gelman, Shirley Armstrong, Florence Carey, Robert Turner, Stewart Brady, Georgia Reid, Marjorie Thompson Patricia Craig, Barbara Thomas, Ernest Russell, Paul Zens, Wade Thomas Jr.

\* \* \*

**San Francisco Center**

William H. Nanry, director of the San Francisco Bureau of Government Research, will address the San Francisco Center, December 15, at 10:30 o'clock a. m., at the St. Francis Hotel on the topic, "Are You Satisfied?"

(Continued on Page 17)

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# PLEASURE'S WAND

OBEY NO WAND BUT PLEASURE'S

— Tom Moore



By Josephine Young

## Theater Pleasures

San Francisco theaters, on both the stage and screen, offer lots of cheery entertainment, these days.

Holidays always bring new programs to enchant pleasure-seekers and, this year, we are to be afforded any number of high entertainments.

So, let's go to the theater and make their pleasures just one of our Christmas gifts.

Try it! You'll be surprised!

\* \* \*

## Curran

"Blossom Time" is now the big attraction at the Curran theater, its farewell engagement having opened at the Curran last Sunday night, December 4. On the occasion of previous presentations here, "Blossom Time" was unanimously acclaimed most refreshing.

With its romantic history of the life and love of the great composer as a foundation, it possesses the basic element upon which a play of this character may be written, and with that story embellished and made fascinating by the enthralling music of the great composer himself, a combination had been achieved that has proven irresistible.

Nothing more appealing in the way of romance has ever been incorporated in an operetta than the love of the modest Schubert for the sprightly Mitzi, the misunderstanding that leads to the tragedy in the life of the composer through the winning of Mitzi by Shober, and his subsequent calm acceptance of that which Fate has ordained for him.

Musically, the piece is rich in melodies of the kind that appeal and linger, and this is easily understood when one considers that practically all the numbers bear the genius of the great composer himself. With its quaint settings of the picturesque Vienna of a century ago, and a presenting company that made the fame of "Blossom Time" on Broadway, this now world-famous operetta embraces the elements that make for a perfect entertainment.

The cast presenting "Blossom Time" here, comprised the following: John

Charles Gilbert, Robert Lee Allen, Patrick James Kelly, Thomas T. Tracey, George Huntington, Henry Rabke, Oral Shiffler, Otis Sheridan, Gordon Davis, Clyde Jackson, the Misses Genevieve Naegle, Vera Amazar, Yolande Presbury, Pearl Kincaid, Erba Robeson, Sylvia Snyder, Flo Keezel and Louise Rothaker, the premiere danseuse.

\* \* \*

## Lurie

"Hit the Deck" is drawing packed houses at the Lurie theater where the nautical musical comedy thrills and amuses with its lively story and sprightly singing.

"Hallelujah," the outstanding song of the comedy is well worth the admission price, and you'll not soon forget the ringing tones of this fervent chorus.

There is a lot of other songs filled with pep and melody and the singers keep up the merriment from start to finish.

Costumes are beautiful, especially the Oriental numbers where costly garments of radiant colorings and brilliancy make a picture of entrancing loveliness.

If you haven't yet seen and heard "Hit the Deck," there are a few more performances, although the engagement here is limited.

\* \* \*

## President

The popular Henry Duffy theater on McAllister street is making a change in its program Sunday matinee, when the "Gossipy Sex," another lively comedy, will follow the run of "Why Men Leave Home."

Leneta Lane will be leading lady in the new play with Daigneau and Lee in the principal supporting roles. Other players appearing include: Genevieve Blinn, Harry Leland, Thomas Richards, Elsie Dempsey and Alan Ryan as the newcomers added to the Duffy company at this theater.

Thomas Chatterton, Dorothy Le Mar, J. Raymond Northcut and Robert Adams and Zeda Harrison are favorites of the President who remain in the cast. "The Gossipy Sex" is a John Golden play.

## Amusements

NEXT WEEK

### ON THE STAGE

**Alcazar, O'Farrell nr. Powell**

"The Mystery Ship," Henry Duffy players.

**Columbia, Eddy nr. Powell**

"King of Kings," photoplay masterpiece, last times, Sat. night. "The Beggars' Opera," starting Mon., Dec. 12.

**Curran, Geary nr. Mason**

"Blossom Time," Franz Schubert story presented by the Shuberts.

**Lurie, Geary nr. Mason**

"Hit the Deck," Musical comedy.

**President, McAllister nr. Market**

"The Gossipy Sex," Henry Duffy players, commencing Sunday Matinee.

**Wigwam, Mission nr. 22nd**

Dudley Ayres and Poreta Porter in comedy play. New Wigwam policy.

**Community Playhouse,**

**Sutter and Mason**

"Young Woodley," Douglas Fairbanks, Jr., Reginald Travers. Sat. Matinee and Sat. Eve.

\* \* \*

### VAUDEVILLE

**Golden Gate, G. G. Ave. and Taylor**

Odali Careno, dramatic soprano; Toto circus clown; "The Wreck of the Hesperus" on the screen.

**Orpheum, O'Farrell nr. Powell**

Yacht Club Boys, phonograph singers. Hollis Devany, George McKay. "Pazana." Leon Conway and Sextette.

**Union Square, O'Farrell nr. Powell**

Pictures—Vaudeville.

\* \* \*

### ON THE SCREEN

DOWN TOWN

**California, Market St. at 4th**

"Sorrel and Son," H. B. Warner and All-star cast.

**Casino, Ellis at Mason**

"A Kiss in A Taxi," Sat. Bebe Daniels; "It's Clara Bow, Sun., Mon. "Subway Sadie," Dorothy Mackaill, Tues., Wed. "A Million Bid," Dolores Costello, Thurs., Fri. "The Strong Man," with Harry Langdon on the double bill. New policy.

**Cameo, Market opp. Fifth street**

Change of pictures, popular films, excellent screen.

**Embassy, Market St., near Seventh (Formerly Rivoli)**

Vitaphone—Mary Lewis, soprano; Leo Carillo, Italian dialect. "The Bush Leaguer" on the screen. Clyde Cook.

**Imperial, Market St. op. Jones**

"Finger Prints," Mystery-comedy, starring Louise Fazenda and John T. Murray. Vinton La Ferrera and Imperial Band.

**Granada, Market at Jones**

Lon Chaney in "London After Midnight."

**St. Francis, Market bet. 5th-6th.**

"Lovelorn," Beatrice Fairfax story. Molly O'Day and Sally O'Neill.

**Warfield, Market at Taylor**

Billie Dove in "The Love Mart." Al Lyons and his super-soloists. Revusical Comedy ideas—Sunkist beauties.

RESIDENCE DISTRICT

**Alhambra, Polk St., nr. Green**

Rudolph Music Masters. Picture accompaniments.

**Embassy**

Vitaphone features at the Embassy theater on Market street near Seventh, this week, include Mary Lewis, soprano of the Metropolitan theater; Leo Carillo, in an Italian dialect monologue; Waring's Pennsylvanias playing a number of melodies, including "A Night at Coffee Dan's."

The picture at the Vitaphone where patrons both see and hear what is presented to them on a vitaphone program, will this week have for screening "The Bush Leaguer" with Clyde Cook and Leila Hyams in the principal roles.

\* \* \*

**Columbia**

"The Beggar's Opera" will be given at the Columbia theater commencing with Monday night, December 12, with Marjorie Chard, Celia Turrill, Phyllis Hiller, Lena Maitland, Alfred Heather, Norman Williams, George Baker and Sylvia Neils in the company.

This opera is scheduled for a two weeks' run at the Columbia.

\* \* \*

**Orpheum**

There will be an entirely new bill of music, melody and comedy at the Orpheum which will be headed by The Yacht Club Boys, who are coming direct to San Francisco from New York to fulfill a Coast engagement. These boys have gained quite a reputation for themselves through their phonograph recordings.

"A Night at the Club" is the title of a singing aggregation headed by Hollis Devany (for three seasons with Blossom Time when he enacted the role of Franz Schubert), and Frank J. Tyler. There will be a male chorus of twelve in this production.

Other features will include George McKay and Ottie Ardine, vaudeville favorites, in a comedy vehicle called "Back From Abroad"; A Chameleon Caprice, with Mollie Todd and a large company including Tommy Rush, Leon Conway and The Chameleon Sextette; Boyle and Della in "How's That"; George and Jack Dormonde in "Scientific Nonsense"; "Pagana," the girl with the piquant personality.

\* \* \*

**Golden Gate**

Toto, the clown of circus and picture fame, comes to the Golden Gate next week as one of three headline attractions. Characterizations, tumbling, sleight-o-hand, slapstick-comedy,—the tricks for clowning are used by Toto and his company in his "Revue a La Minute."

Odali Careno, dramatic soprano, who recently completed a most successful season of operatic and concert

work in South America and Mexico, is making her American debut as a vaudeville headliner. Her program has been arranged so as to include classics in Italian, French, Spanish and English.

Harry J. Conly returns this season with a three-scene sketch, written by Willard Mack.

Pat Henning, supported by his father and mother, does a little bit of everything in the Henning offering "Versatility." The Pasquali brothers present a spectacular routine of hand balancing, somersaulting and other forms of tumbling.

The screen adaption of Longfellow's famous ballad, "The Wreck of the Hesperus," is to be the photoplay. Elmer Clifton, who produced "Down to the Sea in Ships," directed the picture, and Berginia Bradford, Sam DeGrasse, Alan Hale and Frank Marion are in the principal parts.

\* \* \*

**Veterans Ball New Year's Eve**

"A Night in Bordeaux" is the title of the show to be presented by Galbraith Post, No. 818, Veterans of Foreign Wars, at Scottish Rite Hall, New Year's Eve, Saturday, December 31, by Captain Callen Tjader, actor and veteran of the Mexican punitive expedition and World War. The show will be interspersed with dancing and in the banquet hall of the spacious building a cabaret will be in operation, an old-time cabaret, lacking, however, in the rare vintages and cocktails of yore.

Festivities will start at 8 p. m. The twenty-five piece band, led by Bandmaster George Crawford, of Nelson A. Miles Camp, No. 10, Spanish War Veterans, will serenade 1928 and lead the grand march.

The Players' Club of San Mateo will present a twelve-minute sketch especially adapted for the evening entitled "Makin' the Movies," and its author, Callen Tjader, has promised the vets, their wives, friends and relatives a laugh every minute.

Mrs. Prentiss Cobb Hale, an honorary member of the Veterans of Foreign Wars, heads a committee of patronesses, who are boosting the affair.

Colonel Robert Loghry, commander of the department of California and Nevada, V. F. W., and his staff will be the guests of honor.

An exhibition of the latest Broadway dance craze, the "kinkajou," is to be one of the features of the affair.

\* \* \*

**Warfield**

Billie Dove starring in "The Love Mart" will be at the Warfield this

(Continued on Page 18)

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## Finance

The California Real Estate Association plans to organize an insurance relations committee for development of co-operation and harmony with the California Association of Insurance Agents.

There is a movement on foot to rule private pleasure cars off the streets of Boston between the hours of 1 a. m. and 3 p. m., on the ground that the room is needed for business vehicular traffic and for pedestrians.

William Henderson and G. Kirkham Smith have opened their own insurance office in San Francisco to handle marine insurance. These are most experienced and reliable marine insurance people and their appearance in this capacity is quite a notable event in insurance circles.

The question of compulsory automobile insurance will be up again in the Oregon Legislature. This is a most important matter and should be thoroughly thrashed out. "Compulsory" anything goes against the grain, but there are circumstances in which it seems to be the only possible solution.

There is a movement on foot to extend the Quota Law to all immigrants except those who are ineligible to citizenship. This seems to be a reasonable and human idea. At present there is much suffering due to compulsory separation of families, which is not in accord with the demands of a decent humanity.

The question of jurisdiction in matters of personal injuries has been decided in New York to mean the mere fact of the defendant having a branch office will not give jurisdiction. Suit must be brought where the defendant resides or where he has his principal place of business. This decision is of importance to steamship companies who have been obliged to defend suits in places where they have a branch office, but their principal office is elsewhere.

If the present auto death rate holds out to the end of the year, 1800 Californians will have died from auto accidents in 1927. The Travellers bases its computation on a ratio of one fatality to every thousand automobiles. In addition to the number killed, 180,000 have been injured. This seems almost incredible but the statistics sustain it. Only three states in the Union, Illinois, New York and Pennsylvania, exceed California in the number of auto deaths.

Last year 84 per cent of grade crossing accidents involved automobiles. There are two kinds of auto drivers who are responsible for these accidents,—those who think that they can beat the train to it and those who do not trouble to look if a train is coming. The only thing necessary to put a stop to this holocaust is the exercise of common sense; but there is nothing which the ordinary human being hates so much.

Insurance companies were saved over \$60,000 through the work of the Pacific Coast department of the Underwriters Salvage Company through the reconditioning of grain in a warehouse at Knights Landing which had caught fire. While the salvaged grain was on the way down the Sacramento River a barge struck a sand bank and capsized. The cargo was insured and the marine insurance company paid the fire insurers \$13,500.

## Local News of the Week at A Glance

### For Those Away From Home

Plans have been ordered for the construction of an underpass beneath the Skyline boulevard at Fleishhacker playground, by the Board of Supervisors, meeting last Monday.

Representative Florence Kahn was promised definite help from the War Department and the Military Affairs Committee, last Monday, for rebuilding the roads within the Presidio and for enlarging and beautifying the National Cemetery in the reservation.

Max Dolin, whose son Gerald, fourteen years old, has been missing for the past week, made a trip to Reno last Monday, to aid the police of that city in searching for the boy. A lad fitting the description of Gerald was seen to leave a freight train, the first of the week, at the Nevadan city.

An estate which includes a fully-equipped circus, was the legacy left to Howard L. Jenkins, a meat cutter of this city. Jenkins intends to turn the circus over to his mother in Los Angeles, stating that she knows more about a circus than he does. The estate was left him by his stepfather, Percy Beckwith.

The Geary Street Merchants' Association will hold a theater party at the Alexandria, Saturday night, December 18th, to celebrate the new lighting system which has been installed in Geary street. Mayor Rolph has promised to be present. Henry Duffy, who operates the Alcazar and President theaters, will be master of ceremonies.

Pacific Coast farmers could save \$7,500,000 a year if they shipped grain in bulk instead of in sacks, so states E. N. Bates, of the Bureau of Agricultural Economics. To induce the grain growers of California to handle their harvests in bulk, and for the purpose of making further investigation, Bates has been sent to San Francisco by the United States Department of Agriculture.

The five preserves of California's State Park system have a combined acreage of 13,578 acres of redwood, Douglas fir, western yellow pine and tan oak timber. The California Redwood Park, in Santa Cruz county, Mount Diablo Park in the bay section, Bidwell State Park near Chico, Burney Falls Park in Shasta county, and a redwood preserve in Humboldt, Mendocino and Del Norte counties, comprise this system.

Miss Isa Kremer, noted Russian singer, came upon a rare old ring while shopping in San Francisco's Chinatown, last Monday, which had been stolen from her hotel room in Moscow, ten years ago. The jeweler in whose shop Miss Kremer discovered her lost ring, bought it from an antique dealer in Riga last July. The ring in question just matches her watch; both pieces being of fine gold, backed with rare deep blue lapis lazuli, which had a period running from 1780 to 1840. Mounted on the blue background is a brilliant ciboire, or sacred cup, lit with diamonds. Miss Kremer is delighted at the recovery of her stolen jewel.

"The experience of the city in the Hetch Hetchy grant has been taken as a guide on what to avoid," said City Attorney O'Toole, regarding the final draft of the transbay bridge bill, which was sanctioned by the Board of Supervisors last Monday, and which will be taken to Washington by Supervisor James B. McSheehy.

Major-General Jadwin, chief of army engineers, recommended that nearly \$4,000,000 be expended by the Government for Pacific Coast rivers and harbors improvements in the fiscal year beginning next July 1st. The figure does not include the contribution which local interests are expected to make on a number of new projects, but represents the governmental share only.

Harry Ashland Greene, aged seventy, and Miss Isabel Foster Higgins, sixty years old, both of Monterey, obtained a license to wed yesterday. Mr. Greene is a brother of Clay M. Greene, local playwright and Bohemian Club member, and Miss Higgins has worked in the capacity of housekeeper for the last thirty years in Mr. Greene's household.

A little girl from South San Francisco, in the person of Emilia Da Prato, left Monday night on the San Francisco Overland for New York, to take part in the contest for national singing honors. Representing the Far West in the national radio audition of the Atwater Kent Foundation, she will be received by President and Mrs. Coolidge when she and the other nine vocalists arrive in Washington.

William W. Crocker, president of Californians, Inc., says: "San Francisco has achieved 100 per cent acceleration in rate of growth during the Californians Inc. period."

That is the best sort of inducement and outweighs all the arts of the go-getter agent. Let Northern California business take the trouble to understand the enormous value of Californians, Inc., to this part of the state and the money will be very quickly forthcoming.

Last February an army scow lost its cargo overboard, which consisted of about 500 shells weighing 200 and 150 pounds each and some 700 boxes of ammunition, in Suisun Channel, between Army Point and Bullshead Point. It had been loaded at Benicia and was to be shipped to this city. This is considered an "act of God," and the army is not required to remove the shells and ammunition from the bay, even though they foul fishermen's nets and cause much anguish and loss to the fisher folks. Such was the decision handed in by Major J. H. Mellom of the headquarters staff of the 9th Corps Area, at Fort Mason.

Consolidation of the Humboldt Bank with the Crocker First National Bank of San Francisco into a new \$150,000,000 institution is being worked out by representatives of the two establishments. Should the merger finally be approved by the two boards of directors, it will have to be submitted to the stockholders of each bank for ratification. This may be done at the annual meetings, which are scheduled to be held in the early part of January. Consolidated, these banks would rank as the third biggest institution in this city.

## Air Lines

By Lieut. Blaine Stubblefield



Lieutenant Blaine Stubblefield

"Did Giles find the Death Spot?" is the title of a short essay in *Western Flying* for December by Richard J. Probert. Mr. Probert points out the disappearance of Erwin, Miss Doran and her crew, and

refers to a statement made by Major Livingston Irving about the "death spot" to confirm Captain Giles' report of conditions he found off-shore about 500 miles. Many conflicting statements and guesses as to treacherous air conditions over the near Pacific have been made. Few, if any, of them are based on authority—in fact, there seems to be no authority. The reports of weather bureaus and sea-faring men have proved of little value to travelers aloft. "Certainly," Mr. Probert concludes, "the available evidence does not justify the storm of aspersion which has been cast upon the head of a foreign visitor whose reputation for personal courage, and flying skill rests upon a record far more substantial than the unsound deductions of ill-informed and sensation-seeking individuals." . . . It may be that the spirit of a courageous man was broken by unjust criticism.

Every time a new aviation magazine reaches the office it carries the announcement of some new trick in aviation—usually a new plane on the market. We understand there are about a hundred aircraft factories of varying molds and capacities now in America. Off-hand we could name about thirty different makes of large and small planes—there are many more. Most of them, of the smaller type, look and act much alike. There are three or four makes of small monoplanes, but more biplanes. A monoplane for personal use, recently advertised, has eighty horsepower and sells for \$1985. But even the small ones, well made and equipped with the best air-cooled motors, cost up to \$5,000 and more. The day has not yet come when the best private plane may be purchased for the same price as the best private automobile. But that it soon will come is certain.

Leadership among American aircraft manufacturers now seems to rest between the Boeing Airplane Company of Seattle, and Curtiss. Wright, Curtiss, and Pratt and Whitney are leading in the field of airplane engines.

It is interesting to speculate upon possible radical changes in airplane design. Many fantastic and some diabolical contraptions are born of inventive brains every year, but they never survive. If some of them would work, they would certainly make a stir in the air, so to speak. Those of us who can remember the first automobiles—or rather the first ones that successfully negotiated the wagon trails of the land—will note that they still carry their engines over the front axle, have a clutch, a transmission, a differential—all recognizable as descendants of the gay nineties. True, our slick limousines no longer look like woodsheds in the fog, but they are merely aristocrats with working folks for ancestors. It may be that airplanes will look much as they do now—twenty years hence—with a twenty years' crop of refinements.

The insurance companies have decided that commercial aviation is safe. On a volume of business two years old, the fifty leading life insurance companies in the United States and Canada are covering travel by air, if their policy holders want to so travel, to the extent of \$73,276,680.279 without any restriction, and, in addition, it is pointed out that the accident companies during the past six months have liberalized their policy contracts to cover any loss caused by any hazard of eviction while the insured is riding as a passenger in a licensed airplane operated by a licensed pilot upon a regular passenger route between definitely established airports. "With regard to the insuring of pilots," says a writer with Connecticut General Life, "it is apparent that those who fly for commercial companies over regularly prescribed routes and carrying passengers, freight, and mail, are the safest type.

In Tallulah, Louisiana, there is an aviation company in a very strange business. "How Duff Daland airplanes can protect your crops," they say in their advertising. They send their pilots out with airplanes equipped

with a kind of spray machine, and fly low over cotton fields, dealing asphyxiation and death to the boll weevil.

The Air Mail Information bureaus are doing a big business just now answering questions about how to air mail gift packages. Here is the process in brief: wrap the package solidly; weigh it on a scale graduated in ounces; put on ten cents postage for each half ounce—air mail stamps or any other stamps—it makes no difference; mark the package in clear, large letters, near the address "air mail." Air mail may be registered or insured like ordinary mail. All air mail, both letters and packages go as first class mail; there is as yet no air parcel post service. The suggestion that the sender weigh his own package is merely to avoid standing in line at the postoffice. Of course air mail packages will be weighed at the postoffice in the usual way.

### At Mark Hopkins

Despite the many preoccupations of the season, society has found time to attend and approve the series of programs presented by Miss Kathleen Byam, dramatic reader, in Peacock Court, at Hotel Mark Hopkins on alternate Thursdays. Professional training in the companies of Miss Jane Cowl and Robert Mantell, appealing youth and charm combine to provide a rare equipment for Miss Byam as a reader. Her last program, "The Road to Rome," given under the sponsorship of the star of the New York production, Miss Jane Cowl, delighted a smart audience on Thursday, December first.

Among those hostesses who entertained large parties were Mrs. Webster Jones, Mrs. Harry Alderson, Mrs. George Hyde, Mrs. Howard Fleming, Mrs. Paul E. Denville.

The next program on Thursday, December 15, promises to be especially entertaining, bearing the provocative title, "Women—Highlights and Side-lights." Miss Byam will offer selections from plays of different periods to illustrate the thought that woman in her bewildering moods and guises has changed but little since Eve decreed that fig leaves were the mode—that the new woman is merely woman in a new setting. The dramatic bits will include a scene from "The Constant Woman," New York success by Somerset Maugham, in which Ethel Barrymore is starring.

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# Petrol Paragraphs

By K. R. Schwartz

National Automobile Club

Cajon Pass, paved highway leading northwest from San Bernardino to Victorville, and traveled daily by hundreds of motorists, has a very interesting history, unknown to many. Its name is of Spanish origin, meaning "Gate of the Big Box." The pass is a great gap in the Sierra's backbone, following a natural line of cleavage between the San Bernardino range and the Sierra Madre, and drained by Cajon Creek and its tributaries, flowing east and south to the great coastal plain. Cajon Pass was for nearly a century the chief southwestern gateway of overland travel to the Pacific Coast. In March, 1776, Padre Francisco Garces crossed from the desert to the San Bernardino plain, either through the pass or through some adjacent pass—perhaps Holcomb's Valley. In 1826, Jedediah Smith, first United States citizen to enter California overland, came through Cajon Pass.

In 1831, William Wolfskill, later of Los Angeles, brought through Cajon the first pack-train from Santa Fe, laden with Mexican goods, this giving rise to the name "Spanish Trail." Twenty years later it became the Mormon Trail, when in 1851 the first detachment of colonists from Salt Lake came to found San Bernardino.

It was through Cajon Pass that Lieutenant Whipple led his exploring party in 1854.

\* \* \*

Men in motor cars, in boats, on horseback and on foot are constantly, patrolling the field and streams of California for violators of the fish and game laws, and motorists should realize that deputies of the Fish and Game Commission have the right to inspect automobiles for illegal game or fish, but have been ordered to be courteous in their examinations.

Assurance that the wild life of the State will be protected is only given through the operation of an efficient patrol system, and the Commission appears to have a splendid performing body of men now at work in this important phase of its activities.

Patrolling furnishes a highly interesting topic for the consideration of motorists. Since the development of automotive transportation to the high degree that has recently been reached, the work of patrolling the fields, streams and mountains has become more difficult. As a result, the fish and game deputy must have a good automobile, and must be able to operate it under almost any conditions. His car must be in the best of condition and ready to travel at a moment's notice.

Motorists are assured of courteous treatment, and can aid in the protection of the fish and game of California by spreading the gospel of conservation and urging respect for the patrol forces of the Commission.

\* \* \*

Traffic management is to be elevated to the rank of a science and to be studied under special professors at the Berlin, Germany, University of Commerce at the beginning of the 1928 term. Three new professorships are to be created, one to be held by an expert in traffic management, one by an economist and the third by an expert in handling tourist traffic. Special courses will include a study of economic traffic problems, policies and statistics, business management, foreign tourist traffic, and the technic of world's commercial and traffic geography.

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## Library Table

By Florence de Long

**THE KING'S PLEASURE**, by Ellis Middleton; Lincoln Mac Veagh; Dial Press; \$2.00.

As the mise-en-scene is laid in England during the time of Charles II, this will probably be listed as a "period" story. But it is well told in good, plain English with only a few "Zounds," "S'deaths," "Od's' life," and such colloquialisms to stress the period. Therefore, it is quite interesting.

Nell Gwynn, of course, is a familiar personage and tales of her always have a piquant flavor. Although Nell, herself, is not the heroine of "The King's Pleasure," she plays an important part, and it is through her kindly efforts that her proteges are rescued from a dismal fate and sent forth with high hopes of a happy future. We cannot close without a bit of applause for that irresistible knight-errant, Major Samson Christopher Asquith Sykes, —that incorrigible soldier of fortune who is a brilliant foil to the somewhat precise Mr. Falconer. He is a useful ally in the new adventure upon which they all embark.

\* \* \*

**CHIVALRY PEAK**, by Irving S. Cobb; illustrated by Herbert M. Stoops; Cosmopolitan Book Corporation; \$2.00.

Chivalry Peak and the peak of chivalry—a well chosen title because it works both ways. Irvin Cobb has given us an interesting story of an upper corner of the United States which seldom appears in print. His descriptions are splendidly done and his characters are well drawn.

The principals flirt rather outrageously with the law, and a posse is called in to flirt rather dangerously with the "lawless" principals. There is also a serious flirtation on Chivalry Peak, and then Joan gets piqued (that's terrible—apologies!), and nearly spoils everything. But Mr. Cobb now produces his little "bag of tricks," and with his characteristically whimsical sleight-of-hand — presto, change! everything is all right again.

As a sample—this is announced as Mr. Cobb's first novel—we find this book very easy to take.

\* \* \*

**THE ARRESTED MOMENT AND OTHER STORIES**, by Charles Caldwell Dobie; The John Day Company, Inc.; \$2.50.

It has been said, with truth, that a good short story is harder to write than a good long story. And the writer of good short stories is a past master in the art of story writing. Charles Caldwell Dobie has excelled in his art and in *The Arrested Moment and Other Stories* he has given us a collection of short stories that are most entertaining, decidedly well written, and possessing an originality that proclaims the genius of the author.

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# RADIO

By C. J. Pennington



On the Air

By C. J. Pennington

The midnight mass of Old St. Mary's Church, one of the outstanding musical and religious events of Christmas Eve in San Francisco, will be broadcast by KFRC, the Don Lee station.

For three years KFRC has broadcast the Christmas Eve Service from St. Mary's. The musical arrangement, which is under the direction of Mari Giorgianni, organist, is said to be the most beautiful in the bay region and has long been the mecca for Christmas worshippers and music-lovers in the Yuletide season.

## A Marked Improvement in Gaseous Type Rectifiers

Although the gaseous type rectifier has enjoyed certain marked advantages over other types since its introduction in radio reception, it has not been altogether free from certain handicaps. Among these have been the high peaks or voltage surges developed in circuits employing such rectifiers, due to the relatively low voltage drop at little or no current drain, thus placing a severe strain on the filter condensers far beyond the usual working voltages. Another handicap has been the diminishing output of the tube with age, due to the progressive cleanup or exhaustion of the gas content, as well as the deterioration of the anodes through electronic bombardment. Still another feature has been short life, due to the two causes just mentioned.

The improved Raytheon BH has, first of all, a truly uniform output, not only in the matter of a remarkably straight line regulation, devoid of high voltages or peaks at little or no load, but during its entire useful life as well. There is not that steady falling off of output during life as in the usual gaseous rectifier. The new

Raytheon BH has an output of 125 milliamperes at 200 volts and over, which is more than ample for the usual radio set requirements even with one or two 171 type power tubes. It may be safely substituted for the Raytheon B type in radio power units designed for that lower-voltage tube, because of the uniform voltage of the BH; and the set owner will gain a decided increase in working voltage, together with greater current capacity, through the use of this new tube.

## Saturday Night Dance Period

Beginning Saturday December 17 the National Broadcasting Company will present another new feature over the Pacific Coast Network. This special attraction fills a definite want and promises listeners diversified entertainment such as is seldom offered over the air.

There will be continuous musical variety from 10:00 P. M. to midnight, furnished by a 12-piece dance band and groups of vocal contributions by super-soloists. In addition specialty acts, humorous and vocal, will be presented after each group of three dances, Sunday December 11, between 5:30 and 6:30 P. M. over the Pacific Coast Network will be heard the Crowlet Moscow Art Orchestra, under the direction of Max Dolin.—From 6:30 to 7:30 P. M. the Standard Symphony Orchestra will present the listeners of the Pacific Coast network another of its Sunday programs—At 9:00 P. M. will mark the start of another "Great Moment in History" to be presented over the Pacific Coast Network. The players under the direction of William Rainey will react the story of "The Constitution."

\* \* \*

Monday December 12 between 8:00 and 9:00 P. M. another "Spotlight Hour" will be presented to Pacific Coast Network listeners.

\* \* \*

The seventh Auction Bridge game will be broadcast over the Network between 8:30 and 9:00 P. M. Tuesday December 13.—The Evening Hour, weekly feature will be offered Network listeners, beginning at 9:00 P. M.—The Retold Tales featuring the "Little Speck in Garnered Fruit," by O. Henry will be presented between 10:00 and 11:00 P. M. This story is one of love.

\* \* \*

The National Broadcasting Company Vagabonds, who, weekly, take

(Continued on Page 16)

## Programs for Next Week

KFRC—DON LEE  
SAN FRANCISCO—454

### Sunday, December 11

10:00 to 12:00 noon—Golf Widow's program.  
12 noon to 1:00 p. m.—Church service.  
2:00 to 4:00 p. m.—Matinee program.  
5:00 to 6:00 p. m.—Organ recital.  
6:00 to 6:30 p. m.—Talk.  
6:30 to 8:30 p. m.—Mark Hopkins concert orchestra.  
8:30 to 10:00 p. m.—Walter Krausgrill's Orchestra.  
10:00 to 12:00 p. m.—KFRC dance orchestra.

### Monday, December 12

7:00 to 8:00 a. m.—Seal Rock program.  
8:00 to 9:00 a. m.—Musical program.  
9:00 to 9:10 a. m.—Shopping service.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Household hints.  
11:30 to 12:00 noon—Amateur tryouts.  
12:00 to 1:00 p. m.—Sherman, Clay program.  
1:30 to 5:15 p. m.—Organ recital.  
5:15 to 5:45 p. m.—Mac and his gang.  
5:45 to 6:20 p. m.—Joe Mendel and Pep Band.  
6:20 to 6:30 p. m.—Stage and screen, police reports.  
6:30 to 7:00 p. m.—Sports talk.  
7:00 to 7:30 p. m.—The Hawaiians.  
8:00 to 10:00 p. m.—Blue Monday Jamboree.  
10:00 to 12:00 p. m.—Silverton Cord Orchestra.

### Tuesday, December 13

7:00 to 8:00 p. m.—Seal Rock program.  
8:00 to 9:00 a. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Doings of Dorothy.  
11:30 a. m. to 12:00 noon—Amateur tryouts.  
12:00 to 1:00 p. m.—Sherman, Clay concert.  
1:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:20 p. m.—Mac and his gang.  
6:20 to 6:30 p. m.—Stage and screen.  
6:30 to 6:50 p. m.—The Cecilians.  
6:50 to 7:00 p. m.—Investment talk.  
7:00 to 7:30 p. m.—The Cecilians.  
8:00 to 9:00 p. m.—KFRC Concert Orchestra.  
9:00 to 12:00 p. m.—KFRC Dance Orchestra.

### Wednesday, December 14

7:00 to 8:00 p. m.—Seal Rock program.  
8:00 to 9:00 a. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Household hints.  
11:30 to 12:00 noon—Amateur tryout period.  
12:00 to 1:00 p. m.—Sherman, Clay concert.  
1:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:20 p. m.—Mac and his gang.  
6:20 to 6:30 p. m.—Stage and screen.  
6:30 to 7:30 p. m.—The Cecilians.  
8:00 to 9:00 p. m.—Maxwell House Coffee program.  
9:00 to 10:00 p. m.—Sally program.  
10:00 to 12:00 p. m.—Dance program.

### Thursday, December 15

7:00 to 8:00 a. m.—Seal Rock program.  
8:00 to 9:00 a. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Doings of Dorothy.  
11:30 to 12:00 noon—Amateur tryouts.  
12:00 to 1:00 p. m.—Sherman, Clay program.  
1:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:20 p. m.—Mac and his Gang.  
6:20 to 6:30 p. m.—Stage, Screen, Police reports.  
6:30 to 7:30 p. m.—The Cecilians.  
8:00 to 9:00 p. m.—Mona Motor Oil Co.  
9:00 to 9:45 p. m.—KFRC Movie Club.  
9:45 to 10:00 p. m.—Airplane flying lesson.  
10:00 to 11:00 p. m.—Dance orchestra.  
11:00 to 12:00 p. m.—Balcónades Dance Orchestra.

### Friday, December 16

7:00 to 8:00 p. m.—Seal Rock program.  
8:00 to 9:00 a. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Hints to home-makers.  
11:30 to 12:00 noon—Amateur tryouts.  
12:00 to 1:00 p. m.—Sherman, Clay program.  
1:30 to 4:30 p. m.—Student hour.  
4:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:20 p. m.—Mac and his gang.  
6:20 to 6:30 p. m.—Stage and screen.  
6:30 to 7:30 p. m.—The Cecilians.  
8:00 to 9:00 p. m.—Shell Oil Srenaders.  
9:00 to 10:00 p. m.—KFRC Dance Orchestra.  
10:00 to 12:00 p. m.—Dance orchestra.

### Saturday, December 17

7:00 to 8:00 a. m.—Seal Rock program.  
8:00 to 9:00 a. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:45 a. m.—Amateur tryouts.  
11:45 to 12:00 noon—Announcements of Sunday church sermons.  
12:00 to 1:00 p. m.—Sherman, Clay concert.  
1:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:20 p. m.—Mac and his gang.  
6:20 to 6:30 p. m.—Stage and screen.  
6:30 to 7:30 p. m.—The Cecilians.  
8:00 to 9:00 p. m.—Musical program.  
9:00 to 12:00 p. m.—Dance program.

KPO—HALE BROTHERS AND THE CHRONIC  
SAN FRANCISCO—422

### Sunday, December 11

9:45 to 10:30 a. m.—Church services.  
6:00 to 6:30 p. m.—States Restaurant orchestra.  
6:30 to 7:30 p. m.—Symphony orchestra.  
7:30 to 8:30 p. m.—Organ recital.  
8:30 to 10:00 p. m.—Fairmont Hotel concert orchestra.

**Monday, December 12**  
 7:45, 7:15 and 7:45 a. m.—Health exercises.  
 9:00 to 9:00 a. m.—Sperry Flour happy hour.  
 10:30 to 10:45 a. m.—Ye Towne Cryer service.  
 1:30 to 12:50 p. m.—Kane's Hawaiians.  
 2 noon—Time signals, Scripture reading.  
 2:00 to 2:00 p. m.—KPO orchestra.  
 3:00 to 5:00 p. m.—Studio program.  
 5:00 to 6:00 p. m.—Children's hour.  
 6:30 to 7:30 p. m.—Ye Towne Cryer service.  
 7:30 to 7:30 p. m.—KPO Orchestra.  
 8:00 to 9:00 p. m.—Abas String Quartet.  
 9:00 to 10:00 p. m.—Musical program.  
 10:00 p. m. to 12 midnight—KPO's variety hour.

**Tuesday, December 13**  
 7:45, 7:15 and 7:45 a. m.—Health exercises.  
 9:00 to 9:00 a. m.—Sperry Flour happy hour.  
 10:30 to 10:30 a. m.—Domestic economist.  
 10:30 to 10:45 a. m.—Ye Towne Cryer service.  
 1:30 to 12:50 p. m.—Kane's Hawaiians.  
 2 noon—Time signals, Scripture reading.  
 2:00 to 2:00 p. m.—KPO orchestra.  
 3:00 to 5:00 p. m.—KPO orchestra.  
 5:00 to 6:00 p. m.—Children's hour.  
 6:30 to 6:30 p. m.—Ye Towne Cryer service.  
 7:30 to 7:30 p. m.—States Restaurant orchestra.  
 8:00 to 8:30 p. m.—Gynsy and Marta.  
 9:00 to 11:00 p. m.—National Broadcasting Company.

**Wednesday, December 14**  
 7:45, 7:15 and 7:45 a. m.—Health exercises.  
 9:00 to 9:00 a. m.—Sperry Flour happy hour.  
 10:30 to 10:45 a. m.—Ye Towne Cryer service.  
 10:45 a. m.—Home service talk.  
 1:30 to 12:50 p. m.—Kane's Hawaiians.  
 2 noon—Time signals, Scripture reading.  
 2:00 to 2:00 p. m.—KPO orchestra.  
 3:00 to 5:00 p. m.—Studio program.  
 5:00 to 6:00 p. m.—Children's hour.  
 6:30 to 6:30 p. m.—Ye Towne Cryer service.  
 7:30 to 7:30 p. m.—KPO Orchestra.  
 8:00 to 9:00 p. m.—Atwater Kent Artists.  
 9:00 to 10:00 p. m.—National Broadcasting Company.  
 10:00 to 11:00 p. m.—States Restaurant Orchestra.

**Thursday, December 15**  
 7:45, 7:15 and 7:45 a. m.—Health exercises.  
 9:00 to 9:00 a. m.—Sperry Flour happy hour.  
 10:30 to 10:30 a. m.—Domestic economist.  
 10:30 to 10:45 a. m.—Ye Towne Cryer service.  
 1:30 to 12:50 p. m.—Kane's Hawaiians.  
 2 noon—Time signals, Scripture reading.  
 2:00 to 2:00 p. m.—KPO orchestra.  
 3:00 to 5:00 p. m.—KPO Orchestra.  
 5:00 to 6:00 p. m.—Children's hour.  
 6:30 to 6:30 p. m.—Ye Towne Cryer service.  
 7:30 to 7:30 p. m.—Board of Education.  
 7:30 to 7:30 p. m.—Book review and sports.  
 8:00 to 9:00 p. m.—Studio program.  
 9:00 to 10:00 p. m.—National Broadcasting Company.  
 10:00 to 11:00 p. m.—States Restaurant Orchestra.

**Friday, December 16**  
 7:45, 7:15 and 7:45 a. m.—Health exercises.  
 9:00 to 9:00 a. m.—Sperry Flour happy hour.  
 10:30 to 10:45 a. m.—Ye Towne Cryer service.  
 10:45 a. m.—Home service talk.  
 1:30 a. m. to 12:45 p. m.—Kane's Hawaiians.  
 2 noon—Time signals, Scripture reading.  
 2:45 p. m.—Commonwealth luncheon at Palace Hotel.  
 3:00 to 2:00 p. m.—KPO orchestra.  
 4:00 to 5:00 p. m.—KPO orchestra.  
 5:00 to 6:00 p. m.—Children's hour.  
 6:00 to 6:30 p. m.—Ye Towne Cryer service.  
 6:30 to 7:30 p. m.—KPO Concert Orchestra.  
 8:00 to 9:00 p. m.—Caswell hour.  
 9:00 to 10:00 p. m.—National Broadcasting Company.  
 10:00 to 11:00 p. m.—KPO Dance Orchestra.

**Saturday, December 17**  
 7:45, 7:15 and 7:45 a. m.—Health exercises.  
 9:00 to 9:00 a. m.—Sperry Flour happy hour.  
 10:00 to 10:30 a. m.—Domestic economist.  
 10:30 to 10:45 a. m.—Ye Towne Cryer.  
 11:30 to 12:50 p. m.—Kane's Hawaiians.  
 2 noon—Time signals, Scripture reading.  
 2:00 to 2:00 p. m.—KPO orchestra.  
 2:00 p. m.—Football.  
 5:00 to 6:00 p. m.—Children's hour.  
 6:00 to 6:30 p. m.—Ye Towne Cryer service.  
 6:30 to 7:30 p. m.—States Restaurant orchestra.  
 8:00 to 10:00 p. m.—National Broadcasting Company.  
 10:00 to 11:00 p. m.—KPO dance orchestra.

**KFWI—RADIO ENTERTAINMENTS, INC.  
 SAN FRANCISCO—267**

**Sunday, December 11**  
 7:50 to 9:00 p. m.—Church services.  
 9:00 to 10:00 p. m.—Studio program.  
 10:00 to 11:00 p. m.—Dance program.

**Monday, December 12**  
 8:20 to 10:27 a. m.—Breakfast program.  
 10:27 to 10:30 a. m.—U. S. weather reports.  
 10:30 to 11:00 a. m.—Interior Decorating.  
 12:00 to 1:00 p. m.—Luncheon program.  
 1:00 to 1:30 p. m.—Country store.  
 5:00 to 5:30 p. m.—Concert.  
 6:00 to 7:00 p. m.—Dinner concert.  
 7:00 to 7:15 p. m.—Sports talk.  
 7:15 to 7:30 p. m.—Advertising talk.  
 8:00 to 8:30 p. m.—Darnelle Sister.  
 8:30 to 9:00 p. m.—Studio program.  
 9:00 to 10:00 p. m.—Dance orchestra.  
 10:00 p. m.—Weather and police reports.  
 10:03 to 11:00 p. m.—Dance music.

**Tuesday, December 13**  
 7:00 to 8:00 a. m.—Health exercises.  
 8:20 to 10:27 a. m.—Breakfast program.  
 10:27 to 10:30 a. m.—U. S. weather reports.  
 1:00 to 1:30 p. m.—Country store.  
 5:00 to 5:30 p. m.—Concert.  
 6:00 to 7:00 p. m.—Dinner concert.  
 7:00 to 7:15 p. m.—Sports by Geo. T. Davis.  
 7:15 to 7:30 p. m.—Art course.  
 8:00 to 10:00 p. m.—Studio program.  
 10:00 to 11:00 p. m.—KFWI Gypsy band.

12:00 to 1:00 p. m.—Concert.  
 1:00 to 1:30 p. m.—Country store.  
 5:00 to 5:30 p. m.—Concert.  
 5:30 to 6:00 p. m.—Construction reports.  
 6:00 to 7:00 p. m.—Dinner hour concert.  
 7:00 to 7:15 p. m.—Sports by Geo. T. Davis.  
 7:15 to 7:30 p. m.—Art course.  
 8:00 to 9:00 p. m.—Studio program.  
 9:00 to 10:00 p. m.—Musical program.  
 10:00 p. m.—Weather and police reports.  
 10:03 to 10:30 p. m.—Novelty program.  
 10:30 to 11:00 p. m.—Program of popular music.

**Wednesday, December 14**  
 7:00 to 8:00 a. m.—Health exercises.  
 8:20 to 10:27 a. m.—Breakfast program.  
 10:27 to 10:30 a. m.—U. S. weather reports.  
 1:00 to 1:30 p. m.—Country store.  
 5:00 to 5:30 p. m.—Concert.  
 5:30 to 6:00 p. m.—Construction reports.

**Thursday, December 15**  
 7:00 to 8:00 a. m.—Health exercises.  
 8:20 to 10:27 a. m.—Breakfast program.  
 10:27 to 10:30 a. m.—U. S. weather reports.  
 10:30 to 11:00 a. m.—Fashion hints.  
 12:00 to 1:00 p. m.—Luncheon program.  
 1:00 to 1:30 p. m.—Country store.  
 5:00 to 5:30 p. m.—Concert.  
 5:30 to 6:00 p. m.—Construction reports.  
 6:00 to 7:00 p. m.—Dinner hour program.  
 7:00 to 7:15 p. m.—Sports by Geo. T. Davis.  
 7:15 to 7:30 p. m.—Art course.  
 8:00 to 10:00 p. m.—Studio program.  
 10:00 to 11:00 p. m.—KFWI Gypsy band.

**Friday, December 16**  
 7:00 to 8:00 a. m.—Exercise hour.  
 8:20 to 10:27 a. m.—Breakfast program.  
 10:27 to 10:30 a. m.—U. S. weather reports.  
 12:00 to 1:00 p. m.—Musical luncheon program.  
 1:00 to 1:30 p. m.—Country store.  
 5:00 to 5:30 p. m.—Concert.  
 5:30 to 6:00 p. m.—Construction reports.  
 6:00 to 7:00 p. m.—Program.  
 7:00 to 7:15 p. m.—Sports by Geo. T. Davis.  
 7:15 to 7:30 p. m.—Art course.  
 8:00 to 9:00 p. m.—Concert.  
 9:00 to 10:00 p. m.—Dance program.  
 10:00 p. m.—Weather and police reports.  
 10:03 to 10:30 p. m.—Gloria Del Rae  
 10:30 to 11:00 p. m.—Popular program.

**Saturday, December 17**  
 7:00 to 8:00 a. m.—Exercise hour.  
 8:20 to 10:27 a. m.—Musical breakfast program.  
 10:27 to 10:30 a. m.—U. S. weather reports.  
 5:00 to 5:30 p. m.—Concert.  
 5:30 to 6:00 p. m.—Construction reports.  
 6:00 to 7:00 p. m.—Dinner hour concert.  
 8:00 to 9:00 p. m.—Studio program.  
 9:00 to 10:00 p. m.—Harriet Lewis.  
 10:00 to 12:30 p. m.—KFWI surprise party.

**KJBS—JULIUS BRUNTON & SONS  
 SAN FRANCISCO—220**

**Sunday, December 11**  
 1:30 to 3:30 p. m.—Instrument and vocal selections.  
 3:30 to 5:00 p. m.—Dance music.

**Monday, December 12**  
 9:00 to 12:00 m.—Instrument and vocal selections.  
 1:30 to 7:30 p. m.—Instrument and vocal selections.  
 8:00 to 9:00 p. m.—Instrument and vocal selections.  
 9:00 to 11:00 p. m.—Studio program.

**Tuesday, December 13**  
 9:00 to 12:00 a. m.—Instrument and vocal selections.  
 1:30 to 7:30 p. m.—Instrument and vocal selections.  
 8:00 to 9:00 p. m.—Orthophonic selections.  
 9:00 to 11:00 p. m.—Coco-Nut Club meeting.

**Wednesday, December 14**  
 9:00 to 12:00 a. m.—Instrument and vocal selections.  
 1:30 to 7:30 p. m.—Instrument and vocal selections.  
 8:00 to 10:00 p. m.—Orthophonic recital.

**Thursday, December 15**  
 9:00 to 12:00 a. m.—Instrument and vocal selections.  
 1:30 to 7:30 p. m.—Instrument and vocal selections.  
 8:00 to 10:00 p. m.—Music lovers' program.

**Friday, December 16**  
 9:00 to 12:00 a. m.—Instrument and vocal selections.  
 1:30 to 7:30 p. m.—Instrument and vocal selections.  
 8:00 to 9:30 p. m.—Dance music.  
 9:30 to 11:00 p. m.—Studio program.

**Saturday, December 17**  
 9:00 to 12:00 a. m.—Instrument and vocal selections.  
 1:30 to 7:30 p. m.—Instrument and vocal selections.

**KLX—OAKLAND TRIBUNE  
 OAKLAND—508**

**Monday, December 12**  
 10:00 to 11:30 a. m.—Economics hour.  
 11:30 to 1 p. m.—Luncheon concert.  
 1:00 to 1:30 p. m.—Special program.  
 4:30 to 5:30 p. m.—Hawaiian Orchestra.  
 5:30 to 6:30 p. m.—Brother Bob's club.  
 6:30 to 7:00 p. m.—Dinner concert.  
 7:00 to 7:30 p. m.—News broadcast.  
 8:00 to 9:00 p. m.—Special program.  
 9:00 to 10:00 p. m.—Weekly meeting of Lake Merritt Ducks.

**Tuesday, December 13**  
 10:00 to 11:30 a. m.—Economics hour.  
 11:30 to 1:00 p. m.—Luncheon concert.  
 1:00 to 1:30 p. m.—Special program.  
 4:30 to 5:30 p. m.—Hawaiian Orchestra.  
 5:30 to 6:30 p. m.—Brother Bob's club.  
 6:30 to 7:00 p. m.—Dinner concert.  
 7:00 to 7:30 p. m.—News broadcast.  
 8:00 to 10:00 p. m.—Variety hour.

**Wednesday, December 14**  
 10:00 to 11:30 a. m.—Economics hour.  
 11:30 to 1:00 p. m.—Luncheon concert.  
 1:00 to 1:30 p. m.—Special program.  
 4:30 to 5:30 p. m.—Hawaiian Orchestra.

5:30 to 6:30 p. m.—Brother Bob's club.  
 6:30 to 7:00 p. m.—Dinner concert.  
 7:00 to 7:30 p. m.—News broadcast.  
 8:00 to 9:00 p. m.—Educational program.  
 9:00 to 10:00 p. m.—Variety hour.

**Thursday, December 15**  
 10:00 to 11:30 a. m.—Economics hour.  
 11:30 to 1:00 p. m.—Luncheon concert.  
 1:00 to 1:30 p. m.—Special program.  
 4:30 to 5:30 p. m.—Hawaiian Orchestra.  
 5:30 to 6:30 p. m.—Brother Bob's club.  
 6:30 to 7:00 p. m.—Dinner concert.  
 7:00 to 7:30 p. m.—News broadcast.  
 8:00 to 10:00 p. m.—Variety hour.

**Friday, December 16**  
 10:00 to 11:30 a. m.—Economics hour.  
 11:30 to 1:00 p. m.—Luncheon concert.  
 1:00 to 1:30 p. m.—Special program.  
 4:30 to 5:30 p. m.—Hawaiian Orchestra.  
 5:30 to 6:30 p. m.—Brother Bob's club.  
 6:30 to 7:00 p. m.—Dinner concert.  
 7:00 to 7:30 p. m.—News broadcast.  
 8:00 to 9:00 p. m.—Variety hour.  
 9:00 to 10:00 p. m.—Athens Athletic Club Orchestra.

**Saturday, December 17**  
 10:00 to 11:30 a. m.—Economics hour.  
 11:30 to 1:00 p. m.—Luncheon concert.  
 1:00 to 1:30 p. m.—Special program.  
 4:30 to 5:30 p. m.—Hawaiian Orchestra.  
 5:30 to 6:30 p. m.—Brother Bob's club.  
 6:30 to 7:00 p. m.—Dinner concert.  
 7:00 to 7:30 p. m.—News broadcast.  
 8:00 to 10:00 p. m.—Variety hour.

**KGO—GENERAL ELECTRIC  
 OAKLAND—394**

**Sunday, December 11**  
 11:00 a. m.—Church services.  
 5:30 to 6:30 p. m.—Concert orchestra.  
 6:30 to 7:30 p. m.—National Broadcasting Company.  
 7:30 p. m.—Weather report.  
 7:35 to 9:00 p. m.—Church services.  
 9:00 to 10:00 p. m.—National Broadcasting Company.

**Monday, December 12**  
 11:30 a. m. to 1:00 p. m.—Luncheon concert.  
 12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
 3:30 to 4:00 p. m.—Women's Clubs.  
 4:00 to 5:00 p. m.—St. Francis Orchestra.  
 5:30 to 6:00 p. m.—KGO Kiddies' Klub.  
 6:00 to 6:45 p. m.—Concert Orchestra.  
 6:45 p. m.—"What's Happening in the World."  
 7:05, weather; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).  
 8:00 to 9:00 p. m.—National Broadcasting Company.  
 9:00 to 9:20 p. m.—"Chats About New Books."  
 9:20 to 10:20 p. m.—The Pilgrims.

**Tuesday, December 13**  
 11:30 to 1:00 p. m.—Luncheon Concert.  
 12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
 6:00 to 6:55 p. m.—Dance Orchestra.  
 6:55, news; 7:03, weather; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).  
 8:00 to 8:30 p. m.—Cathedral Echoes.  
 8:30 to 11:00 p. m.—National Broadcasting Company.

**Wednesday, December 14**  
 11:30 to 1:00 p. m.—Luncheon concert.  
 12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
 6:00 to 6:30 p. m.—Dinner concert.  
 6:30, weather.  
 6:35 to 7:30 p. m.—Farm program.  
 8:00 to 9:00 p. m.—Vaudeville.  
 9:00 to 10:00 p. m.—National Broadcasting Company.  
 10:00 to 11:00 p. m.—St. Francis Dance Orchestra.  
 11:30 to 1:00 p. m.—Luncheon concert.  
 12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
 5:00 to 5:15 p. m.—Mental Measurements.  
 5:15 to 6:00 p. m.—"Friend to Boys."

(Continued on Page 16)

**FOR BETTER RADIO  
 RECEPTION**

**WILLARD  
 POWER UNITS**

Hear the Difference  
 AT  
**YOUR RADIO DEALER'S**

**BAY SALES CO.**

Distributors  
 1384 Bush St. San Francisco

6:00 to 6:55 p. m.—Dinner concert.  
 6:55 p. m.—News; 7:05, weather; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).  
 8:00 to 10:00 p. m.—National Broadcasting Company.  
 10:00 to 11:00 p. m.—St. Francis Dance Orchestra.  
**Friday, December 16**  
 11:10 to 11:30 a. m.—Home Making talk.  
 11:30 a. m. to 1:00 p. m.—Luncheon concert.  
 12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
 5:30 p. m.—Wise man from the Land-O-Health.  
 6:00 to 6:45 p. m.—Dinner concert program.  
 6:45 to 6:55 p. m.—“Weekly Financial Review.”  
 6:55, news; 7:05, weather; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).  
 8:00 to 9:00 p. m. Program by KGO Players.  
 9:00 to 10:00 p. m.—National Broadcasting Company.  
 10:00 to 11:00 p. m.—Dance music.  
**Saturday, December 17**  
 11:30 a. m. to 1:00 p. m.—Luncheon concert.  
 12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
 6:00 to 7:00 p. m.—Dinner concert.  
 7:00 to 7:15 p. m.—Weather, news.  
 7:15 to 7:30 p. m.—Weekly sport review.  
 8:00 to 11:00 p. m.—National Broadcasting Company.  
 11:00 to 12:00 p. m.—Dance music.  
**KFI—EARLE C. ANTHONY, INC  
 LOS ANGELES—468**  
**Sunday, December 11**  
 10:00 a. m.—Morning services.  
 5:30 p. m.—National Broadcasting Company.  
 6:30 p. m.—National Broadcasting Company.  
 7:35 p. m.—Bob Buckner and Orchestra.  
 8:00 p. m.—Aeolian Organ Recital.  
 9:00 p. m.—National Broadcasting Company.  
 10:00 p. m.—Packard Orchestra.  
**Monday, December 12**  
 5:30 p. m.—Glenn Edmund's orchestra.  
 6:15 p. m.—Radiatorial.  
 6:30 p. m.—Gamut male quartet.  
 7:00 p. m.—Gene Johnston's Music Box hour.  
 7:00 p. m.—National Broadcasting Company.  
 9:00 p. m.—Semi-classic hour.  
 10:00 p. m.—Metropolitan Dance Orchestra.  
**Tuesday, December 13**  
 5:30 p. m.—The Dragon Hawaiians.  
 6:00 p. m.—Florence Sanger.  
 6:15 p. m.—Music chat.  
 6:30 p. m.—Mary Rosetti and Don Parker.  
 7:00 p. m.—L. A. Fire Dept.  
 7:30 p. m.—Helen Guest.  
 7:45 p. m.—Mantle Lamp Co.  
 8:00 p. m.—Piano recital.  
 8:30 p. m.—National Broadcasting Company.  
 9:00 p. m.—National Broadcasting Company.  
 10:00 p. m.—National Broadcasting Co.  
**Wednesday, December 14**  
 10:45 to 11:05 a. m.—Gold Medal Talks.  
 5:30 p. m.—Sebastians Cotton Club Orchestra.  
 6:15 p. m.—Radiatorial period.  
 6:30 p. m.—Hal Chasoff's orchestra.  
 7:00 p. m.—Dare Sisters.  
 8:00 p. m.—Calpet Orchestra.  
 9:00 p. m.—National Broadcasting Company.  
 10:00 p. m.—Winifred Hooke.  
 10:30 p. m.—Nellie C. Mills.  
**Thursday, December 15**  
 5:30 p. m.—Bill Kuehl and Orchestra.  
 6:15 p. m.—Radiatorial period.  
 6:30 p. m.—Henry Starr.  
 7:00 p. m.—Program by the University of Southern California.  
 8:00 p. m.—Drama program.  
 8:30 p. m.—Louise Gillies.  
 9:00 p. m.—National Broadcasting Company.  
 10:00 p. m.—Program of modern classical music.  
**Friday, December 16**  
 10:45 to 11:05 a. m.—Gold Medal Talks.  
 5:30 p. m.—Eugene Biscegluz.  
 6:00 p. m.—Florence Sanger.  
 6:15 p. m.—Radiatorial period.  
 6:30 p. m.—Norma West.  
 7:00 p. m.—Edward Jordan.  
 8:00 p. m.—Ira D. Morgan.  
 8:30 p. m.—Boris Myronoff, pianist.  
 9:00 p. m.—National Broadcasting Company.

10:00 p. m.—John Slingerland.  
**Saturday, December 17**  
 5:30 p. m.—Strangers Social Club Orchestra.  
 6:15 p. m.—Radiatorial period.  
 6:30 p. m.—Tarvin Sisters.  
 7:00 p. m.—Wilfred Fletcher.  
 7:30 p. m.—Felipe Delgado, Spanish Baritone.  
 8:00 p. m.—National Broadcasting Company.  
 9:00 p. m.—N. B. C. program.  
 10:00 p. m.—Packard program.  
 11:00 p. m.—KFI Midnight Frolic.  
**KJR—NORTHWEST RADIO CO.  
 SEATTLE—348**  
**Sunday, December 11**  
 7:30 to 9:00 p. m.—Evening services.  
 9:00 to 10:00 p. m.—Concert orchestra.  
**Monday, December 12**  
 6:00 to 6:30 p. m.—Time signals, sport news.  
 6:30 to 7:30 p. m.—Dinner concert.  
 7:30 to 10:00 p. m.—Studio program.  
 10:00 p. m.—Time signals.  
 10:00 to 12:00 p. m.—Dance music.  
**Tuesday, December 13**  
 6:30 to 7:30 p. m.—Dinner concert.  
 7:30 to 10:00 p. m.—Studio program.  
 10:00 p. m.—Time signals.  
 10:00 to 12:00 p. m.—Vic Meyers' dance orchestra.  
**Wednesday, December 14**  
 6:30 to 7:30 p. m.—Dinner concert.  
 7:30 to 10:00 p. m.—Studio program.  
 10:00 p. m.—Time signals.  
 10:00 to 12:00 p. m.—Dance music.  
**Thursday, December 15**  
 6:30 to 7:30 p. m.—Dinner concert.  
 7:30 to 10:00 p. m.—Studio program.  
 9:00 to 10:00 p. m.—Concert orchestra.  
 10:00 p. m.—Time signals.  
 10:00 to 12:00 p. m.—Dance music.  
**Friday, December 16**  
 6:30 to 7:30 p. m.—Dinner concert.  
 7:30 to 8:00 p. m.—Studio program.  
 8:00 to 9:00 p. m.—Instrumental trio.  
 9:00 to 10:00 p. m.—Studio program.  
 10:00 p. m.—Time signals.  
 10:00 to 12:00 p. m.—Vic Meyers' dance orchestra.  
**Saturday, December 17**  
 6:00 to 6:30 p. m.—Sport news, News items.  
 6:30 to 7:30 p. m.—Dinner concert.  
 7:30 to 10:00 p. m.—Studio program.  
 10:00 p. m.—Time signals.  
 10:00 to 12:00 p. m.—Vic Meyers Dance Orchestra.  
**KGW—MORNING OREGONIAN  
 PORTLAND—491.5**  
**Sunday, December 11**  
 7:30 to 9:00 p. m.—Studio program.  
 9:00 to 10:00 p. m.—N. B. C. program.  
 10:00 to 11:00 p. m.—Little Symphony orchestra.  
**Monday, December 12**  
 6:00 to 7:00 p. m.—Dinner concert.  
 7:00 to 7:30 p. m.—Concert orchestra.  
 7:30 to 8:00 p. m.—Talk program.  
 8:00 to 9:00 p. m.—N. B. C. program.  
 9:00 to 10:00 p. m.—Venetian hour.  
 10:00 to 11:00 p. m.—Dance music.  
**Tuesday, December 13**  
 6:00 to 7:00 p. m.—Dinner concert.  
 7:00 to 7:30 p. m.—Xmas program.  
 7:30 to 8:00 p. m.—Book review and talk.  
 8:00 to 8:30 p. m.—Sealy Dance program.  
 8:30 to 11:00 p. m.—N. B. C. program.  
**Wednesday, December 14**  
 6:00 to 7:30 p. m.—Concert orchestra.  
 7:30 to 8:00 p. m.—Lecture.  
 8:00 to 9:00 p. m.—Concert.  
 9:00 to 10:00 p. m.—N. B. C. Program.  
 10:00 to 11:00 p. m.—Silver King Revellers.  
**Thursday, December 15**  
 6:00 to 7:00 p. m.—Dinner concert.  
 7:30 to 7:40 p. m.—Utility service.  
 7:40 to 8:00 p. m.—Flower girls.  
 8:00 to 9:00 p. m.—Concert.  
 9:00 to 10:00 p. m.—N. B. C. program.  
 10:00 to 12:00 p. m.—Dance music.  
**Friday, December 16**  
 6:00 to 7:00 p. m.—Dinner concert.  
 7:00 to 7:30 p. m.—Concert.  
 7:30 to 8:00 p. m.—Utility service and talk.  
 8:00 to 9:00 p. m.—Concert.  
 9:00 to 10:00 p. m.—N. B. C. Program.

10:00 to 10:30 p. m.—Concert.  
 10:30 to 12:00 p. m.—Keep Growing Wiser Order of Hoot Owls.  
**Saturday, December 17**  
 6:00 to 7:00 p. m.—Dinner concert.  
 7:00 to 8:00 p. m.—Concert.  
 8:00 to 11:00 p. m.—National Broadcasting Company.  
 11:00 to 12:00 p. m.—Dance music.

**On the Air**

(Continued from Page 14)

you with them on their musical excursions over the United States in search of pleasure and adventure, will transport you to the Rio Grande in Texas on December 14, between 9:00 and 10:00 P. M. This hour, “Down by the Rio Grande,” will be introduced by what is probably the first music heard in the great Empire of the Southwest.

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Thursday December 15 between 9:00 and 10:00 P. M. the program of the National Broadcasting Company will originate in the Los Angeles Studio. It is to be a program of Negro music, featuring Henry Starr and his musical Comets.

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Friday, December 16, between 9:00 and 10:00 P. M. will again bring to the listeners of the Pacific Coast Network, The Hour in Memory Lane entitled “The Family Reunion.”

**Florentine Choir**

Owing to demands for re-engagements of the Florentine Polyphonic Choir in Southern California cities the farewell concert scheduled for next Sunday afternoon at the Civic Auditorium has been postponed, it was stated today at the office of Frank W. Healy, Manager.

Ticket holders may present their tickets for refunds at the box office at Sherman, Clay & Company, or they may be retained and will be honored when the postponed date is set.

Burning Words—“My husband is very frank and plainspoken. He always calls a spade a spade.”  
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**Society**

(Continued from Page 5)

Mrs. Max C. Sloss will be the speaker at the Center meeting on Thursday morning, December 22, at 10:30 o'clock on the theme, "San Francisco's Challenge to Women." The meeting will be held in room 1 and 2 in the St. Francis Hotel. Miss Ruth Turner is president of the Center, the largest women's organization in the city, the full title being the San Francisco Center of California League of Voters.

\* \* \*

**Engaged**

Miss Elizabeth Simmons of Sacramento whose engagement to Mr. Roy McDonald of Chicago has recently been announced, was the honor guest at a beautifully appointed luncheon at which Miss Barbara Nourse presided as hostess, on Saturday, December 3, in the Venetian room at the Fairmont Hotel was the setting for the pretty affair. The table decorations were carried out in autumn flowers and each guest received a corsage bouquet of violets.

\* \* \*

Mr. and Mrs. E. J. McCormick of Brooklyn, New York, with their children and maid are spending several weeks at the Hotel Whitcomb. The party made the trip from the east by way of the Panama Canal on board the S. S. Malola, traveling on the ship as far as Los Angeles, where they visited for a fortnight, before coming north by rail. The small children of the family are Louise, Adam and Marie. The McCormicks' plan to spend some time in California.

\* \* \*

**Bridge Luncheon**

Mrs. Newton Rosekrans assembled a group of friends at a bridge luncheon given at the Fairmont Hotel on Thursday, (December 1) in honor of Mrs. John Newton Rosekrans, she was assisted in receiving the forty guests by her daughter Mrs. Duane Tweeddale. The table was beautifully decorated with roses, chrysanthemums and ferns. Corsages were given as favors.

\* \*

The Misses Helen G. and Margaret Sheehy have closed their summer home at San Rafael and are at the Fairmont Hotel where they reside during the winter months each year.

\* \* \*

**Will Be Home**

Mrs. John S. Irby and Miss Jean McIntosh who have been abroad for several months spent some time recently at Nice, and are sailing for home about the middle of December. Mrs. Irby and Miss McIntosh have lived for many years at the Fairmont Hotel.

In honor of Miss Betty McNamara and Miss Lillian Broad, each of whom celebrate their birthday on November 26th, a group of their young friends arranged a dinner dance at the Hotel Whitcomb last night. Seated at the table, which was decorated with fall flowers, were the guests of honor and Misses Elise Murphy, Thelma Bender; Messrs. Carl Lauenstein, John Valianos, Fred Rose, Ralph Dougery.

\* \* \*

Mrs. A. E. Callender and Mrs. M. A. Spencer were joint hostesses at a luncheon given in Laurel Court at the Fairmont Hotel on Thursday, December 1. The table decorations were carried out in red and gold, a large gold basket filled with red poinsettas centering the large round table, holly and fern were artistically scattered over the cloth and the favors and place cards carried out the motif.

\* \* \*

**Tahoe Tavern**

Winter days at Lake Tahoe this year will include festivities at Tahoe Tavern where prominent people from various parts of the country will congregate. Prominent among society folks spending the holidays at Tahoe Tavern will be: The J. J. Baumgartners and party; Mrs. Elsie Brower from Oakland; Mrs. Leo D'Evelyn, Mr. and Mrs. Bruce Dohrmann, The Murray Fosters, W. P. Fuller Jr., Miss Marian Huntington, Mr. and Mrs. Wickham Havens, P. C. Hale, The M. Hirschmans, Mrs. A. W. Hills, E. A. Julian, P. L. Johnson, J. R. Noland, Dr. E. A. Kruse, Joel Kaufmann, Mr. and Mrs. Samuel Lilienthal, E. L. Oliver, J. M. Patrick, Mrs. C. H. Perkins, Dr. Russell Ryan, Donald Royce, Mr. and Mrs. W. E. Stevens, E. A. Stent, Mr. and Mrs. Bert Scott, J. P. Smith, Mr. and Mrs. Albert Spaulding, Mr. Dudley Tait, Geo. S. Towne, Dr. W. C. Voorsanger.

\* \* \*

**At Del Coronado**

Announcement has been made by Major Colin G. Ross, secretary of the Coronado Country Club, Coronado Beach, California, regarding the club's winter program of golf events. The three principal events are the Hotel del Coronado Handicap Cup, Coronado Country Club Amateur Championship and the Veterans' Cup tournaments. The first mentioned tourney takes place Tuesday, January 24 to 28, with prizes for winner of qualifying round, winner and runner-up in tournament play. The club championship will be played Monday, February 13 to 16; qualifying round 36 holes, 18 to be played on the 13th and 18 on the 14th. Finals of championship flight, 36 holes, on the 18th. Prizes: gold medal for low score in

(Continued on Page 18)

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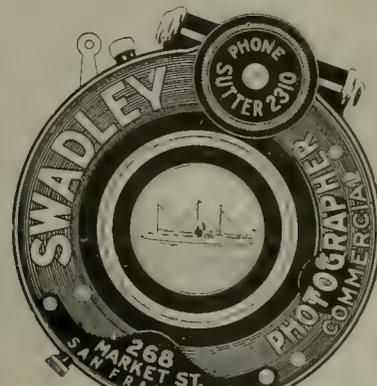
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**Pleasure's Wand**

(Continued from Page 7)

week, being the heroine of a story with New Orleans its locale. Noah Beery is in the cast as a swashbuckling sea dog.

The picture is packed with thrilling episodes and has a new slant of recklessness and romance. Dreamy lights, quaint cafes, songs of traditional love scenes are to be found in this picture.

Stage presentations of the usual Warfield color and picturesque beauty are added attractions.

**California**

\* \* \*

"Sorrell and Son" still draws the people to the California, where this picture is held over for another week, with H. B. Warner, Anna Q. Nilsson, Nils Asther, Mary Nolan, Mickey McBan, Norman Trevor, Louis Wolheim, Carmel Myers and Alice Joyce the stars.

\* \* \*

**St. Francis**

"Lovelorn" is the picture attraction this week at the St. Francis theater, with Molly O'Day and Sally O'Neill in the leading roles. Beatrice Fairfax, well known for her lovelorn advice, is the author of the story depicting two young sisters in love with the same man.

\* \* \*

**Granada**

Lon Chaney plays the leading role in "London After Midnight," which comes to the Granada Saturday.

The "man of a thousand faces," as Chaney is known, plays the part of a Scotland Yard detective detailed to ferret out a strange plot cloaked behind the shadows of a haunted English manor house.

As a detective, assuming strange disguises and working a hypnotic spell as a scientific aid to detectives, Chaney has a role that keeps an audience in suspense until the solution at the close of the picture. Marceline Day makes a charming heroine, and Conrad Nagel a romantic lover for her, while Henry B. Wathall does a splendid bit of character acting as "Sir James," about whom the plot revolves. Claude King, Polly Moran, Jules Cowles, Percy Williams have adequate roles. Waldemar Young's handling of the strange scenario was a clever piece of filmcraft.

\* \* \*

**Players' Guild**

The Players' Guild this past week became a San Francisco institution with a permanent playhouse, the Community Theater, on the corner of Sutter and Mason streets, starting its new policy of performances every night, with matinees on Wednesdays

and Saturdays. This policy became effective last Thursday night.

"Young Woodley" is the name of the play with Douglas Fairbanks, Jr., son of the famous cinema star, and himself a well-known principal in movieland. John Van Druten wrote the play in which the players of the Guild distinguished themselves and established their firm dramatic standing in this city where critics form their own opinions irrespective of what other cities may have declared.

Reginald Travers has assembled the players, including Allan Connor, in addition to Douglas Fairbanks, Jr., as principal, Cameron Prud'homme, and Ann O'Day, the only woman in the play. Ronald Telfer, Richard Doyle and M. E. Harlan are other players, and to say that San Francisco was out "en masse" to do them honor is placing merited praise and justified acclaim at the doors of this new organization.

**Society**

(Continued on Page 17)

qualifying round and prizes to winners and runner-up in other flights. The Veterans' Club is scheduled Wednesday, March 6 to 10, and is open to players 55 years of age and over guests of Hotel del Coronado. Prizes awarded winner and runner-up.

Women's week will take place March 12 to 17, during which the Women's golf championship will be played, including driving, approaching and putting contests. A mixed foursome will conclude the week's activities.

Other events listed are the New Year's Tournament, January 2; 18 holes medal play under handicap; Match Play Against Par, January 4, 18 holes under handicap; Handicap Friday, January 6, 18 holes under handicap; Medal Play, February 2, 18 holes medal play; Flag Tournament, February 22. Weekly sweepstakes will be played each week-end. Attractive prizes have been provided for winners and runner-up in above events.

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## THE LORING CLUB

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After fifty years of continuous activity, the Loring Club of San Francisco is preparing for its fifty-first annual Christmas concert, December 20, at the Scottish Rite Auditorium. With the passing of many of the older members—members who have been identified with the organization for 30 or 40 years,—new singers have been added to the roll and the club has passed through a period of rejuvenation. The past decade has witnessed almost a complete change in its personnel. The Club today under the experienced and able direction of Wallace A. Sabin, who has directed the Club for the past twenty years, is singing better than ever before.

Handels' "Hallelujah Chorus," from the "Messiah," especially arranged for mens' voices by Daniel Protheroe, will appear on the Christmas program for the first time in San Francisco. The "Destruction of Gaza," by Derrille, an intensive, dramatic number will also be presented for the first time by the Loring Club. A Fifteenth Century Carol by Arnold Bax, "Now is the Time of Christmas," with flute obligato, will add to the interest of this program, "Ring Out Wild Bells," especially arranged by J. C. Fyfe of the Loring Club; "Holy Night, Peaceful Night" by Franz Gruber, and "The Goslings," a humorous Christmas composition by Bridge, will conclude one of the most ambitious and delightful evenings of song yet attempted by the Loring Club.

The guest artist will be Flora Howell Bruner, the popular KFRC radio artist, who will appear in two groups of songs and sing the solo part in the Club's rendition of Adam's "Cantique de Noel."

## Carquinez Bridge

New motoring delights await the traveler in Napa Valley and its environs and already San Francisco and East Bay motorists have begun to explore the Silverado country made famous by Robert Louis Stevenson, have discovered the famous California petrified forest for the first time and have been fascinated by the famous spouting geysers at the base of Mount St. Helena, according to Harry Main of the Pacific Highway Association.

"Up until the completion and opening of the Carquinez Bridge, the motoring public of the San Francisco and East Bay district hesitated about exploring the beauties of Napa Valley and its immediate environs," said Main. "A trip which formerly occupied half a day because of ferry con-

gestion and poor highways is now only a matter of two hours. I visited Napa Valley last week-end and found to my delight that my San Francisco and Oakland friends had also discovered this new wonderland. Motorists who for years have taken the same trip Sunday after Sunday down the peninsula to San Jose, Santa Cruz, Monterey and other places South, are now turning North to discover that here at our very doors lie all the picturesque beauties, all the novelties of bountiful nature from the frowning brow of St. Helena to the statuary of the petrified forest and the steam clouds of the geysers. And this time of the year is most beautiful. Autumnal colorings cling to tree, bush and vine. The early rain has started the new green grass.

"The highways leading into this wonderland are in splendid shape all the way out San Pablo Avenue, Oakland, to Carquinez Bridge across to the Vallejo side where Napa Valley comes down to greet the motorist. Two hours of easy driving lands you in Calistoga, which is only a few minutes from the petrified forest, the Silverado mine, the spouting geysers. For a one-day trip, to my mind, there is nothing in California within reach of the bay cities that can eclipse in beauty the famous Napa Valley country."

## Hollywood Plaza Hotel

With an attendance of more than five hundred prominent Hollywood and Los Angeles people, the eighteenth monthly artist salon held Wednesday evening, November 30, in the Hollywood Plaza Hotel, Hollywood, Calif., proved the most pretentious program yet held and justified an announcement by the hotel management that plans are now under way to make these entertainments a weekly feature.

Under the direction of Gabriel Ravenelle, who for twelve years was stage manager for the late Charles Frohman, these salons are increasing in popularity. Such nationally known artists as Mme. Real Mureal, French tragedienne, who is also authoress of many stories, essays and poems; and John Ardizoni, operatic baritone, and founder of the Ardizoni School of Opera and Allied Stage Arts in Long Beach, Calif., were heard. Mme. Mureal presented a dramatic reading of "La Marseillaise" and three of the better known poems of Ella Wheeler Wilcox as well as some of her own verses. Maestro Ardizoni presented the prologue from "Pagliacci." Mme. Mureal, it was learned, is a godchild of the late Mme. Sara Bernhardt.

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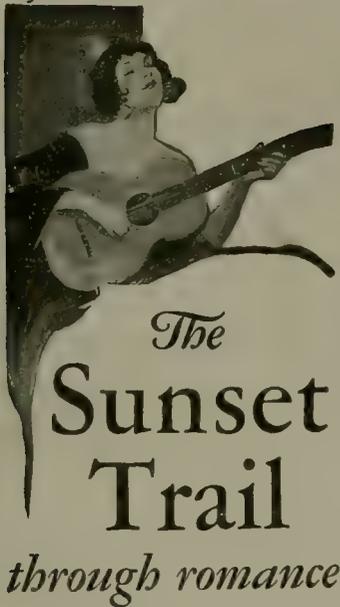
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### FILM FLICKS

Directing the operation of a motion picture company by radio from a distance of five thousand miles will be accomplished for the first time in history, when Robert Flaherty, who a few days ago sailed for the South Seas, starts work on his new production, "Southern Skies."

The expedition is one of the strangest in the history of pictures, being partly a production and partly an exploration trip. They will film the picture along the southern archipelago, invading spots where no white man has ever been before. Flaherty is famous for this type of work, having filmed "Nanook of the North" in the Arctic, and "Moana of the South Seas" in the tropics.

With the company is being carried almost a shipload of trade goods; perfumes, quinine, clothing, and other articles, which will be used as wages. The natives have no use for money, and must be paid in goods, so a traveling store will accompany the film company. With the directors are a party of technicians, cameramen, and traders. Interpreters will be picked up for the expedition at Papeete.

The party is sailing in two groups, the directors and business managers in the first unit on the Tahiti, and the players on another vessel later this month. They will pass six months in the tropics making the picture.

### "Marines" Director Under New Contract

George Hill, director of "Tell It To The Marines," "The Barrier," "Zander the Great" and other hits, has been signed under a new long term contract at the Metro-Goldwyn-Mayer studios. Hill is now engaged in filming the super spectacle, "The Cossacks," starring John Gilbert, with Renee Adoree, Ernest Torrence and other noted players. It is a romance of Russia with magnificent settings and several hundred people.

### Swedish Charmer Signs Contract

Greta Garbo, famous Swedish motion picture star, brought to America some two years ago by Louis B. Mayer, is to remain in the Metro-Goldwyn-Mayer galaxy of stars.

Miss Garbo has been the most sensationally successful foreign star of the screen's history. She has just completed her initial solo starring vehicle "The Divine Woman," a film version of the stage play "Starlight," directed by Victor Seastrom. Among her successes have been "Love," in which she played "Anna Karenina," "Flesh and the Devil," "The Temptress" and Ibanez' "Torrent."

She has created a new film characterization, best described as "sophisticated innocence." John Colton, author of "The Shanghai Gesture," "Rain" and "The Devil's Plum Tree," is now engaged on her next starring vehicle, a romance of the tropics.

### Circus Folk Find Work in Pictures

There will be no idle season during "winter quarters" for many circus players this year. Dozens of acts from circuses have been engaged to play in "Monkey Business," the new co-starring vehicle for Karl Dane and George K. Arthur. It is a circus comedy directed by Edward Sedgwick, and an entire circus was built as a setting for the new play. Louise Lorraine, Freddie Humes, Sydney Jarvis and others of note are in the cast.

"Lady of the Pullman" is the title of Norma Shearer's first screen play since her recent marriage to Irving G. Thalberg. The new picture, in which Miss Shearer plays a traveling saleswoman in the cloak and suit line, is being directed by Sam Wood, and is laid aboard Pullman cars and in hotels. It is a vivid romance of life on the road with sales folk.

Ralph Forbes, the English actor; Margaret Landis and others of note are in the cast.

### Pertinent to Players

Lon Chaney, on finishing his new vehicle, "The Big City," will leave the studio on a brief quail hunting expedition preparatory to starting work in "Laugh, Clown, Laugh," in which he will be directed by Herbert Brenon.

The high fur collar on evening coats is coming into style again, as the result of Greta Garbo's costumes in Metro-Goldwyn-Mayer's "Love." Following its opening at the Embassy Theater in New York, modistes launched several new models based on the garb of the famous Swedish actress.

John Gilbert, starring in George Hill's new production, "The Cossacks," has given up such mild pastimes as golf to play strenuous athletic games with the Cossacks brought from Europe to ride with him in the new picture. Wrestling is one of their favorites.

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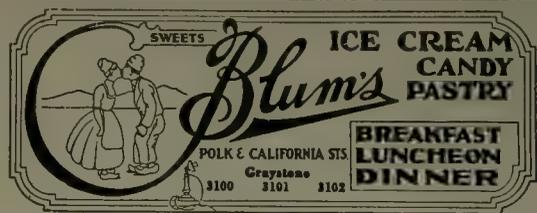
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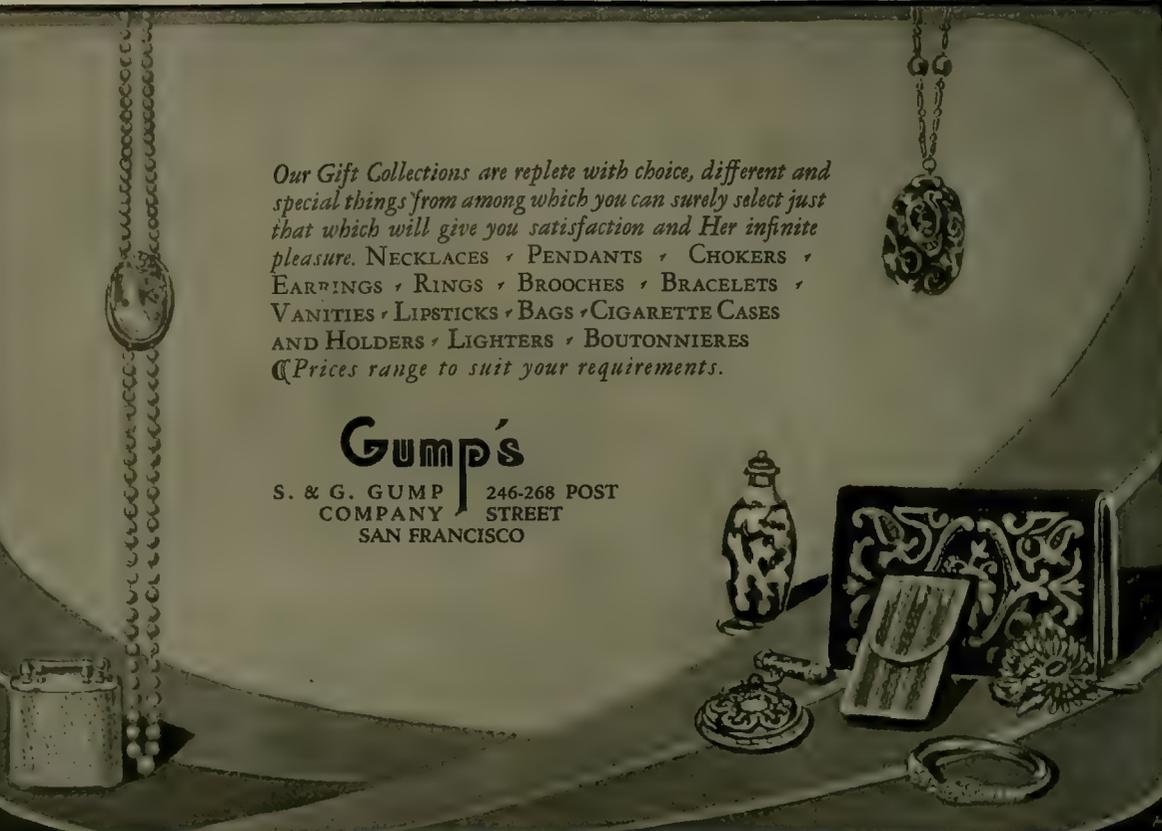
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# Air Lines

By Lieutenant Blaine Stubblefield

In 1922 the passenger rate between Cleveland and Detroit by airplane was approximately \$50. That was when the old Aeromarine Company was operating the line. On November 1st the Stout Air Service, Inc., inaugurated its new passenger service on the same route and announced a passenger fare of \$18. The distance is 91 miles and the fare by the mile is slightly less than 20 cents. This fare is about twice the average air passenger rate the country over, the reason being that it is a short hop. It is obvious, however, that air carriers cannot haul passengers five miles for 50 cents or 50 miles for \$5.

On long lines, like the Boeing Transcontinental, 1947 miles from San Francisco to Chicago, where planes make the entire trip on daily schedule, regardless of cargo load or passengers, the passenger rate is materially reduced. On the Boeing, Pacific Air Transport, and Western Air Express, the average rate is 10 cents (plus) per mile. For example, the rate to Sacramento is \$11, to Los Angeles \$45.50, to Portland \$68, to Chicago \$200.

\* \* \*

We hear much talk about the superiority of German airplanes, and their air transport and army records show that it is mostly true. Nevertheless, we have the somewhat surprising fact at hand, that Germany is the world's greatest buyer of American-made aircraft.

Those who follow Germany's progress in aviation have no doubt noticed a tendency in that country toward "low-wing" monoplanes. Low-wing monoplanes have at least two disadvantages: the wings, being close to the ground, are struck and damaged by flying gravel, snags, and other obstructions that may be encountered on emergency fields. Second, the wings obstruct the passengers' view of the ground. But they—the low-wing type of monoplanes—have a single advantage that is of much importance in crowded Germany. They take off in about half the run-distance required by high-wing types. The reason for this quick take-off is that the low-wing piles up and compresses the air between its lower surface and the ground, thus buoying the ships off the field very quickly.

\* \* \*

Just a few words about the San Francisco-Oakland airport controversy. In brief, it is a tempest in a teapot, and cannot possibly make any difference to San Francisco as the cross-roads of the coastwise and transcontinental routes.

The air mail carriers have chosen the Oakland port as a landing field for a reason that is simple and perfectly

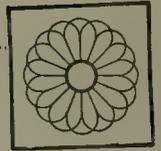
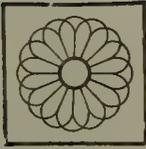
obvious to anyone with practical knowledge of aviation. That reason is the 14-mile water hazard (San Francisco Bay) lying to the east of Mills Field and directly under the air mail routes from that field.

The water alone is not a hazard, but combined with the blanket of fog which unfortunately covers the entire Bay region at times, especially during arrival and departure hours of mail planes, it is a hazard and a serious one. It is a fact that airplanes can and do fly over quite large bodies of water without danger. The Boeing pilots themselves cross the southern end of the Great Salt Lake, many miles from the shore. But they do it at a high altitude, so that, in case of motor failure, they could glide to the shore from any point. But suppose a cloud or fog is lying over the lake at a ceiling of 1000 or 1500 feet, or even more. Then the pilot who flies under it is betting his own life with those of his passengers, government mail of unknown value, and a \$25,000 airplane that his motor will not stop. Is there any sane man in the world who would make such a wager that his automobile motor would not stop during a like period of time? Especially a one-sided wager with nothing to win if it didn't? Certainly, there is no such man.

The Mills Field situation is an exact parallel. The bay, where the route crosses, is 14 miles wide; 14 miles is 73,920 feet. Now, suppose a plane to be half way across when its engine stops. How high will it have to be to glide to either shore? The distance to either shore is 36,960 feet. The "gliding angle" of the Boeing mail plane, for example, is about 7 to 1—that is, it will glide with a dead motor, to a point distance seven times its altitude from the point over which the motor stopped. Then, take 36,960 feet (the shortest distance to land) and divide it by seven. The answer is 5,280 feet. If the plane is flying lower than that when the engine stops, it cannot possibly reach land. Then a pilot, compelled to fly over this stretch of water under a cloud or fog at a ceiling of 500, 1000, 3000 or 4500 feet, must bet his own and his passengers' lives, his plane and his cargo that one of a hundred mechanical failures will not stop his engine.

To be sure, fog will cover the Oakland airport at times, possibly as often as it does Mills Field, but if there is any ceiling at all, the mail can get off. In case of fog on the ground, it is only 50 minutes by truck to Concord, or Diablo Field, which is clear at all times except in case of general storms or wide-spread tule fogs. From Mills Field

(Continued on Page 10)



### Plunder for Supervisors

We are getting quite a nice little body of pirates in the board of supervisors and there is no doubt that a cleaning up will be necessary before some of the members have served their full terms.

Their last and newest game is to make the public pay for the expenses of their election. We are not so green and inexperienced as to pretend to be surprised at this development. It has been carried on from time immemorial. The expenses of election have to be paid, sometimes in one fashion, sometimes in another. The simple citizen always pays. But, being simple, he likes a certain amount of concealment of the fact. He really revels in being fooled. Not that he is really fooled; but he cannot look the truth in the eye without squinting.

Now these supervisors are too straightforward in their piracy. They have set to work to raise the wages of certain groups of city employees, groups whose wages are to be raised, merely as part of the price for election support. This is rather too patently piratical. To get public employees to support you politically and then to pay for that support out of the public funds, is surely as neat a dishonest little operation as one could well conceive.

But there is even one step further in the morass of piracy and speculation. There is not enough money in the treasury to support the raise in wages. What do the super-pirates say about that? Do they point tearfully to the empty treasury and say: "No can do"? Not a bit of it. With the swaggering insolence which can only come from a perverted heart, they contemplate a raid on the street repair fund to pay these election obligations.

Consider what the condition of our streets means to this city, and that that condition will become ruinous if the funds are withdrawn.

\* \* \*

### War Alarms

There are always war-alarmists as well as war-wishers. It is hard to say which of them causes the most trouble in the long run. The writer remembers, as a boy, an old clergyman, who used to say, in connection with the political affairs of his country: "What we want is a good war." Now, one can readily imagine that if there were many people who thought in terms of that pleasing divine, the fact of war could not but be insistent.

But nowadays we are flooded with war prognostications and go to bed, our heads rattling with imaginary explosions of purely fictitious air bombs. We get so fussed up with the fears that we may even welcome the actualities. That is a matter to be guarded against. So many newspaper men are like the Fat Boy in Pickwick and like to "make your flesh creep".

Lord Robert Cecil, who knows a thing or two about war and peace, says that the danger of war lies "in fear and excessive nationalism". There is something to that. Fear can produce war. There is little doubt that fear did produce the last war. The best results of enquiry into its causes show no swaggering brutal Teuton, but a German frightened out of his wits and so driven by fear as to have no idea of the mischief that he was doing. Fear causes war. But how about nationalism? It may be conceded that a people which is not a nation will fight to become a nation. And having conceded that, we have

rather a fantastic view into a precarious future. When we look at the Orient and see the numerous peoples who are no doubt eager to become nations, we see the need of cultivating a Christmas spirit.

And yet Lord Reading says that he sees no clash between East and West coming. Lord Reading is an optimist. Nobody who has been as successful as he has been with as little trouble, could be anything else.

\* \* \*

### Public Taste

Now and again, one almost despairs of progress under the happy-go-lucky methods of an unregulated democracy. Violations of the most elementary canons of good taste appear to develop so luxuriously and so utterly unrestrainedly, that one feels compelled to submit to the pressure and, retiring to the country, swear eternal enmity against the urban populace.

But it is all a question of time. Look back over a period and one will see that the public taste does develop. It is true that the pace is slow and that mixed with the improvement are the closest clinging vulgarities which seem impossible of extirpation. But on the whole, taste does develop. The ordinary San Franciscan of today does demand things which in some respects are more esthetic than those which the cultivated San Franciscan demanded twenty years ago. It could not be said for a moment that the ordinary San Franciscan of today is as fine a person as the cultivated one of twenty years ago, it cannot be maintained that speaking broadly, his taste is as good. But there are things, for example, the sense of color, in which the average citizen is far ahead of his social superior of twenty years ago.

Sometimes, it is hard to say where the superiority lies and why one set of people has better taste than another. Perhaps it is the blending of utility and beauty that marks the difference. A rather funny question arises in connection with the quite beautiful silk-shaded lamps which are now in use. It is the custom, with many of our citizens, to carefully light the lamp, pull up the blinds to reveal its beauty, and then retire to the kitchen to abandon themselves to shirt-sleeved comfort.

Just where would you find the public taste, in the lamp or the kitchen?

\* \* \*

### Sentimental Obstnacy

If there is one thing more than another upon which this country has expressed its opinion, it is in the matter of mixing up with the rest of the world in an international babblement, which might very easily deteriorate into an international dog-fight. We have had enough of the Transports, full of our youth en route for Europe, do not fill us with the enthusiasm which some ten years ago reigned, on our lips, if not in our hearts.

His attempt to line us up with the League of Nations gave Mr. Wilson his death stroke and sent a very able and highly-respected President down the long staircase to death and oblivion. The people of this country have grown more fixed in the notion that the less they have to do with other folks, except in the way of legitimate commerce, the better for everybody.

But the obstinacy of the people is matched by the obstinacy of the sentimentalists. We have seen Chester well time and again rehashing the arguments of the League of Nations and asking us in the name of Humanity to risk the lives of our sons in a conflict, between Lithuania and Poland, for the ownership of Vilna. Somehow, Vilna does not strike us as worth dying for, even if we were going to get it.

Now another group, among them Professor Lyman Ray Ilbur of Stanford, is worrying the President about the World Court, a court whose decisions could only be carried out by something like that League of Nations, with which we will have nothing to do.

There is nothing like the obstinacy of the idealist. The more impossible the ideal, the greater the obstinacy.

\* \* \*

### Non Olet Pecunia

It was a Roman emperor who, being upbraided with the fact that he was taxing sewage, replied with the now world-famous statement: "Money does not smell." This is a truth that we all recognize. Nobody asks the origin of money, though, occasionally, one may be curious about the sources of other forms of property.

But there is a very strange connection between garbage and money, which would seem to show that the old Roman emperor had a keen foreknowledge of what the future would bring. Of all the various things that make up the possible boodling material in a modern municipality, garbage comes, first and last, as the most strikingly productive. Bootleg, gambling and redlight, these are the favorite materials of the fictionist and the warm evangelist, from which are constructed the piles of wealth destined to doom the possessor to everlasting perdition.

Between ourselves, however, all the vices in the world fall into utter insignificance, when confronted by the mystic sinfulness of the modern garbage can. A garbage can and a laughing Italian possess, in conjunction, more actual potentialities for municipal sin than all the other vices in the community combined.

In Oakland the game is going merrily on. One jealous local politician after another is screaming about the belly money which has come out of the garbage can. Well, the money does not smell, it does not betray the owner thereof by any odors of Araby, but the fact seems to remain that merely handling garbage cans causes bank accounts to grow suddenly and real property to change owners with alacrity. It is a sad state of affairs and has sent the aged mayor of Oakland to bed with a headache.

\* \* \*

### The Rising Color Tide

There is quite an ominous movement on foot to divide the world on the color question. It is a movement which takes different forms and is more notable at one place than another. But there can be no doubt that the matter is taking on an ever-growing significance.

For example, we read that in New York the other day, a colored entertainer, a young woman, was given a funeral which there were one hundred and fifty thousand mourners and that the trappings of the funeral were more lavish and expensive than fall to the lot of any mortals save great singers, like Caruso, or sovereigns who have just ceased to reign. Such incidents show that even in this country the negro race is growing in wealth and material importance to an extent which will make itself felt in the near future. Money talks in more senses than one, and no class which possesses money is likely to willingly occupy an inferior position for any longer time than necessary.

## Winter Football

By Lyman Martin

### THE WEST VS. WHOLE COUNTRY

Out here in sunny California winter football games are decidedly in vogue. The first to hold games in the mid of winter was the committee conducting Pasadena's Tournament of Roses. Then two years ago the late Andy Smith prevailed upon the University of Pennsylvania to come out and meet the Golden Bears in their lair across the bay. The Shriners also inaugurated their East versus West game that year. That made two games for this locality and one for the southland.

This year there are to be four games:

The Tournament of Roses game in Pasadena, in which Stanford meets the Pittsburg Panthers of the East; the game over in Berkeley on December 31, between California and Pennsylvania; the Shriners' game on January 2, in which East meets West, and the additional game in the southern part of the state, in which a team representing the West, will meet a team from the South.

That is plenty of football for one short period to be played in one section of the country.

California and Stanford have a working agreement, that usually works, to the effect that if one university has a major game scheduled, the other university will not infringe upon its rival's rights by scheduling a major contest.

It is to be regretted that the North and South of this state have no such agreement. There will be plenty of patronage for all concerned, but the football material of the West has been too widely divided.

Andy Kerr in the East has signed up some of the best players in the country. Several All-Americans are on his list. Every position on his squad is strongly represented. All in all he has a fine team recruited from everywhere.

Coach Hollingbery in the West has not been so fortunate. It is true that he has signed many fine players. It was given out in press notices that he had signed many more, yet later dispatches would state that certain players had decided to play in some other game or that Conference rules prevented their playing at all.

Nevertheless, we are to have two good games of football here around the New Year's holidays.

Coach "Nibs" Price of the California Bears promises an offensive that is really deceptive for the Pennsylvania game. It was the element of deception that was sorely lacking in the Stanford game. This probably lost the game for the Bears.

Captain Coltrin will be playing his last game for California, and it is expected that he will play the game of his life and so show some of the All-American pickers that he is deserving of more recognition.

The team that is to represent the West in the Shriners' contest is not a team of all-stars. It may be that they will fight the harder and play better together than the Eastern team for that very reason. Hollingbery will begin whipping the team into action shortly. Although the East is figured to win very easily, when they return to the lands of winter snows they will have bumped into some nice weather.

It is said that the human race came into existence about 16,000,000 years ago, and there is no good reason why in another 16,000,000 years it should not learn to act like a human race.—Louisville Times.



By Antoinette Arnold

### Merry Christmas

A Merry, Merry Christmas to each and every one!

May this be the very best Christmas you have ever known! May you have your heart's desire! And, best of all, may happiness, health, wealth and contentment be showered upon you and yours!

Let's be optimistic. Why not?

It's a whole lot pleasanter than being grouchy, or pessimistic—and who cares if you do spread on a little applesauce! 'Tis Merry, Merry Christmas.

So polish up your apples—and give yourself and those whom you love a blessed Yuletide.

Merry Christmas—the phrase is old, but the way in which you express Christmas makes it ever new!

\* \* \*

### Hollyberry Time

Homes are probably the first to blossom into miniature hollywood forests. For even now we see wreaths of holly suspended from windows.

Engagements seem to jump into prominence with the advance of the holiday season, attesting the value of mistletoe and making us realize that Cupid walks gaily about at Christmas time.

\* \* \*

### Bride-Elect

Miss Dorothy Sneider, whose home is in San Mateo, is one of the season's most attractive brides-to-be. Her engagement to Mr. Harvey Murray was announced a short time ago. Since then she has been the recipient of many betrothal "showers."

A delightful tea was given for Miss Sneider at the Palace Hotel recently, when Miss California Prior Andrews presided as hostess, according many friends a charming day. Pretty favors and corsage bouquets were used in the decorative scheme.

### Spring Wedding

Miss Lettie Russ, daughter of Captain and Mrs. E. D. Russ, and Ensign James Newton Shoffner, U. S. N., have announced their engagement, and friends of the popular pair are looking forward to their wedding, which will probably take place in the early Spring.

A honeymoon trip to Honolulu is included in the plans of this lovely young couple.

\* \* \*

### Sacramento Debutante

Miss Elizabeth Simmons, well known in the Capital City of California, was the honor guest at a beautifully appointed luncheon given at the Fairmont Hotel recently, when Miss Barbara Nourse was the hostess.

Miss Simmons recently announced her betrothal to Mr. Roy McDonald of Chicago, and friends of the bride-elect have been feteing this charming debutante both here in San Francisco and in Sacramento. Table decorations at the Fairmont luncheon were particularly attractive, in their radiant Yuletide coloring.

\* \* \*

### Miss Vail Jones Enters Society's Realm

Miss Vail Jones, daughter of Mr. and Mrs. Webster Jones, made her formal bow to society Saturday evening a week ago in a gorgeous coming-out party given by her parents at the Mark Hopkins Hotel.

Dancing took place in the Room of the Dons and supper was served in the grill, especially decorated in compliment to the lovely debutante.

Miss Jones greeted her guests attired in a pink frock of shell tones, delicate in shade and velvet texture. She wore a pearl collar encircling the neckline of the gown, made with tight-fitting bodice and bouffant in style. The presence of this charming young lady was certainly a pretty picture.

\* \* \*

### Beautiful Decorations

The supper room was elaborately decorated with a profusion of wreaths artistically used on the small tables as well as designating the motif. Clusters of wild cherries and small Christmas apples were used in Della Robbia wreaths which encircled each table.

Pyramid shaped trees, made entirely of red and yellow apples, were placed in gold containers and there

were candles in gold candlestick carrying out the artistic design.

\* \* \*

### Many Garlands

Graceful garlands of wild lemongreenery and fruit made up the pla of decorations carried out in elaboration within the "Room of the Dons, where the young folks danced.

A huge urn of flowers and fruit stood just back of Miss Jones as she received her friends. Pomegranates, oranges, lemons, grapes and apple were used to produce a gorgeous effect.

\* \* \*

### Receiving Line

Mrs. Webster Jones was assisted in receiving by two of her sisters, Mrs. H. M. A. Miller, Mrs. Wallace Hastings, and by Mrs. Harry East Miller.

Fashionables from the bay cities and from the smart set of the peninsula as well as from southern and northern California were guests. Mr. and Mrs. Webster Jones who they formally presented their young daughter to society.

\* \* \*

### Fashion Show

The fashion show at the Mark Hopkins Hotel this week was well attended, with Mrs. Ralston Page in charge of the usual Monday afternoon evening Junior League members wore stunning gowns in their continued plan to add funds toward their pet charity—a well furnished home for their proteges, girls needing home care and protection until they are equipped to make their own way in the world.

\* \* \*

### Blue Cross Ball

A ball was given last Wednesday by the Blue Cross Society in the San Francisco Hotel, proceeds going toward the Christmas fund of Our Lady of Guadalupe, which each year furnishes cheer for children in the Latin-American quarter.

(Continued on Page 17)

## SANTA MARIA INN

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**Clubland's Christmas**

Now is the time when every good club woman shows the mettle for which her favorite club is known.

Christmas-tide with its good will toward all, its notable benevolence, its sturdy cheer, provides each individual club woman a genuine chance to prove the purpose of her club.

Naturally, every club woman belongs to two or more clubs—but, in nearly every instance, each club woman, deep down in her secret heart, has a cherished ideal.

It is, invariably, the desire to be of practical benefit to someone!

Thus, Christmas-tide in Clubland, means generous giving, systematic giving—and giving without any thought or concern of having the benefaction known.

\* \* \*

**Yule-tide Party**

A glorious Yule-tide party was given by the Kindergarten Primary Club for the children of Harriet Street Kindergarten, near the Silver Street Kindergarten, which was founded by the noted author, Kate Douglas Wiggin.

Miss Grace Walker has charge of the kindergarten and Miss Betty Lester is president of the club which presented a huge pack of gifts for the little folks. Miss Marion Barbour, sponsor of the club, and Miss Zoe Terndon were assisted by members in distributing the Christmas presents.

\* \* \*

The "See-and-Know San Francisco" Club, of which Mrs. Frank Todd is president, were assistants in presenting a Christmas program at the Relief Home last week. The jazz orchestra of the Junior High School supplied the music for the entertainment and there were any number of stories, pantomimes, dances and other entertainment.

Mrs. Thelma White, Miss Frances May Goldman, Miss Helen and Miss Polly Luchi were participants in the program plan. Pretty boys, many of whom having been made by the club women, were distributed with useful gifts. Mrs. W. J. Ashley, Mrs. C. F. Wortman, Mrs. Louis Snoker being



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A Smart Town House for a Day or a Year  
500 Rooms  
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prominent among those interested in the Christmas event.

\* \* \*

**Mills Club**

The Mills Club will have an elaborate Christmas program on Tuesday, December 20, when children will be entertainers. A beautifully-decorated Christmas tree is planned with gift distributions to the guests who will bring also other gifts for children less fortunate, and to be presented as tokens from the little folks.

Mrs. Jane Seymour Klink, president of the club, and Mrs. E. W. Armacost, former president; Mrs. O. H. Curtaz, Miss Nellie Denman, Mrs. Carlo Morbio, president of the San Francisco Musical Club; Mrs. Charles H. Frost and Mrs. Sherman A. Sarle are other prominent leaders aiding in the Mills Club Christmas party.

\* \* \*

**Trees That Grow**

Now there is a movement in clubland, headed by Mrs. D. O. Castle, of the State Federation, to encourage the planting of Christmas trees in one's garden. Or, if one does not possess a garden, to aid in the idea of having Christmas trees planted in parks or in school yards. The brilliant idea, is, first of all, to aid in conserving California redwoods; and, by planting trees, instead of chopping them down, to preserve our magnificent forests.

Mrs. Castle hopes to have "living Christmas trees", as they are termed, sending forth Yuletide cheer from the gardens of many California homes, that passersby may see them, and be cheered by the sight. It is not an entirely new idea, at that! For, down in southern California, large estates have driveways of Christmas trees, which, each year, blaze forth in electric lights with gorgeous Christmas ornaments swaying in the breeze, sending forth their glow of cheer for miles around.

The clubwomen have certainly hit upon something novel, and though no one claims that the thought is entirely original, yet they are entering into the plan with their customary zeal—and that means before long there will be Christmas trees growing in gardens, in public squares and wherever the clubwomen deem it a proper place to plant such trees.

\* \* \*

**Noted Writer Defines First Use of Trees**

Inez G. Howard, author of a most remarkable book, "The Chrysalis of Romance," tells the pleasing and authentic origin of the use of Christmas trees on a page designated, "Christ's Trees." In her book, Inez Howard states:

"The early Christians began using Christ's Trees, or Christmas Trees, as a concrete representation of Christ as the Tree of Life."

Inez Howard also says: "Christmas is more a time for rejoicing and fun in America than in Europe, where the sacred and religious side of the festival overshadows the merrymaking.

"But is not that getting away from the primal meaning—Christ's birthday? If the day had been called always, 'Christ's birthday, so that we could never forget the birthday side of it, would we have a different feeling toward it?"

"It might have brought us closer to the real Christ who lived and suffered among us, who felt our joys and sorrows more intensely than we do."

\* \* \*

**Painting of Famous Californian a Gift**

A gift that will long be cherished as a priceless possession was formally presented to the San Francisco Women's Building last Wednesday afternoon, when a beautiful painting from the brush of Alice Best was made an occasion of appreciation.

Mrs. James Wales, President of the Berkeley Branch, League of American Pen Women, of which the late Alice Best was an active member, presented the painting to the club.

(Continued on Page 19)

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**BEST FLOWERS**

*Podesta and Paldocchi*

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# PLEASURE'S WAND

OBEY NO WAND BUT PLEASURE'S  
— Tom Moore



By Josephine Young

## Embassy

Irene Rich is on the screen in "The Desired Woman" at the Embassy theater this week, the change in program having been made Friday. Van and Schenck appear in new songs on the Vitaphone, which is still thrilling theatergoers with its wonderful speaking and tone productions, revealing the mysteries of the Vitaphone.

"The Night Court" is the comedy feature of the Vitaphone program, William Demarest as the leader in the musical comedy; and there is a quartet of male voices to be heard in a number entitled "In a Monastery Cellar."

William Russell and Douglas Gerard and Audrey Ferris support Irene Rich in the picture.

\* \* \*

## California

"The Private Life of Helen of Troy" follows "Sorrell and Son" at the California theater, with Maria Corda playing the role of Helen of Troy, and Lewis Stone and Ricardo Cortez in other principal roles.

This picture is famed for its spectacular scenes and a modern slant on the private life of the famous beauty over whom the ancients fought that they might find favor in her eyes. It is a First National picture; scenes are sumptuously depicted with romance and thrills a-plenty.

The picture has been heralded as one of the fine spectacular productions.

\* \* \*

## Curran

F. Ray Comstock and Morris Gest will present the artistic production, Balieff's "Chauve Souris," at the Curran theater, beginning with Monday night, December 26. Coming direct from the Cosmopolitan theater, via the Chauve-Souris Limited, with no stops en route, the company will appear here for the first time.

"Chauve Souris" has had triumphant runs in Moscow, Paris, London and Berlin as well as in New York, where it ran for 733 performances.

The original "Parade of the Wooden Soldiers" is one of the outstanding attractions of this great production, sometimes called "the unique show of the world."

Morris Gest promised San Franciscans that the production would be given here as a holiday attraction and, as usual, he is "making good". Balieff's entertainment was a Russian performance, originally, presenting artistic dancing in the finish and art known to Russians, reflecting the artistic daintiness and grandeur of Court life.

America, England, France and Germany are now included in the program presentation, although the essence of the show is essentially Russian. Tragedy, comedy, satire, brilliant scenes, dances, pantomime and songs fairly scintillate throughout the show, where the "moon-faced" Baileff acts as master of ceremonies. "A Night at Yard's", "Katinka" and "Chauve-Souris" are three numbers which vibrate through one's memory. The San Francisco production will, we are told, live up to and equal the performances given in other large cities.

Gest has a warm spot in his heart for this city. He assures us that the best is "none too good" for San Francisco audiences.

\* \* \*

## Columbia

"The Beggar's Opera" with a special orchestra providing specific atmosphere is at the Columbia theater for this coming week.

The score of this opera consists of more than sixty airs, some of them compositions of such masters as Handel, Arne and Purcell. Traditional songs of Ireland, England, Scotland and Wales are included in the story and make merry this John Gay old musical comedy, in which there is not a dull moment.

Sylvia Nelis has the role of "Polly Peachum". Lena Maitland and Norman Williams play the roles of her parents.

\* \* \*

## Lurie

"Hit the Deck" is the one particular show in town that every visitor from the interior rushes to see. In this nautical comedy there is excellent entertainment and a dash of fun and melody in every turn.

The "Hallelujah Chorus" lingers with one, and it, of itself, is well

## Amusements

NEXT WEEK

### ON THE STAGE

#### Alcazar, O'Farrell, nr. Powell

"New Brooms," comedy by Henry Duffy players. Robert McWade of New York and Helen Ferguson, with splendid cast.

#### Columbia, Eddy nr. Powell

"Beggar's Opera," cast of fifty. Special orchestra.

#### Curran, Geary nr. Mason

"Blossom Time," Franz Shubert story presented by the Shuberts.

#### Lurie, Geary nr. Mason

"Hit the Deck," nautical musical comedy.

#### President, McAllister nr. Market

"The Gossipy Sex," Henry Duffy players.

#### Community Playhouse, Sutter at Mason

"Young Woodley," Douglas Fairbanks, Jr. Rexford Travers. Saturday matinee and Saturday evening.

### VAUDEVILLE

#### Golden Gate, Golden Gate Ave. and Taylor

"Discord," featuring Lil Dagover and Gosta Ekman.

#### Orpheum, O'Farrell nr. Powell

Big holiday program. Francis X. Bushman on the stage. "Passengers." Bill Robinson, negro dancer. Aurora cyclists. Nitzza Vernille dancer, in "Rhythm and Melody." String quartet.

#### Union Square, O'Farrell nr. Powell

Pictures—Vaudeville.

#### Wigwam, Mission nr. 22nd

Return of old policy—Pictures-Vaudeville.

### ON THE SCREEN

DOWN TOWN

#### California, Market at 4th

"The Private Life of Helen of Troy," Maria Corda, star. First National picture.

#### Casino, Ellis at Mason

Pictures of popular films. Changes of pictures regularly.

#### Cameo, Market opp. Fifth

Film stories of popular appeal on good screen. Changes of pictures three times weekly.

#### Embassy, Market nr. Seventh

Vitaphone—Van and Schenck, favorite songsters. Vitaphone. Irene Rich in "The Desired Woman." William Demarest in musical comedy, vitaphone features and screen showings.

#### Imperial, Market opp. Jones

"Service for Ladies," Adolph Menjou.

#### Granada, Market at Jones

"The College Widow," Dolores Costello.

#### St. Francis, Market bet. 5th-6th

"Stark Love."

#### Warfield, Market at Taylor

"Man Crazy," Dorothy Mackaill, Jack Mulhall. Stage acts, orchestrations.

### RESIDENCE DISTRICT

#### Alhambra, Polk nr. Green

Rudolph Music Masters accompaniments. Pictures and stage acts.

...orth hearing over and over, as audiences insist upon it. Costumes are mighty attractive in their radiant colorings, and there is pep and action through the musical play. Announcements from the publicity department notify us that there will be an Oakland performance, as "Hit the Deck" is booked for other cities throughout the country. So—don't miss "Hit the Deck". You'll enjoy every minute.

\* \* \*

**Orpheum**

A holiday show at the Orpheum this coming week features Bill Robinson, the negro dancer, who gives tap-dancing in rhythmic fashion.

Francis X. Bushman, a well-known motion picture celebrity, lately seen here in "Ben Hur," will appear at the Orpheum, in person, in a dramatic playlet, "Passengers." Bushman will be supported by Ada Gleason and Olaf Hytten.

Joe Morris and Flo Campbell are appearing again in a musical farce entitled, "Any Apartment," and have the support of May Talbot and Phil Silvers. Another feature of the Orpheum as a holiday attraction will be Rita Vernille, the dancer, in "Rhythm and Melody", a gorgeous act, with Collins and Arnaldo's string quartet in the revue fantasy.

The Aurora troupe of cyclists are in this program offering thrills and stunts peculiar to their act. Gene Austin, the singer of ballads, will sing some record successes, and Gus Fowler, known as the "watch king", does some unexpected stunts with a clock and some small watches. Thomas Boyd's musical overtures will be in keeping with the holiday attractions.

The Orpheum Circuit, Inc., B. F. Keith Corporation, Greater New York Vaudeville Theaters Corporation and the B. F. Keith Albee Vaudeville Exchange, have consolidated in a new organization to be known as the Keith-Albee-Orpheum Corporation, so we are informed upon the authority of Maurice Goodman, general counsel for the Keith-Albee interests.

The Orpheum in San Francisco, on Farrell Street, near Powell, stands in the self-same spot where it was first erected and is called "The mother of vaudeville", supplying as it does, entertainment to cities throughout the United States with added overseas affiliations.

\* \* \*

**Francis**

His girl the newly-wed wife of his father! That's one of the dramatic situations found in "Stark Love", Earl Brown's thrilling tale of life in the Great Smoky Mountains. There,

hundreds of miles from what we call civilization, when one woman dies, another is immediately needed to step into her place. The working of the farm and raising of children cannot stop and no man will stoop to domestic labor. Man is master and woman the slave!

\* \* \*

**California**

When "The Private Life of Helen of Troy" is made public at the California theater Friday by First National Pictures, moviegoers will get their first glimpse of a face—Maria Corda—different in type.

Tests made indicated that she was a modern counterpart of the enchantress of the centuries whose face launched a thousand ships. Like the famous Helen of Troy, whose beauty was not merely physical, but radiating from within, film officials believed Maria's attraction was wisdom in the ways of the world, worldly in the ways of love, and lovely as she was wise and worldly.

\* \* \*

**Granada**

Dolores Costello, loveliest of Warner Bros.' screen stars, makes her first venture into the field of light comedy in "The College Widow", which opens Saturday at the Granada.

She is cast, as every one who remembers the spectacularly successful George Ade stage play, will recall, as the daughter of a college president, who, because of his inability to win athletic laurels for the school, is about to be ejected.

The young lady sets about winning men for the team, and so successful is she, that each of the eleven fights as fiercely as ever knight of old, each believing that he himself is Jane's especial favorite.

She wins the son of a rich man who has promised a legacy to the college, from idleness to industry. She loses the faith of the lot of her knights errant, only to win it back and also all she has fought for, and more. "The College Widow" is the most delightful college play ever written, and Dolores is a most delightful heroine.

\* \* \*

**Warfield**

"Man Crazy" co-features Dorothy Mackaill and Jack Mulhall at the Warfield. Miss Mackaill is cast as the granddaughter of an aristocratic old lady of one of the "fine families" of New England. Mulhall, driving the fastest truck on the highway, comes along and falls in love with the pretty "waitress".

"Man Crazy" is from Grace Sartwell Mason's famous Saturday Evening (Continued on Page 18)

## Here's new life, new color for your living room

*This lamp really lights a room*

The money you spend for one of these lamps does more to improve a room than the same money spent for other furnishings.

For the abundance of soft colorful light makes an "interior" seem lovelier. It's just like redecorating the whole room.

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Employees' Pension Fund over \$575,000.00, standing on Books at	1.00

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HAIGHT STREET BRANCH.....	Haight and Belvedere Streets
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## Finance

There is to be a new Peruvian \$50,000,000 loan launched in this country. The whole matter of this loan has been conducted by the Morgan people and it is reputed to be on the very latest model of national bond issues.

International Securities Corporation is offering an issue of debentures and is the successor to the International Securities Trust of America, which was the pioneer general investment trust of the United States.

Italian American Petroleum Corporation, owned and controlled by persons of Italian descent, under the presidency of John Perata, announces that it is ready to launch itself into the California oil industry.

There should be greater interest taken in bridge bonds, it is pointed out by a financial writer. With the development of the highway for auto purposes the importance of the bridge increases.

Traders in cereals are looking forward to higher prices in grains in the near future. A week ago the market was largely overbought. There is little disposition to short selling, and primary receipts last week were higher than for any similar period since 1923.

The English market is much better. There has been a great deal of American and Canadian buying of British stocks. High-class investment stocks are strong with a noteworthy feature of buying new colonial scrips returning over 5 per cent.

Corporation Commissioner John M. Friedlander is mapping out a program to the public, urging them to be careful of investment in industrial investment trusts. The Commissioner points out that it is advisable to have an idea as to the personnel of the investment company and the stocks in which investment is contemplated.

The present state of uncertainty in the relations of France and Italy cannot continue, without exercising a very evil effect upon prices and trade in general. It is to prevent this state of affairs, quite as much as to stall off a war, that Britain is working so desperately hard to get an understanding between the contending parties.

Here is a problem. 800,000 Italians live on French soil in Africa. According to the new doctrine of Mussolini, these Italians are to retain their Italian citizenship and allegiance on French soil. That is hard on France. How can a nation view 800,000 aliens subject to orders from home as residents on its soil? The thing is a monstrous absurdity.

The foundation of present-day American prosperity is, according to the experts, so far untouched, and good times may confidently be expected. Perhaps these times will not be as dramatically good as they have been, but, compared with other people, we shall still be enjoying incomparable prosperity.

Public offerings of \$1,000,000 State of California State Buildings and State University Buildings 4% bonds are being made by a syndicate headed by the Anglo London Paris Company and the Bank of Italy National Trust. These bonds are obligations of the State of California and pay 3.80 per cent.

## Local News of the Week at A Glance

### For Those Away From Home

Regarding lots used as parking stations, Mayor Rolph has declared that he will veto any permit granted by the Board of Supervisors where the station was objected to by adjoining property owners.

Twelve walnut trees, gift of Mrs. Luther Burbank, widow of the plant wizard, were planted in McLaren Park last Thursday. They are the nucleus of many fruit trees for the youth of San Francisco to wander through and pluck to their heart's content.

Arrangements were completed last Monday by the Auxiliary Children's Hospital for the Mardi Gras Ball, which will be held at the Civic Auditorium, February 21st, proceeds to be used to help finance the new wing of the hospital at 3700 California street. The new wing will cost \$500,000, will be four stories high and will have provision for sixty-six beds.

General rejoicing was expressed Monday at the fine showing made by the two Far Western singers, Emilla Da Prato of South San Francisco, and Ted A. Roy of Corvallis, Oregon, who won second honors in the national radio audition broadcast from New York, Sunday night. Virtually every radio set in South San Francisco was tuned in Sunday night to hear the auditions.

Captain Charles Goff, head of the Traffic Bureau, Police Department, issued an order last Monday permitting certain left-hand turns into Market street. The street intersections where left-hand turns into Market will be permitted are: Sansome, Sutter, Mason, Turk, Jones, Fulton, Leavenworth and McAllister. No left-hand turns may be made from Market into these streets, however.

One of the largest whales that has ever entered the Golden Gate passed in through the heads Monday morning and was seen by Captain Eddie McCarthy, chief lookout for the marine department of the Chamber of Commerce, at Meiggs' Wharf. He noticed the mammal when he went out to meet a steamer in his launch. The animal looked about fifty feet long, according to the Captain.

Flood problems of the Sacramento river valley were brought before the House Flood Control Committee early in the week, at Washington, by a delegation of officials from this State. The proposals of the Californians was that the flood control project in the valley, estimated at \$51,000,000, should be divided, with one-third borne by the Federal Government and a third each by the State of California and by local landholders. Present distribution of costs is one-sixth by the Federal Government, one-sixth by the State, and two-thirds by the landholders.

Colonel Charles A. Lindbergh, in appreciation of the honor accorded him during his visit in San Francisco early in the fall, has addressed a letter of thanks to the citizens of San Francisco, through Mayor Rolph. He thanks the City and County of San Francisco for the "generous gift of the medal and the honor done me in making me an honorary citizen."

The San Francisco traffic officers are to blossom out with Sam Brown belts. Aside from the addition of the belt and all its trappings, the officers are to equip themselves in new uniforms similar to those worn by State traffic officers.

Senate Republican Committee assignments dealing out important chairmanships to several of the Western members, were approved last Tuesday at Washington, by a Republican conference. Hon. Samuel Shortridge, of California, was appointed chairman of Privileges and Elections.

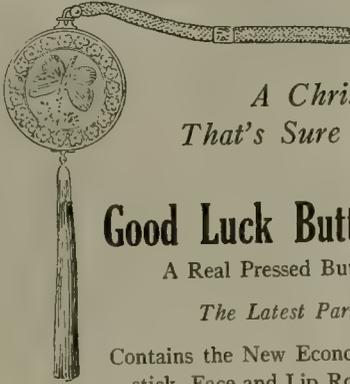
The largest living Christmas tree in San Francisco will be lighted for the first time this Saturday evening at 6 o'clock, when the big sixty-foot cypress tree on the lawn of the Shriners' Hospital for Crippled Children is illuminated as part of the holiday program for the little patients.

Four buildings, housing several hundred persons, were declared to be fire hazards, by the Bureau of Fire Prevention, early this week. The buildings named by the bureau are flats at 1122, 1124 and 1126 Pine street; the Reno Hotel, 252 Sixth street; an apartment house on Fillmore street, between Washington and Jackson, and a rooming house at 1122 Vallejo street. The bureau is certainly keeping up the good work.

Undaunted by the failure to obtain the Republican National Convention for San Francisco, the Board of Supervisors voted unanimously to invite the Democratic National Committee to hold its convention next summer in this city. A resolution by Supervisor Hayden, authorizing the Mayor to name a committee or representative of the city to go East in January to attend the meeting of the national committee and urge that the Democrats again hold their national convention here, was adopted.

Colonel Charles Lindbergh states that it is his intention to fly from Mexico when he departs, which may be in another week or longer. He was not certain whether he would fly to Havana or return to Washington direct. Without stop, "Lindy," piloting the "Spirit of St. Louis," flew from Washington to Mexico City. For more than twenty-four hours he was at the controls. On his arrival in Mexico City, Wednesday, at 3:30 p. m., a multitude of one hundred thousand welcomed him. "Lindy" is proving himself to be, besides the most famous of flyers, a sort of peace-making ambassador to the world from America.

The outstanding accomplishments of the City Engineering Bureau, during the fiscal year, were cited by City Engineer O'Shaughnessy, as being the completion of the Dumbarton crossing of the Hetch Hetchy water project, bringing in a much-needed water supply to San Francisco from the Calaveras reservoir, and the starting of the Duboce tunnel. Other important projects are the breaking of the highway "bottleneck" down the peninsula; construction of hangars and development of Mills Field municipal airport; starting of the Islais Creek reclamation project; important sanitary work in the vicinity of the municipal recreation camp, and so-forth.



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as well as Many Other Attractive Christmas Novelties*

## A Banker Says:

Financial news and financial advertising are the electrical impulses of my business. These I always find abundantly, clearly in the

**San Francisco  
Chronicle**

### Air Lines

(Continued from Page 1)

it is about three hours by truck to Concord. A three-hour delay disrupts the transcontinental system from coast to coast, and it sometimes takes days or weeks to get all the planes and pilots back on their divisions.

The Boeing transcontinental route is known as "Chicago-San Francisco", and it will continue to be known as such. The Chicago-New York route has been and always will be known as "Chicago-New York". How many people know that New York City's airport is not even in New York State? That New York City's airport is actually Hadley Field, in New Jersey? Of course, every city wants its airport close in; the closer the better. The fact is, that the time-distance from the Ferry post office to Mills Field and to the Oakland airport is about the same.

The air transport operators must render reliable and safe service; San Francisco can afford to accept nothing less. The Bay region, unhappily, was not endowed by Nature as the best of termini for air lines flying on schedule. It is still more unfortunate that the misguided efforts of the Supervisors should be sufficient cause for heralding our shortcomings through the press to every corner of the land.

### A Triple-A Airport ("AAA")

The term "airport", according to the Air Commerce Act of 1926, means any locality either of water or land which is adapted for the landing and take-off of aircraft, or a place used regularly for receiving and discharging passengers or cargo by air.

The basic requirements for a certificated airport, as laid down by Commerce regulations, includes a suitable field, well drained, with at least two landing strips 100 or more feet wide crossing or converging at angles and not less than 45 degrees, free from obstructions, situated near a good highway leading to the nearest town, with a wind indicator and markers and provisions for fuel, communication, transportation and personnel.

Landing fields receiving a triple "A" rating must have, in addition to the facilities named in the basic requirements, one or more hangars, repair facilities and a waiting and rest room, restaurant, sleeping quarters for at least three persons in addition to field personnel, fire fighting and first aid equipment, ground signal devices, weather service, register of arriving and departing aircraft, have at least 2,500 feet of unobstructed landing area in all directions and be equipped with the latest night-flying facilities including an airport beacon, boundary lights, flood lights, signal lights, ceiling projector, hangar flood lights, an illuminated wind direction indicator, and other apparatus.

### Plant Grass With Plane

Harold Saunders, a rancher and airplane owner, of Oregon, recently planted some ten acres of land to winter blue grass, peculiar to this country, using his airplane. The ten acres was seeded in a few minutes.

Before Mayor Thompson has Queen Victoria's autographed gift book cast out of the Chicago public library, someone may whisper in his ear that the good queen was a German.—Springfield Republican.

In Mexico, first you run for president, and then you run for your life.—American Lumberman.

# NOW OUT

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### Contents:

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## Petrol Paragraphs

By K. R. Schwartz  
National Automobile Club

The good roads movement has hit Tasmania. Often described as the world's most mountainous country, and therefore somewhat difficult of access by automobile, Tasmania will soon tempt foreign motorists with a fine system of newly-surfaced roads throughout the land.

Although their roads are in very good condition, they are steep ones on account of the abrupt geographic features of the land, and Tasmanians are looking forward to the time when all main roads will be given a bitumen topping under the new policy recently established by legislation. Already a Main Roads board has been formed, and will spend annually \$750,000 for better roads, car owners to contribute \$20,000 of this sum by special tax. Then the tourists will come to Tasmania, say the chief agitators of the better roads idea.

\* \* \*

The newest device for the promotion of comfort in automobile riding was recently placed on the market in Germany. Called an individual shock-absorber, the device consists of two shoulder-pieces of elastic rubber belting, adjustable as to length, and is fastened to the rear of the car. The straps are thrown over the shoulders of comfort-seeking passengers and fastened with catch buttons. Hanging loosely over the shoulders, the straps are supposed to catch the passenger on the rebound and hold him in place in case of any untoward bumping or bouncing.

\* \* \*

If the motorist uses one of the numerous compounds produced as gear silencers—and manufacturers of motor cars do not advise it—care must be taken to see that the substance does not become lumpy, for in such a condition it will exaggerate the evil it was intended to remedy.

Some motorists have found such substances usable to good effect, but it must be remembered that the moment they show signs of deterioration, replacement is essential.

\* \* \*

The Apache Trail, which was closed for several months due to the fact that the waters of the Horse Mesa Dam flooded portions of the road, is now open. Leaving Phoenix, Ariz., the first twenty-four miles are paved, and the remainder of the distance to Globe is good travel road. The entire distance from Phoenix to Globe via this route is 118 miles, according to the N. A. C. Touring Department.

This splendid highway follows the old trail used by the Apache Indians in their raids on the Arizona and Mexican plain-dwellers. The old trail is visible in many places from the present highway and along the highway the motorist may see many interesting things, for he is traversing one of the most picturesque parts of Arizona, a section whose recorded history goes back to the 16th century, and which is dotted with monuments of a prehistoric civilization. There are many cliff-dwellings and ancient ruins in the canyons of the Sierra Anchas, north of the trail.

Roosevelt Dam is at the narrow mouth of a canyon cut by the waters of the Tonto and Salt Rivers, and is built of rough marble blocks hewn from the cliffs between which it is wedged. This dam was the first unit of the project for the reclamation of the Salt River Valley, and has been instrumental in converting 240,000 acres of desert into very rich agricultural districts, and has created three lakes: Roosevelt Lake, thirty miles long; Apache Lake, fourteen miles long; and Canyon Lake, twelve and one-half miles long. These lakes have greatly intensified the beauty and interest of the Apache Trail.

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## Library Table

By Josephine Young

**Just From Georgia**, by Frank L. Stanton; Byrd Publishing Company.

Frank L. Stanton, a "poet laureate" by the governor's commission, an honor never conferred in America before, so states James A. Hollomon, in his preface and prelude, of "Just From Georgia".

This book of poems, copyrighted by the Stanton family, 1927, was compiled by his daughter, Marcelle Stanton Megahee, and contains poems and sayings hitherto unpublished in book form. Stanton was a newspaper feature writer and publisher, and while on the staff of The Atlanta Constitution, contributed verse and features in a special column which he continued to write for nearly forty years. Under the "Just From Georgia" column, his poems gained world-wide fame.

The late Frank L. Stanton, beloved throughout the world of letters, as well as in the community where he lived and worked, was the author of "Sweetes' Li'l Feller", "Mighty Lak' a Rose", "Just A-Wearin' Fer You", all set to music and numbered among the most cherished of popular songs and ballads.

The works of Frank L. Stanton have been inserted as a permanent phase of requirements in the schools of Atlanta from the junior kindergarten to the junior high school.

Do own this book of poems. You'll treasure every word!

\* \* \*

**The Gulf of Years**, by Watson Griffin; The Point Publishers, Toronto.

This book is a chronicle of the lives and thoughts of a little group of Canadians living in and about a village of Downmount.

It comes from the pen of Watson Griffin, F. R. G. S., who is distinguished for a number of books and pamphlets, including "Canada, the Country of the Twentieth Century"; "Canada and the British West Indies"; "The Land of Waterways"; "The Britannic Alliance"; and he has contributed articles on Canadian questions to leading British and American magazines and reviews. He writes vividly, because he knows!

He is a Fellow of the Royal Geographical Society, a Fellow of the Royal Society of Arts, a Fellow of the Imperial Institute and was chosen as a member of the first Canadian Committee of the British Science Guild. "Protection and Prices" reached a circulation of 158,000 copies.

"The Gulf of Years", thoroughly Canadian in flavor, deals with love and faith with thought and action prompting each law, revealed in a vibrating story. The novel opens with a fascinating outline on "Experiments in Charming". This chapter registers immediate interest in the book—and one does not escape the magnetism of its pages. It is the unmistakable work of a master-mind.

I heartily recommend it for a place among your selected Christmas gifts.

AVOID THE RUSH—DO YOUR CHRISTMAS SHOPPING NOW!

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# RADIO

By C. J. Pennington



On the Air

By C. J. Pennington

An extensive schedule of Christmas features for the holidays is being prepared by the management of KPO. The tentative plans now include the presentation on the evening of December 22 of a musical fantasy, "Alice in Wonderland," a group of musical programs of appropriate nature on Christmas Day, and a program of carol singing on Monday morning, the day after Christmas.

KPO's most important feature on Christmas Day will be the broadcasting from the Fairmont Hotel of the annual concert by the Grace Cathedral Choir and Rudy Seiger's orchestra. This will be offered to radio listeners on the evening of December 25, from 8:30 to 10 o'clock. On Christmas afternoon a mixed quartet, with Nathan Abas, violinist, and Uda Waldrop, organist, will present a program of Yuletide melodies and carols from 4 to 6 o'clock. Earlier in the afternoon, beginning at 12:30 o'clock, the station will present a concert of musical novelties.

The Rainbow Girls, a group of charming misses with excellent voices, will appear before the KPO microphone Monday afternoon, December 26, from 1 to 2 o'clock, to sing all the old-time Christmas carols and folk songs.

KPO will also offer its radio audience all the Christmas features and playlets which the Pacific Coast Network is planning to distribute during the holidays.

\* \* \*

**Sunday, December 18, 1927**

Selections from the works of famous composers, including Beethoven, Tchaikowsky, Kreisler and Saint-

Saens, will be offered tonight in the Standard Symphony Hour from 6:30 to 7:30 o'clock over the Pacific Coast Network.

The National Players will enact outstanding events of the "Boston Tea Party" for the Pacific Coast Network listeners from 9:00 to 10:00 o'clock.

**Monday, December 19, 1927**

The National Broadcasting Company's Pacific Coast Network radio audience may tune in between 8:00 and 9:00 o'clock, while the "Spotlight" plays on the soloist and the orchestra and listen to a variety of popular and semi-classical selections.

**Tuesday, December 20, 1927**

Bridge players will again have an opportunity to follow the game as played by experts when the 8th of the Auction Bridge Series is presented over the Pacific Coast Network from 8:30 to 9:00 o'clock.

The Eveready Hour, the oldest regular feature of radio entertainment, will be presented to Pacific Coast Network listeners, in the period from 9:00 to 10:00 o'clock.

"The Third Ingredient" is the O. Henry story to be presented during the Retold Tale Hour over the Pacific Coast Network from 10:00 to 11:00 o'clock.

**Wednesday, December 21, 1927**

The gateway to Peking is Tientsin, and from 9:00 to 10:00 o'clock the "Arabonds of the National Broadcasting Company" will take you through this old city.

**Thursday, December 22, 1927**

Dodge Brothers will present the second of their new weekly half-hour entertainments through the Pacific Coast Network from 9:00 to 9:30 o'clock.

Kajetan Attl, Bohemian harp soloist, and the Moon Maid will feature in the second of the new National Broadcasting Company presentations known as "Moon Magic," offered to Pacific Coast Network listeners from 9:30 to 10:00 o'clock.

**Friday, December 23, 1927**

Tonight as the deep-toned bell chimes three times we know it is 8:00 o'clock and the Wrigley Sparmen are off to the Magic Isle for their fourth appearance before the radio audience of the Pacific Coast Network.

Professor Herman Schnitzel will preside at the commencement exercises of the "Little Red Schoolhouse,"

(Continued on Page 16)

## Programs for Next Week

KFRC—DON LEE

SAN FRANCISCO—454

**Sunday, December 18**

10:00 to 12:00 noon—Golf Widow's program.  
12 noon to 1:00 p. m.—Church service.  
2:00 to 4:00 p. m.—Matinee program.  
5:00 to 6:00 p. m.—Organ recital.  
6:00 to 6:30 p. m.—Talk.  
6:30 to 7:45 p. m.—Mark Hopkins concert orchestra.  
7:45 to 9:00 p. m.—Church services.  
9:00 to 10:00 p. m.—Dance music.  
10:00 to 12:00 p. m.—KFRC dance orchestra.

**Monday, December 19**

7:00 to 8:00 a. m.—Seal Rock program.  
8:00 to 9:00 a. m.—Musical program.  
9:00 to 9:10 p. m.—Shopping service.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Household hints.  
11:30 to 12:00 noon—Amateur tryouts.  
12:00 to 1:00 p. m.—Sherman, Clay program.  
1:00 to 1:15 p. m.—Organ recital.  
4:30 to 5:15 p. m.—Mac and his gang.  
5:15 to 5:45 p. m.—Joe Mendel and Pep Band.  
5:45 to 6:20 p. m.—Stage and screen, police reports.  
6:20 to 6:30 p. m.—Sports talk.  
6:30 to 7:00 p. m.—The Hawaiians.  
7:00 to 7:30 p. m.—Blue Monday Jamboree.  
8:00 to 10:00 p. m.—Silvertown Cord Orchestra.

**Tuesday, December 20**

7:00 to 8:00 p. m.—Seal Rock program.  
8:00 to 9:00 a. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Doings of Dorothy.  
11:30 a. m. to 12:00 noon—Amateur tryouts.  
12:00 to 1:00 p. m.—Sherman, Clay concert.  
1:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:20 p. m.—Mac and his gang.  
6:20 to 6:30 p. m.—Stage and screen.  
6:30 to 6:50 p. m.—The Cecilians.  
6:50 to 7:00 p. m.—Investment talk.  
7:00 to 7:30 p. m.—The Cecilians.  
8:00 to 9:00 p. m.—KFRC Concert Orchestra.  
9:00 to 12:00 p. m.—Dance orchestra.

**Wednesday, December 21**

7:00 to 8:00 p. m.—Seal Rock program.  
8:00 to 9:00 a. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Household hints.  
11:30 to 12:00 noon—Amateur tryout period.  
12:00 to 1:00 p. m.—Sherman, Clay concert.  
1:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:20 p. m.—Mac and his gang.  
6:20 to 6:30 p. m.—Stage and screen.  
6:30 to 7:30 p. m.—The Cecilians.  
8:00 to 9:00 p. m.—Maxwell House Coffee program.  
9:00 to 12:00 p. m.—Dance program.

**Thursday, December 22**

7:00 to 8:00 a. m.—Seal Rock program.  
8:00 to 9:00 a. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Doings of Dorothy.  
11:30 to 12:00 noon—Amateur tryouts.  
12:00 to 1:00 p. m.—Sherman, Clay program.  
1:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:10 p. m.—Mac and his Gang.  
6:10 to 6:20 p. m.—Beauty talk.  
6:20 to 6:30 p. m.—The Cecilians.  
6:30 to 7:30 p. m.—The Cecilians.  
7:30 to 9:00 p. m.—Mona Motor Oil Co.  
9:00 to 9:45 p. m.—KFRC Movie Club.  
9:45 to 10:00 p. m.—Airplane flying lesson.  
10:00 to 11:00 p. m.—Dance orchestra.  
11:00 to 12:00 p. m.—Ballets Dance Orchestra.

**Friday, December 23**

7:00 to 8:00 p. m.—Seal Rock program.  
8:00 to 9:00 p. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:30 a. m.—Hints to home-makers.  
11:30 to 12:00 noon—Amateur tryouts.  
12:00 to 1:00 p. m.—Sherman, Clay program.  
4:00 to 4:30 p. m.—Student hour.  
4:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:20 p. m.—Mac and his gang.  
6:20 to 6:30 p. m.—Stage and screen.  
6:30 to 7:30 p. m.—The Cecilians.  
8:00 to 9:00 p. m.—Shell Oil Serranaders.  
9:00 to 10:00 p. m.—KFRC Dance Orchestra.  
10:00 to 12:00 p. m.—Dance orchestra.

**Saturday, December 24**

7:00 to 8:00 a. m.—Seal Rock program.  
8:00 to 9:00 p. m.—Musical program.  
10:00 to 11:00 a. m.—Musical program.  
11:00 to 11:45 a. m.—Amateur tryouts.  
11:45 to 12:00 noon—Announcements of Sunday church sermons.  
12:00 to 1:00 p. m.—Sherman, Clay concert.  
4:30 to 5:30 p. m.—Organ recital.  
5:30 to 6:20 p. m.—Mac and his gang.  
6:20 to 6:30 p. m.—Stage and screen.  
6:30 to 7:30 p. m.—The Cecilians.  
8:00 to 9:00 p. m.—First Xmas Story.  
9:00 to 12:00 p. m.—Dance program.  
12:00 to 1:00 a. m.—Xmas Eve services.

KPO—HALE BROTHERS AND THE CHRONICLE  
SAN FRANCISCO—422

Sunday, December 17  
9:45 to 10:30 a. m.—Church services.  
6:00 to 6:30 p. m.—States Restaurant orchestra.  
6:30 to 7:30 p. m.—Symphony orchestra.  
7:30 to 8:30 p. m.—Organ recital.  
8:30 to 10:00 p. m.—Fairmont Hotel concert orchestra.

Monday, December 18  
7:45, 7:15 and 7:45 a. m.—Health exercises.  
8:00 to 9:00 a. m.—Sperry Flour happy hour.  
10:30 to 10:45 a. m.—Ye Towne Cryer service.  
11:30 to 12:50 p. m.—Kane's Hawaiians.  
12 noon—Time signals, Scripture reading.  
1:00 to 2:00 p. m.—KPO orchestra.  
2:00 to 5:00 p. m.—Studio program.  
5:00 to 6:00 p. m.—Children's hour.  
6:00 to 6:30 p. m.—Ye Towne Cryer service.  
6:30 to 7:30 p. m.—KPO Orchestra.  
8:00 to 9:00 p. m.—National Broadcasting Company.  
9:00 to 10:00 p. m.—Musical program.

Tuesday, December 19  
7:45, 7:15 and 7:45 a. m.—Health exercises.  
8:00 to 9:00 a. m.—Sperry Flour happy hour.  
10:30 to 10:45 a. m.—Domestic economist.  
10:30 to 10:45 a. m.—Ye Towne Cryer service.  
11:30 to 1:00 p. m.—Kane's Hawaiians.  
12 noon—Time signals, Scripture reading.  
1:00 to 2:00 p. m.—KPO orchestra.  
2:00 to 5:00 p. m.—Children's hour.  
5:00 to 6:30 p. m.—Ye Towne Cryer service.  
6:30 to 7:30 p. m.—States Restaurant orchestra.  
7:30 to 8:30 p. m.—Gypsy and Marta.  
8:30 to 11:00 p. m.—National Broadcasting Company.

Wednesday, December 21  
7:45, 7:15 and 7:45 a. m.—Health exercises.  
8:00 to 9:00 a. m.—Sperry Flour happy hour.  
10:30 to 10:45 a. m.—Ye Towne Cryer service.  
10:45 a. m.—Home service talk.  
1:30 to 12:50 p. m.—Kane's Hawaiians.  
12 noon—Time signals, Scripture reading.  
1:00 to 2:00 p. m.—KPO orchestra.  
2:00 to 5:00 p. m.—Studio program.  
5:00 to 6:00 p. m.—Children's hour.  
6:00 to 6:30 p. m.—Ye Towne Cryer service.  
6:30 to 7:30 p. m.—KPO Orchestra.  
8:00 to 9:00 p. m.—Atwater Kent Artists.  
9:00 to 10:00 p. m.—Abas String Quartette.  
10:00 to 11:00 p. m.—States Restaurant Orchestra.

Thursday, December 22  
7:45, 7:15 and 7:45 a. m.—Health exercises.  
8:00 to 9:00 a. m.—Sperry Flour happy hour.  
10:30 to 10:45 a. m.—Domestic economist.  
10:30 to 10:45 a. m.—Ye Towne Cryer service.  
11:30 to 12:50 p. m.—Kane's Hawaiians.  
12 noon—Time signals, Scripture reading.  
1:00 to 2:00 p. m.—KPO orchestra.  
2:00 to 5:00 p. m.—Studio program.  
5:00 to 6:30 p. m.—Ye Towne Cryer service.  
6:30 to 7:00 p. m.—KPO Concert Orchestra.  
7:00 to 7:30 p. m.—Balk row and sports.  
7:30 to 9:00 p. m.—Caswell Hour.  
9:00 to 10:00 p. m.—National Broadcasting Company.  
10:00 to 11:00 p. m.—States Restaurant Orchestra.

Friday, December 23  
7:45, 7:15 and 7:45 a. m.—Health exercises.  
8:00 to 9:00 a. m.—Sperry Flour happy hour.  
10:30 to 10:45 a. m.—Ye Towne Cryer service.  
10:45 a. m.—Home service talk.  
1:30 a. m. to 12:45 p. m.—Kane's Hawaiians.  
12 noon—Time signals, Scripture reading.  
2:15 p. m.—Commonwealth luncheon at Palace Hotel.  
3:30 to 2:00 p. m.—KPO orchestra.  
4:00 to 5:00 p. m.—KPO orchestra.  
5:00 to 6:00 p. m.—Children's hour.  
6:00 to 6:30 p. m.—Ye Towne Cryer service.  
6:30 to 7:30 p. m.—KPO Concert Orchestra.  
7:00 to 9:00 p. m.—National Broadcasting Company.  
9:00 to 10:00 p. m.—Studio program.  
10:00 to 11:00 p. m.—KPO Dance Orchestra.

Saturday, December 24  
7:45, 7:15 and 7:45 a. m.—Health exercises.  
8:00 to 9:00 a. m.—Sperry Flour happy hour.  
10:30 to 10:45 a. m.—Domestic economist.  
10:30 to 10:45 a. m.—Ye Towne Cryer service.  
11:30 to 12:50 p. m.—Kane's Hawaiians.  
12 noon—Time signals, Scripture reading.  
1:00 to 2:00 p. m.—KPO orchestra.  
2:00 p. m.—Football.  
3:00 to 6:00 p. m.—Children's hour.  
6:00 to 6:30 p. m.—Ye Towne Cryer service.  
6:30 to 7:30 p. m.—States Restaurant orchestra.  
7:30 to 12:00 p. m.—National Broadcasting Company.

KPWI—RADIO ENTERTAINMENTS, INC.  
SAN FRANCISCO—267

Sunday, December 18  
9:00 to 9:30 p. m.—Church services.  
9:00 to 10:00 p. m.—Studio program.  
10:00 to 11:00 p. m.—Dance program.  
Monday, December 19  
8:20 to 10:2, a. m.—Breakfast program.  
10:27 to 10:30 a. m.—U. S. weather reports.  
10:30 to 11:00 a. m.—Interior Decorating.  
2:00 to 1:00 p. m.—Luncheon program.  
1:30 to 1:30 p. m.—Country store.  
5:00 to 5:30 p. m.—Concert.  
6:00 to 7:00 p. m.—Dinner concert.  
7:00 to 7:15 p. m.—Sports talk.  
7:15 to 7:30 p. m.—Advertiser talk.  
8:00 to 8:30 p. m.—Darnelle Sister.  
8:30 to 9:00 p. m.—Studio program.  
9:00 to 10:00 p. m.—Dance orchestra.  
10:00 p. m.—Weather and police reports.

10:03 to 11:00 p. m.—Dance music.  
Tuesday, December 20  
7:00 to 8:00 a. m.—Health exercises.  
8:20 to 10:27 a. m.—Breakfast program.  
10:27 to 10:30 a. m.—U. S. weather reports.  
12:30 to 1:00 p. m.—Concert.  
1:00 to 1:30 p. m.—Country store.  
5:00 to 5:30 p. m.—Concert.  
5:30 to 6:00 p. m.—Construction reports.  
6:00 to 7:00 p. m.—Dinner hour concert.  
7:00 to 7:15 p. m.—Sports by Geo. T. Davis.  
7:15 to 7:30 p. m.—Art course.  
8:00 to 9:00 p. m.—Studio program.  
9:00 to 10:00 p. m.—Musical program.  
10:00 p. m.—Weather and police reports.  
10:03 to 10:30 p. m.—Novelty program.  
10:30 to 11:00 p. m.—Program of popular music.

Wednesday, December 21  
7:00 to 8:00 a. m.—Health exercises.  
8:20 to 10:27 a. m.—Breakfast program.  
10:27 to 10:30 a. m.—U. S. weather reports.  
12:30 to 1:00 p. m.—Luncheon program.  
1:00 to 1:30 p. m.—Country store.  
5:00 to 5:30 p. m.—Concert.  
5:30 to 6:00 p. m.—Construction reports.  
6:00 to 7:00 p. m.—Concert.  
7:00 to 7:15 p. m.—Sports by Geo. T. Davis.  
8:03 to 10:00 p. m.—Studio program.  
10:00 to 11:00 p. m.—Dance orchestra.

Thursday, December 22  
7:00 to 8:00 a. m.—Health exercises.  
8:20 to 10:27 a. m.—Breakfast program.  
10:27 to 10:30 a. m.—U. S. weather reports.  
10:30 to 11:00 a. m.—Fashion hints.  
12:00 to 1:00 p. m.—Luncheon program.  
1:00 to 1:30 p. m.—Country store.  
5:00 to 5:30 p. m.—Concert.  
5:30 to 6:00 p. m.—Construction reports.  
6:00 to 7:00 p. m.—Dinner hour program.  
7:00 to 7:15 p. m.—Sports by Geo. T. Davis.  
7:15 to 7:30 p. m.—Art course.  
8:00 to 10:00 p. m.—Studio program.  
10:00 to 11:00 p. m.—KFWI Gypsy band.

Friday, December 23  
7:00 to 8:00 a. m.—Exercise hour.  
8:20 to 10:27 a. m.—Breakfast program.  
10:27 to 10:30 a. m.—U. S. weather reports.  
12:00 to 1:00 p. m.—Musical luncheon program.  
1:00 to 1:30 p. m.—Country store.  
5:00 to 5:30 p. m.—Concert.  
5:30 to 6:00 p. m.—Construction reports.  
6:00 to 7:00 p. m.—Program.  
7:00 to 7:15 p. m.—Sports by Geo. T. Davis.  
7:15 to 7:30 p. m.—Art course.  
8:00 to 9:00 p. m.—Studio program.  
9:00 to 10:00 p. m.—Dance program.  
10:00 p. m.—Weather and police reports.  
10:03 to 10:30 p. m.—Gloria Del Rae  
10:30 to 11:00 p. m.—Popular program.

Saturday, December 24  
7:00 to 8:00 a. m.—Exercise hour.  
8:20 to 10:27 a. m.—Musical breakfast program.  
10:27 to 10:30 a. m.—U. S. weather reports.  
5:00 to 5:30 p. m.—Concert.  
5:30 to 6:00 p. m.—Construction reports.  
6:00 to 7:00 p. m.—Dinner hour concert.  
8:00 to 9:00 p. m.—Studio program.  
9:00 to 10:00 p. m.—Harriet Lewis.  
10:00 to 12:30 p. m.—KFWI surprise party.

KJBS—JULIUS BRUNTON & SONS  
SAN FRANCISCO—220

Sunday, December 18  
1:30 to 3:30 p. m.—Instrument and vocal selections.  
3:30 to 5:00 p. m.—Dance music.

Monday, December 19  
9:00 to 12:00 p. m.—Instrument and vocal selections.  
1:30 to 7:30 p. m.—Instrument and vocal selections.  
8:00 to 9:00 p. m.—Instrument and vocal selections.  
9:00 to 11:00 p. m.—Studio program.

Tuesday, December 20  
9:00 to 12:00 a. m.—Instrument and vocal selections.  
1:30 to 7:30 p. m.—Instrument and vocal selections.  
8:00 to 9:00 p. m.—Orthophonic selections.  
9:00 to 11:00 p. m.—Coco-Nut Club meeting.

Wednesday, December 21  
9:00 to 12:00 p. m.—Instrument and vocal selections.  
1:30 to 7:30 p. m.—Instrument and vocal selections.  
8:00 to 10:00 p. m.—Orthophonic recital.

Thursday, December 22  
9:00 to 12:00 a. m.—Instrument and vocal selections.  
1:30 to 7:30 p. m.—Instrument and vocal selections.  
8:00 to 10:00 p. m.—Music lovers' program.

Friday, December 23  
9:00 to 12:00 a. m.—Instrument and vocal selections.  
1:30 to 7:30 p. m.—Instrument and vocal selections.  
8:00 to 9:30 p. m.—Dance music.  
9:30 to 11:00 p. m.—Studio program.

Saturday, December 24  
9:00 to 12:00 a. m.—Instrument and vocal selections.  
1:30 to 7:30 p. m.—Instrument and vocal selections.

KLX—OAKLAND TRIBUNE  
OAKLAND—508

Monday, December 19  
10:00 to 11:30 a. m.—Economics hour.  
11:30 to 1 p. m.—Luncheon concert.  
1:00 to 1:30 p. m.—Special program.  
5:30 to 6:30 p. m.—Brother Bob's club.  
6:30 to 7:00 p. m.—Dinner concert.  
7:00 to 7:30 p. m.—News broadcast.  
8:00 to 9:00 p. m.—Special program.  
9:00 to 10:00 p. m.—Weekly meeting of Lake Merced Ducks.

Tuesday, December 20  
10:00 to 11:30 a. m.—Economics hour.  
11:30 to 1:00 p. m.—Luncheon concert.  
1:00 to 1:30 p. m.—Special program.  
5:30 to 6:30 p. m.—Brother Bob's club.  
6:30 to 7:00 p. m.—Dinner concert.  
7:00 to 7:30 p. m.—News broadcast.

8:00 to 10:00 p. m.—Variety hour.  
Wednesday, December 21  
10:00 to 11:30 a. m.—Economics hour.  
11:30 to 1:00 p. m.—Luncheon concert.  
1:00 to 1:30 p. m.—Special program.  
5:30 to 6:30 p. m.—Brother Bob's club.  
6:30 to 7:00 p. m.—Dinner concert.  
7:00 to 7:30 p. m.—News broadcast.  
8:00 to 9:00 p. m.—Educational program.  
9:00 to 10:00 p. m.—Variety hour.

Thursday, December 22  
10:00 to 11:30 a. m.—Economics hour.  
11:30 to 1:00 p. m.—Luncheon concert.  
1:00 to 1:30 p. m.—Special program.  
4:30 to 5:30 p. m.—Hawaiian Orchestra.  
5:30 to 6:30 p. m.—Brother Bob's club.  
6:30 to 7:00 p. m.—Dinner concert.  
7:00 to 7:30 p. m.—News broadcast.  
8:00 to 10:00 p. m.—Variety hour.

Friday, December 23  
10:00 to 11:30 a. m.—Economics hour.  
11:30 to 1:00 p. m.—Luncheon concert.  
1:00 to 1:30 p. m.—Special program.  
4:30 to 5:30 p. m.—Hawaiian Orchestra.  
5:30 to 6:30 p. m.—Brother Bob's club.  
6:30 to 7:00 p. m.—Dinner concert.  
7:00 to 7:30 p. m.—News broadcast.  
8:00 to 9:00 p. m.—Variety hour.  
9:00 to 10:00 p. m.—Athens Athletic Club Orchestra.

Saturday, December 24  
10:00 to 11:30 a. m.—Economics hour.  
11:30 to 1:00 p. m.—Luncheon concert.  
1:00 to 1:30 p. m.—Special program.  
4:30 to 5:30 p. m.—Hawaiian Orchestra.  
5:30 to 6:30 p. m.—Brother Bob's club.  
6:30 to 7:00 p. m.—Dinner concert.  
7:00 to 7:30 p. m.—News broadcast.

KGO—GENERAL ELECTRIC  
OAKLAND—394

Sunday, December 18  
11:00 a. m.—Church service.  
4:00 p. m.—Vesper services.  
5:30 to 6:30 p. m.—Concert orchestra.  
6:30 to 7:30 p. m.—Standard.  
7:30 p. m.—Weather report.  
7:35 to 9:00 p. m.—National Broadcasting Company.

Monday, December 19  
11:30 a. m. to 1:00 p. m.—Luncheon concert.  
12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
3:30 to 4:00 p. m.—Women's Clubs.  
4:00 to 5:00 p. m.—St. Francis Orchestra.  
5:30 to 6:00 p. m.—KSO Kiddies' Klub.  
6:00 to 6:55 p. m.—Concert Orchestra.  
7:05, weather; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).  
8:00 to 9:00 p. m.—National Broadcasting Company.  
9:00 to 9:15 p. m.—"Chats About New Books."  
9:15 to 10:15 p. m.—The Pilgrims.

Tuesday, December 20  
11:30 to 1:00 p. m.—Luncheon concert.  
12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
6:00 to 6:55 p. m.—Dance Orchestra.  
6:55, news; 7:03, weather; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).  
8:00 to 8:30 p. m.—Cathedral Echoes.  
8:30 to 11:00 p. m.—National Broadcasting Company.

Wednesday, December 21  
11:30 to 1:00 p. m.—Luncheon concert.  
12:30, weather; 1:00, weather; 1:03, S. F. stocks; 1:08, N. Y. stocks.  
6:00 to 6:30 p. m.—Dinner concert.  
6:30, weather.  
6:35 to 7:30 p. m.—Farm program.  
8:00 to 9:00 p. m.—Vandeville.  
9:00 to 10:00 p. m.—National Broadcasting Company.  
10:00 to 11:00 p. m.—St. Francis Dance Orchestra.

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**Thursday, December 22**  
 11:30 to 1:00 p. m.—Luncheon concert.  
 12:30, weather; 1:00, weather; 1:03, S. F. stocks;  
 1:08, N. Y. stocks.  
 5:00 to 5:15 p. m.—Mental Measurements.  
 5:15 to 6:00 p. m.—"Friend to Boys."  
 6:00 to 6:55 p. m.—Dinner concert.  
 6:55 p. m.—News; 7:05, weather; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).  
 8:00 to 10:00 p. m.—National Broadcasting Company.  
 10:00 to 11:00 p. m.—St. Francis Dance Orchestra.  
**Friday, December 23**  
 11:10 to 11:30 a. m.—Home Making talk.  
 11:30 a. m. to 1:00 p. m. Luncheon concert.  
 12:30, weather; 1:00, weather; 1:03, S. F. stocks;  
 1:08, N. Y. stocks.  
 5:30 p. m.—Wise man from the Land-O-Health.  
 6:00 to 6:45 p. m.—Dinner concert program.  
 6:45 to 6:55 p. m.—"Weekly Financial Review."  
 6:55, news; 7:05, weather; 7:08, S. F. produce, grain, cotton; 7:16, S. F. stocks (closing); 7:23, N. Y. stocks (closing).  
 8:00 to 9:00 p. m.—Program by KGO Players.  
 9:00 to 10:00 p. m.—National Broadcasting Company.  
 10:00 to 11:00 p. m.—Dance music.  
**Saturday, December 24**  
 11:30 a. m. to 1:00 p. m.—Luncheon concert.  
 12:30, weather; 1:00, weather; 1:03, S. F. stocks;  
 1:08, N. Y. stocks.  
 6:00 to 7:00 p. m.—Dinner concert.  
 7:00 to 7:15 p. m.—Weather, news.  
 7:15 to 7:30 p. m.—Weekly sport review.  
 8:00 to 11:00 p. m.—National Broadcasting Company.  
 11:00 to 12:00 p. m.—Dance music.

**KFI—EARLE C. ANTHONY, INC  
 LOS ANGELES—468**

**Sunday, December 18**  
 10:00 a. m. Morning services.  
 11:00 to 12:30 p. m.—Church services.  
 5:30 p. m.—Jeanne Cowart, Blues Singer.  
 6:30 p. m.—National Broadcasting Company.  
 7:35 p. m.—Bob Buckner and Orchestra.  
 8:00 p. m.—Aeolian Organ Recital.  
 9:00 p. m.—National Broadcasting Company.  
 10:00 p. m.—Packard Orchestra.  
**Monday, December 19**  
 5:30 p. m.—Fred Rose and Orchestra.  
 6:15 p. m.—Radiatorial.  
 6:30 p. m.—Gamut male quartet.  
 7:00 p. m.—Gene Johnston's Music Box hour.  
 8:15 p. m.—L. A. Philharmonic Orchestra.  
 10:00 p. m.—Metropolitan Dance Orchestra.  
**Tuesday, December 20**  
 5:30 p. m.—The Dragon Hawaiians.  
 6:00 p. m.—Florence Sanger.  
 6:15 p. m.—Music chat.  
 6:30 p. m.—Glenn Edwards and Orchestra.  
 7:00 p. m.—L. A. Fire Dept.  
 7:30 p. m.—Helen Guest.  
 7:45 p. m.—Mantle Lamp Co.  
 8:00 p. m.—Piano recital.  
 8:30 p. m.—National Broadcasting Company.  
 9:00 p. m.—National Broadcasting Company.  
 10:00 p. m.—National Broadcasting Co.  
**Wednesday, December 21**  
 10:45 to 11:05 a. m.—Gold Medal Talks.  
 5:30 p. m.—Sebastians Cotton Club Orchestra.  
 6:15 p. m.—Radiatorial period.  
 6:30 p. m.—Hal Chasnow's orchestra.  
 7:00 p. m.—Song recital.  
 8:00 p. m.—Calpet Orchestra.  
 9:00 p. m.—National Broadcasting Company.  
 10:00 p. m.—Winifred Hooke.  
 10:30 p. m.—Nellie C. Mills.  
**Thursday, December 22**  
 5:30 p. m.—Bill Kuehl and Orchestra.  
 6:15 p. m.—Radiatorial period.  
 6:30 p. m.—Henry Starr.  
 7:00 p. m.—Program by the University of Southern California.  
 8:00 p. m.—Song Poems by Robert Hurd.  
 9:00 p. m.—National Broadcasting Company.  
 10:00 p. m.—Program of modern classical music.  
**Friday, December 23**  
 10:45 to 11:05 a. m.—Gold Medal Talks.  
 5:30 p. m.—Bill Henry.  
 6:00 p. m.—Florence Sanger.  
 6:15 p. m.—Radiatorial period.

6:30 p. m.—Norma West.  
 7:00 p. m.—Program by Paul Roberts.  
 8:00 p. m.—Ira D. Morgan.  
 8:30 p. m.—Boris Myronoff, pianist.  
 9:00 p. m.—National Broadcasting Company.  
 10:00 p. m.—John Slingerland.  
**Saturday, December 24**  
 5:30 p. m.—Strangers Social Club Orchestra.  
 6:15 p. m.—Radiatorial period.  
 6:30 p. m.—Tar-in Sisters.  
 7:00 p. m.—Yuletide songs.  
 7:30 p. m.—Felipe Delgado, Spanish Baritone.  
 8:00 p. m.—National Broadcasting Company.  
 9:00 p. m.—N. B. C. program.  
 10:00 p. m.—Packard program.  
 11:00 p. m.—KFI Midnight Frolic.

**KJR—NORTHWEST RADIO CO.  
 SEATTLE—348**

**Sunday, December 18**  
 7:30 to 9:00 p. m.—Evening services.  
 9:00 to 10:30 p. m.—Concert orchestra.  
**Monday, December 19**  
 6:00 to 6:30 p. m.—Time signals, sport news.  
 6:30 to 7:30 p. m.—Dinner concert.  
 7:30 to 10:00 p. m.—Studio program.  
 10:00 p. m.—Time signals.  
 10:00 to 12:00 p. m.—Dance music.  
**Tuesday, December 20**  
 6:30 to 7:30 p. m.—Dinner concert.  
 7:30 to 10:00 p. m.—Studio program.  
 10:00 p. m.—Time signals.  
 10:00 to 12:00 p. m.—Vic Meyers' dance orchestra.  
**Wednesday, December 21**  
 6:30 to 7:30 p. m.—Dinner concert.  
 7:30 to 10:00 p. m.—Studio program.  
 10:00 p. m.—Time signals.  
**Thursday, December 22**  
 6:30 to 7:30 p. m.—Dinner concert.  
 7:30 to 10:00 p. m.—Studio program.  
 9:00 to 10:00 p. m.—Concert orchestra.  
 10:00 p. m.—Time signals.  
 10:00 to 12:00 p. m.—Dance music.  
**Friday, December 23**  
 6:30 to 7:30 p. m.—Dinner concert.  
 7:30 to 8:00 p. m.—Studio program.  
 8:00 to 9:00 p. m.—Instrumental trio.  
 9:00 to 10:00 p. m.—Studio program.  
 10:00 p. m.—Time signals.  
 10:00 to 12:00 p. m.—Vic Meyers' dance orchestra.  
**Saturday, December 24**  
 6:00 to 6:30 p. m.—Sport news, News items.  
 6:30 to 7:30 p. m.—Dinner concert.  
 7:30 to 10:00 p. m.—Studio program.  
 10:00 p. m.—Time signals.  
 10:00 to 12:00 p. m.—Vic Meyers Dance Orchestra.

**KGW—MORNING OREGONIAN  
 PORTLAND—491.5**

**Sunday, December 18**  
 7:30 to 9:00 p. m.—Studio program.  
 9:00 to 10:00 p. m.—N. B. C. program.  
 10:00 to 11:00 p. m.—Little Symphony orchestra.  
**Monday, December 19**  
 6:00 to 7:00 p. m.—Dinner concert.  
 7:00 to 7:30 p. m.—Concert orchestra.  
 7:30 to 8:00 p. m.—Talk.  
 8:00 to 9:00 p. m.—N. B. C. program.  
 9:00 to 10:00 p. m.—Concert hour.  
**Tuesday, December 20**  
 6:00 to 7:00 p. m.—Dinner concert.  
 7:00 to 7:30 p. m.—Ymas program.  
 7:30 to 8:00 p. m.—Book review and talk.  
 8:00 to 8:30 p. m.—Sealy Dance program.  
 8:30 to 11:00 p. m.—N. B. C. program.  
**Wednesday, December 21**  
 6:00 to 7:30 p. m.—Concert orchestra.  
 7:30 to 8:00 p. m.—Lecture.  
 8:00 to 9:00 p. m.—Concert.  
 9:00 to 10:00 p. m.—N. B. C. Program.  
 10:00 to 11:00 p. m.—Silver King Revellers.  
**Thursday, December 22**  
 6:00 to 7:30 p. m.—Dinner concert.  
 7:30 to 7:45 p. m.—Utility service.  
 7:45 to 8:00 p. m.—Flower girls.  
 8:00 to 9:00 p. m.—Concert.  
 9:00 to 10:00 p. m.—N. B. C. program.

**Friday, December 23**  
 6:00 to 7:00 p. m.—Dinner concert.  
 7:00 to 7:30 p. m.—Concert.  
 7:30 to 8:00 p. m.—Utility service and talk.  
 8:00 to 9:00 p. m.—Concert.  
 9:00 to 10:00 p. m.—N. B. C. Program.  
 10:00 to 10:30 p. m.—Concert.  
 10:30 to 12:00 p. m.—Keep Growing Wiser Order of Hoot Owls.  
**Saturday, December 24**  
 6:00 to 7:00 p. m.—Dinner concert.  
 7:00 to 8:00 p. m.—Concert.  
 8:00 to 11:00 p. m.—National Broadcasting Company.

**Radio**

(Continued from Page 14)

which as a special Memory Lane feature is offered to Pacific Coast Network listeners tonight in the hour beginning at 9:00 o'clock.

**Saturday, December 24, 1927**

The R. C. A. weekly entertainment feature offered Pacific Coast Network listeners will be broadcast at the usual hour beginning at 8 o'clock.

As the last note of the musical chimes tolls the hour of nine the rousing chorus of the Artillery Song ushers in another Philco hour, which means a variety of radio entertainment of the highest order for the Pacific Coast Network listeners.

Tonight's broadcast will mark the second of the newly inaugurated two-hour dance programs over the Pacific Coast Network. Beginning at 10:00 o'clock and continuing until midnight.

**Art of Disappearance.**—"How did you learn to stay so long under water?"

"I once lived at the same beach with one of my worst creditors."—Kasper (Stockholm).

**Bending the Oak.**—What the average woman wants is a strong, inflexible man who can be wrapt around her finger.—Little Rock (Ark.) Gazette.

**Every Year Is Leap Year Now.**—Nex year is leap year—for those of us who, crossing the street, do not forget to look and leap this year.—Detroit News.

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Mrs. Marie de Cauhape is president of the society and acted as chairman of the ball committee.

\* \* \*

**Foster-Koebig**

A beautiful wedding took place in this city last Saturday at St. Luke's Church, when Miss Helen Dorothy Foster, daughter of Mr. Walter F. Foster, became the bride of Mr. Hans Koebig, son of Dr. and Mrs. Julius Koebig of Los Angeles.

The bride wore a gown of white net, heavily embroidered with pearls. Her tight-fitting bodice had long sleeves, bell-shaped, and the skirt was made in two tiers, very long in the back and shorter in the front. A veil fell from a Juliet cap made entirely of pearls, and the veil itself had a wide hem outlined with pearls. She carried a large shower bouquet of lilies of the valley.

\* \* \*

**Luncheon**

Mrs. Lillian Cabeldu entertained at luncheon and cards at the Hotel Whitcomb on Tuesday afternoon. Mrs. Cabeldu, who has resided at the Whitcomb for several years, is leaving the latter part of the month for New York, from where she will sail January 25, on board the Cunard liner Scythia for a tour of the Mediterranean. Following the Mediterranean cruise, Mrs. Cabeldu will spend considerable time in Paris and England, where she will visit the family of her late husband. In Mrs. Cabeldu's party on Tuesday were Mesdames F. H. Chestnut, F. E. Lang, Fred Kinsman, H. R. Grantley, L. H. Castle, J. A. Lawson, F. F. Stoner, Edward Bergman.

\* \* \*

Mrs. Bruce Cornwall will entertain at a dance Monday afternoon, December 26, at her home in Pacific avenue for members of the school set, who will be home for the Christmas holidays.

\* \* \*

Miss Ethel Cooper entertained Miss Alice Eastland, friend of Miss Cooper's niece, Miss Jane Cooper, who makes her debut in New York this winter, at a delightfully appointed luncheon in the Garden Room of The St. Francis.

\* \* \*

Miss Eleanor Schmidt entertained at a bridge tea in the Roof Garden of the Hotel Whitcomb, honoring Mrs. John C. Basham of Berkeley.

\* \* \*

One of the large parties on Tuesday at the Hotel Whitcomb Bridge Luncheon was that at which Mrs. Virginia H. Burnett presided.

Mrs. Louise Haycroft Eccleston of Belmont was hostess last week at a delightful dinner, followed by bridge, at the Woodside Country Club. The guests were Messrs. and Mesdames W. M. Southewine of San Jose, Charles Dodge of Baltimore Park, Dr. and Mrs. Frederick Long of San Francisco; Lloyd Pierce of Belmont.

\* \* \*

The woodland dining room of the Woodside Country Club was the scene Monday evening for a dinner, effectively appointed by candlelight under the redwoods, given by Miss Anne Frick of Stanford University to a number of the University girls. Those entertained were Misses Harriett Ford, Lucy Bancroft, Jean Utt, Mary Jane Pollock, Harriett Geary, Betty Alden, Sarah Grant.

\* \* \*

**Hostess at Olympic Club Entertains Many**

Wives and women friends of the Olympic Club members will serve as hostesses for the annual Christmas show of the club men on the nights of December 16 and 17, according to announcement by Sol Vogel, glee club commissioner, and William H. Wright, producer of this year's entertainment, entitled "Olympian Rumbles of 1927." The production will have a cast of more than 100 members of the club, including some of the best known singers and funsters in the organization.

Numerous receptions and dinner parties are to be given on both evenings of the stage show, which will be presented in the club's auditorium, Post and Mason streets.

The dinner functions will be held in the main dining room of the Olympic Club and are expected to add to the joyous atmosphere of the yuletide show and the season of the year.

\* \* \*

Honoring Miss Nellie Clark, who is to be married to Mr. George Alsing of Alameda in the early spring, Mrs. M. J. Roberts entertained at luncheon and bridge on Saturday afternoon at the Hotel Whitcomb.

**Mortgage Lifted.** — "Waiter, has the lady at the next table paid her bill?"

"Yes, sir."  
"Good, then I can make eyes at her."—Dorfbarbier (Berlin).

Business Woman wants working housekeeper to cook, clean, and supervise two boys.—Ad in the Cincinnati Enquirer.

**Stunning Reception.**—"What struck you on your first visit to Chicago?"  
"A blackjack."—Boston Transcript.

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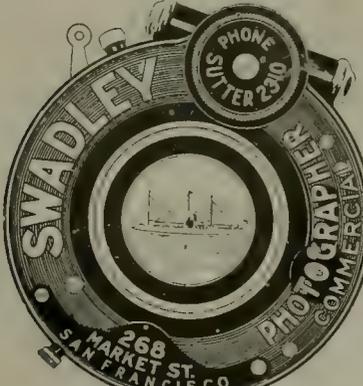
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ing Post story, "Clarissa and the Post Road." It was directed by John Francis Dillon, and produced by Charles R. Rogers for First National release.

Included in the capable cast are Edythe Chapman, Phillips Smalley, Walter McGrail, Ray Hallor and many others.

For an evening's entertainment "Man Crazy" is to be warmly recommended, and it is an ideal vehicle for the talents of the clever Mackaill-Mulhall team.

\* \* \*

Stage Luminaries

Luminaries of the stage, famed throughout the world, are enthusiastic about the encouragement received in San Francisco's theaters.

David Belasco, born in this city, was formerly a stage manager of the Old Baldwin theater, long before his magical name became synonymous with theatrical achievements.

David Warfield, oh dearly-beloved David Warfield, made his professional bow in the theatrical world, here in this city—out in the old Wigwam theater.

Blanche Bates, Frank Bacon, Francis Starr, Holbrook Blinn and many other famous stage stars, appeared here first in the Alcazar stock companies.

Now, Henry Duffy, that brilliant, successful actor-manager, theater owner and producer of high-rated dramas, is making national theatrical history.

\* \* \*

Coast-Length Chain

The Alcazar theater, on O'Farrell street, and the President theater, on McAllister street, are rapidly becoming two of the most popular theaters in the West.

Henry Duffy! His choice of plays and players, his management, place this young theatrical executive as one of the most prominent men in the theatrical world.

He has a coast-length chain of theaters reaching from Portland, Oregon, down to Los Angeles, and as we go to press we are informed that Henry Duffy is to have a new theater in Oakland.

Success to this fearless man, with high ideals and vision as well as having excellent judgment and splendidly balanced showmanship. Duffy is an accomplished actor. He is in tune with life in general. He knows his stuff!

And, when all is said and done, Henry Duffy has the highest esteem of his confreres and of all his contemporaries throughout the entire dramatic realm.

Alcazar

"New Brooms", the Frank Craven comedy, will be introduced to San Francisco at the Alcazar, Sunday afternoon, under auspicious circumstances. Henry Duffy has brought to this city the original New York star, Robert McWade, said to be one of the foremost character actors of the day. His presence at the head of a cast, which is said to have been carefully chosen, should make the production notably fine.

Now-a-days, with few shows sent out from Broadway, the Pacific Coast section seldom has an opportunity to see the players who have aided in making metropolitan successes. It was the importance of the part played by Thomas Bates, the dominating figure in the play, that caused Duffy to put McWade under contract. He has obtained, also, the services of Helen Ferguson, movie star, for the principal feminine characterization.

"New Brooms" is represented as a clean-sweep of laughter. It contains a wealth of fine comedy, some strange situations and interesting characters. From all accounts it has triumphed in every city where it has been staged.

New faces are found in each new Henry Duffy production and they will be numerous in this offering. The complete cast will include: Bernice Elliott, Irving Mitchell, John Breeden, Glenda Farrell, Ken Browne, Joseph De Stefani, Bert Farjeon, Helen Keers, William Macaulay, Frank Darian and Henry Caubisens.

The scenic plot requires two elaborate sets. The production has been carefully planned under the supervision of Stage Director Walter Gilbert.

\* \* \*

President

"The Gossipy Sex", a swift-moving, wholesome comedy with its share of laughs, begins its second week at the President, Sunday afternoon. The only sex feature of the play is the name. It radiates good cheer and furnishes real amusement throughout its length. This play is a fitting attraction for the holiday season when schools are closed and kiddies, as well

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as grown-ups, seek the theater for diversion.

John Golden, the New York producer, seemingly has his finger on the public pulse. He knows just what the rank and file of the American people want. In "The Gossipy Sex" he has given them a delightful offering. The story is interesting and the situations provocative of continuous merriment.

Leneta Lane lends charm and understanding to the leading role. Kenneth Daigneau does well in the important part of her husband, and Earl Lee fairly revels in the comedy characterization of Danny Grundy. In the support are: Zeta Harrison, Thomas Chatterton, Genevieve Blinn, Robert Adams, Harry Leland, Eunice Quedens, J. Raymond Northcut, Dorothy LaMar, Tommy Richards, Elsie Dawn and Alan Ryan.

\* \* \*

**Vitaphone Features**

Another step in the expansion of Vitaphone production was revealed in the announcement by J. L. Warner, chief production executive of Warner Brothers, of the signing of Hugh Herbert, prominent playwright and stage and screen actor.

This step is in line with Warner's recently-announced plan for the production of more feature length film plays with Vitaphone interpolated into the action of the story. Herbert's long-term contract requires him to write dialogue and sketches for big features as well as the short-reel subjects which form the bulk of the Vitaphone program at present.

Herbert, who is one of the foremost character actors of the stage and screen, will also appear in some of his compositions. He is the author of more than 150 vaudeville sketches, and already has two Vitaphone sketches to his credit, "Tuning In", and "Realization".

The newest addition to the Vitaphone production organization follows closely upon the re-signing of Bryan Foy and Murray Roth, pioneers in the directing and writing of features for the Warners' voice and sound synchronizing film device.

According to Warner's announced plan, the full resources of the studio during the coming short-time suspension of regular activity will be concentrated on the Vitaphone.

**Squirmy Season.** — "What makes you so uneasy? Is your conscience troubling you?"

"No; it's my winter underwear." — Boston Transcript.

**Clubland**

(Continued from Page 5)

Mrs. D. C. Heger, head of the furnishing committee and greatly responsible for the magnificence of the building and its handsome furnishings, formally accepted the painting on behalf of the Women's Building.

Prominent Pen Women from both sides of the Bay, intimate friends and acquaintances, and art lovers, took part in the presentation. Dr. Susan Harris Hamilton and Mrs. Charles Spinks, active in local clubland, and Mrs. F. H. Colburn, President of the San Francisco Branch, contributing generously to the purchase of the painting, were speakers on this notable occasion.

\* \* \*

**Pleasant Program**

Three lovely songs, the work of talented San Francisco girls, were featured on the program given by the Women's City Club last Sunday night. Nancy Buckley, California poet, who is gaining an enviable reputation as writer of lyrics, wrote the words and Beatrice Clifford, well known pianist, composer of the music for "I Have Remembered," "Karry Glen" and "Perchance." Both of these artists bring talent and experience to their work. Miss Clifford accompanied the singer, Chief Oosh-la-lee, Indian tenor.

\* \* \*

**Salon des Artistes**

Mrs. William Beckman gave a delightful luncheon last Saturday at the Stewart hotel, when she entertained a number of prominent men and women, writers, artists, singers and club presidents, in addition to some of her old-time Sacramento friends.

The private dining room of the Stewart was decorated with holly berries and the guests sat around a horseshoe-shaped table, especially adorned with holiday colors and favors.

Mrs. Beckman greeted her guests in a pleasing manner typical of all her gatherings and with philosophical humor started the trend of friendliness for which she is famed. Her brilliancy and witticisms found echo in the speeches that were made at the notable event.

**Write It on Water.—**

- Say it with flowers,
- Say it with sweets,
- Say it with kisses,
- Say it with eats,
- Say it with jewelry,
- Say it with drink,
- But always be careful
- Not to say it with ink.

—Denison Flamingo.

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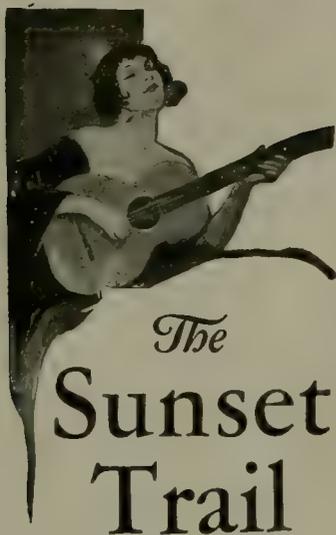
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A choice offered only by*

# Southern Pacific

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Pass. Traffic Mgr.  
San Francisco



### Atom and Universe

Lecture on the Night Sky of Winter

The final lecture of the present series under the auspices of the Astronomical Society of the Pacific will be given next Monday night, in the auditorium of the Pacific Gas and Electric Company, 245 Market street, by Doctor William F. Meyer, associate professor of astronomy in the University of California. His topic will be "The Night Sky of Winter," wherein he will review and illustrate the general subject of the series, "From Atom to Island Universe," by particular descriptions of the striking objects now visible in the evening skies, such as the giant-star Betelgeuse in Orion, Mira the "Wonderful," the eclipsing binary Algol, the Pleiades, the Orion Nebula, and the island universe in Andromeda.

The lecture is free to the public.

### Christmas Program

Society folk of the peninsula are aiding in the plans for a Christmas tree party to be given at the Woodside Country Club on the afternoon of December 20th for more than one hundred poor children, gathered from among needy families of the peninsula cities.

Mrs. Louise Haycroft Eccleston of Belmont, chairman of the Benevolent Committee of the Woodside Country Club, is completing the arrangements for this large Christmas party.

A large Christmas tree will be placed in the center of the woodland dining room of the club. Inasmuch as the dining room is supported by the trunks of live redwoods, the scene will be a faithful reproduction of the forest, and an ideal setting for a delightful Christmas party. Refreshments will be served, and gifts and sweetmeats will be given out by Santa Claus himself, who will appear through the redwoods to visit the expectant children.

There will also be a program of entertainment to delight the children, one of the features being a marionette show. Mrs. Clarence S. Cray is assisting on the committee of arrangements for an entertaining program.

\* \* \*

The Misses Mary Elizabeth and Nancy Buckley gave a small tea at their home on Fell street on Monday, December 12th. Those who were asked were Mesdames James Blaine Clark, Oliver Kehrlein, Laurence Cox, Wilberforce Williams, Arthur Rogers, Anthony Frier, Edmond de Spiganoviz, Louis Henes, G. W. Johnson and the Misses Loretta McCarthy, Libby Smith, Evelyn and Anita McCarthy. All these young women are members of the Sacred Heart Alumnae and often meet in this informal way.

**Chance to Collect.** — Father — "Young man, I understand you have made advances to my daughter."

Young Man.—"Yes; I wasn't going to say anything about it, but since you have mentioned it, I wish you could get her to pay me back." — Outlook.

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Sunday Pass  
and Ride  
all Day for  
20c

Ask the Conductor



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President

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Nightly

### THE CONTINENTAL FOLLIES

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A "Grande" New Year

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Sundays and Holidays  
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OVER  
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to the superbly beautiful Sacramento River country—the "Netherlands of America"—the famous land of Sutter's gold and the State capital. Fine paved highway all the way.

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ALL DAY and ALL NIGHT

No Time Tables! — No Delays!

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See MEXICO, CENTRAL AMERICA, PANAMA CANAL and GAY HAVANA, en route

Panama Mail Liners Are Specially Built for Service in the Tropics

**T**WENTY-EIGHT days of pure delight aboard a palatial Panama Mail Liner with seven never-to-be-forgotten visits ashore at picturesque and historic ports—Manzanillo, Mexico; San Jose de Guatemala; La Libertad, Salvador; Corinto, Nicaragua. Two days in the Canal Zone. See the great Panama Canal; visit Balboa, Cristobal and historic old Panama.

Every cabin on a Panama Mail Liner is an outside one; each has an electric fan, and there is a comfortable lower bed for every passenger. There is music for dancing; deck games and sports and salt water swimming tank.

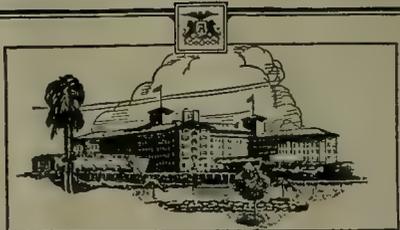
### Costs Less Than \$9 a Day

The cost is less than \$9 a day for minimum first-class passage, including bed and meals on steamer. Go East by Panama Mail and return by rail (or vice versa) for as little as \$350. (This price does not include berth and meals on trains.) Panama Mail Liners leave San Francisco and New York approximately every 21 days. Next sailings from San Francisco: SS VENEZUELA, December 17th; SS ECUADOR, January 7th. From New York: SS COLUMBIA, December 31st; SS VENEZUELA, January 21st, 1928.

For illustrated booklets and further details ask any steamship or ticket agent, or write to

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## The Ambassador Los Angeles

Plan to enjoy Southern California's glorious summer climate this year at this world-famous hotel.

### CARL VAN VECHTEN

Famous Author, writing in VANITY FAIR, says:

*"The Ambassador is, I should think, one of the very best hotels in the world. The service is superlative, the food divine, the courtesy of management and employees unfailing."*

In the wide range of its attractions, the Ambassador likewise excels. Superb. 27-acre park, with miniature golf course and open-air plunge. Riding, hunting and all sports, including privileges of Rancho Golf Club. Motion picture theater and 25 smart shops within the hotel. Dancing nightly to the music of the famous Coconut Grove orchestra.

### Moderate Summer Rates

Attractive rooms with bath as low as \$5. \$6 and \$7 a day single, from \$7.00 double.

WRITE for Chef's Booklet of Calif. Recipes and Information.  
BEN L. FRANK, Manager



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CHRISTMAS

SAN FRANCISCO

# News Letter



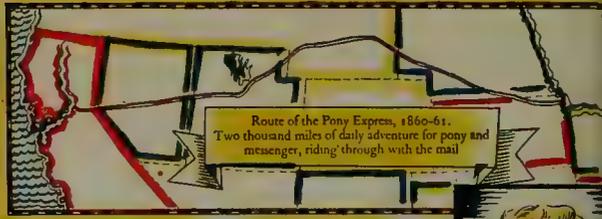
10 Cents

December 1927



GOLD. In 1853 over \$65,000,000 were taken from California placer mines with "pan and rocker"

Wells Fargo stage coaches were the overland flyers of the '50's. Three weeks from Frisco to Saint Jo!



Route of the Pony Express, 1860-61. Two thousand miles of daily adventure for pony and messenger, riding through with the mail

A strange Christmas dinner - 1846 the starving Donner party, trapped by mountain snows, cooked and ate leather from their own shoes



Sutter's Fort, goal of the emigrant trains! From here the Donner party was rescued. Near here, in 1848, gold was first discovered



Black Bart, notorious road agent, held up 28 stages; rewards on his head totaled \$20,000



Patent Chinese often grew rich "cleaning up" on claims decreed as worthless by white miners



Bret Harte, writer, poet, shot-gun messenger in the days for Wells Fargo



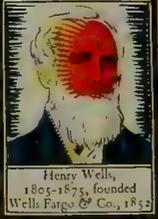
Lincoln's Inaugural Address, March 4, 1861, came to San Francisco by Pony Express in 7 days, 17 hours!



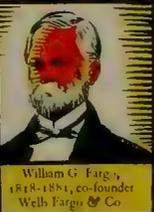
Sale Wheeler, "Coke" Bonanza, on sea to Sierra. (The "Amalgam" became the first Pony Express rider down to San Francisco)



CALIFORNIA REPUBLIC



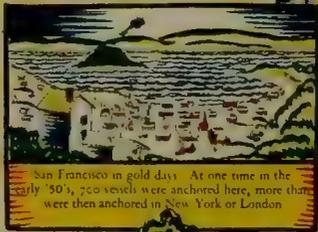
Henry Wells, 1804-1875, founded Wells Fargo & Co., 1852



William G. Fargo, 1819-1884, co-founder Wells Fargo & Co



Sailors by the thousands deserted their ships to join the hordes of gold seekers

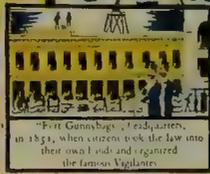


San Francisco in gold days. At one time in the early '50's, 700 vessels were anchored here, more than were then anchored in New York or London



Gold scales to weigh deposits were standard equipment in Wells Fargo Bank early quarters

BEING A  
**MAP**  
made to depict the olden, golden days and to carry best wishes for a good old-fashioned  
*Merry Christmas*



"First Gunnysacks" of gold, taken, in 1851, when citizens took the law into their own hands and organized the famous Vigilantes

CITY OF SAN FRANCISCO



Light parade before La Colton's hot election, outside Wells Fargo Bank on Montgomery St., San Francisco

Patterson & Sullivan CARTOGRAPHERS

© WELLS FARGO BANK & UNION TRUST

This is an illustrated map recently issued by Wells Fargo & Union Trust Co., San Francisco's oldest bank, to show some early activities of the institution. It was prepared by Patterson & Sullivan, and is an interesting example of modern adaptation of the art of the cartographers of the Middle Ages.



THE DESERT, CALIFORNIA  
*From a painting by John Frost*

Courtesy The Stendahl Galleries  
AMBASSADOR



Wizard Island  
Crater Lake

Salt Creek Falls  
Oregon



"Cascade" near  
Mt. Shasta

Scenes on New Cascade  
line, Shasta Route of the  
SOUTHERN PACIFIC

# Golf in an Early Paradise . . .

In quaint and charming Santa Barbara overlooking the Mountains and the Sea, on its own hilltop of thirty acres of gorgeous gardens, serenely sits

*"Honeymoon House"*

## SAMARKAND

*"Garden of Allah"*

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ENTRANCE "SAMARKAND"

**A**N HOTEL of unusual beauty, where there prevails the atmosphere of a gentleman's home, with a cuisine of peculiar and refreshing excellence. Ten minutes distant from the beach. Guests have privileges of the La Cumbre Country Club, ten minutes from the hotel, and also of the Montecito Country Club, two of the finest golf courses in the West. Hotel rates are entirely consistent with the service rendered.

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AMERICAN PLAN

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GREAT NEW HOTEL  
FIVE MINUTES FROM SHOPS  
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EXCELLENT CUISINE  
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PROGRAMS EVERY TUESDAY NIGHT.



## Worlds of Style — Worlds of Power

*Magnificent New Closed Models*

**\$1195 to \$2585 Here**

**C**HANDLER is today doubling and trebling its prestige as a result of the enriched style and added power of its new Royal Eights and Sixes for 1928.

Notice how smartly low the beautiful bodies are swung. Look inside. Notice the exquisite richness of every little detail you see or touch. Lounge down in the pillowy cushions and relax. Notice the delightful feeling of armchair comfort.

Take one of these magnificent cars out on the highway and just step on the gas. Feel that bullet-quick get-away—that quiet, silky flow of Niagara-like power.

Chandler is the one and only car in its price class with a chassis that *lubricates itself* the moment you press your foot on a plunger. Just see these cars—just drive—**JUST COMPARE!**

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# CHANDLER

NEW ROYAL EIGHTS

NEW BIG SIXES

NEW SPECIAL SIXES

## SPEND CHRISTMAS AT LAKE TAHOE

*"Switzerland of America"*



# TAHOE TAVERN

*Winter Season, December 23, 1927, to March 1, 1928*

### WINTER SPORTS

A night's ride from San Francisco brings you to Lake Tahoe, a playground of ice and snow, with fun for everyone. A well organized program of winter sports including skating, skiing, tobogganing, hockey, sleighing, bob sled rides, snow sculpture, snow shoeing and old fashioned snow ball battles offers to each his favorite winter sport. For the convenience of its guests, Tahoe Tavern has for rent a full line of sports equipment.

### COMFORT

The Southern Pacific operates direct pullman service to the Tavern. Trains leave San Francisco in the evening and reach Tahoe Tavern in time for breakfast. Steam heated rooms and cozy lounges with blazing fireplaces offer comfort and enjoyment after hours in the open. Dinner dancing every night. Special balls, Christmas, New Years, Valentine's Day and Washington's Birthday.

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## TAHOE TAVERN, LAKE TAHOE, CALIFORNIA

D. M. LINNARD, President

JACK T. MATHEWS, *Manager*



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Swift and Silent as the Wings of the Wind!  
Comfortable without being cumbersome.  
The new Custom - Built Kissel is designed  
primarily for those who want a car of higher  
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This quality is priced within the range of all.

*Prices, Sixes and Eights, from \$1495 to \$3395  
F.O.B. Factory.*

A suggestion—See the new Kissel then make  
comparison.



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# At San Mateo



# Noah's Ark

*Closed Mondays*

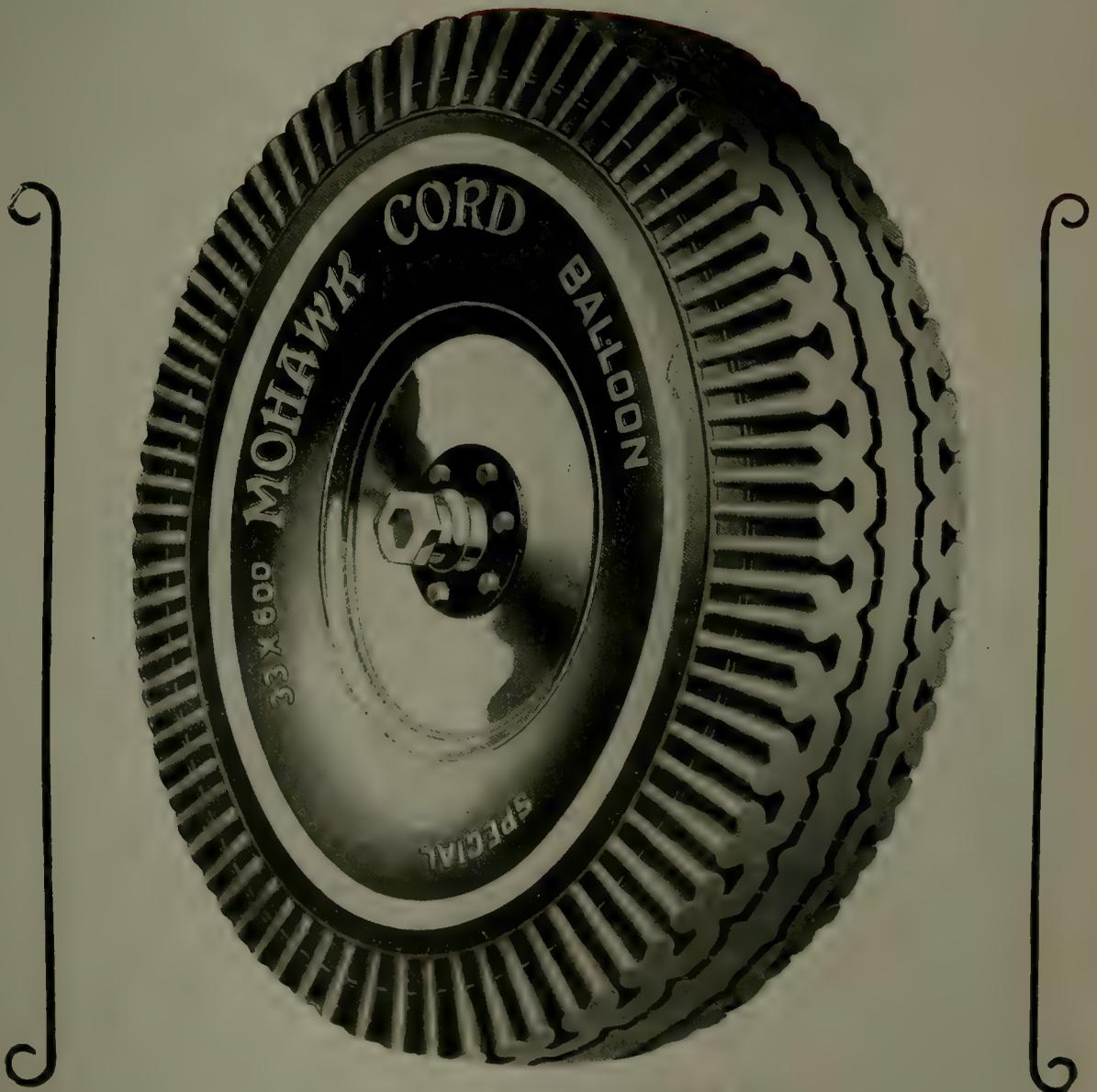


*Southern Cuisine*



# MOHAWKS

## Go Farther!



When you elbow your way through the huddle surrounding the gleaming sedan at the curb, you'll probably find that it is not the new Ford they're all admiring, but rather a set of the new Mohawk Special Balloons under wheel.

And you'll find those covetous other car owners are asking "Where did you get 'em" rather than "How much did you pay for 'em."

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Mohawk Tire Company  
Factories  
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***Cartman Tire Company***  
**TIRES ~ TUBES ~ AUTO SUPPLIES**

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### *Amid Parisian Atmosphere with renowned French Cuisine*

A month to the Mediterranean in Paris afloat . . . the steamship FRANCE. — A new route giving you the most interesting ports . . . the busy modern's pocket-edition cruise! — No wintry seas . . . across the south Atlantic to Vigo, Spain. Down the golden African coast to Casablanca and white Rabat in Morocco . . . drop back a thousand years, shop in the Arabian Nights! — See Gibraltar . . . then Algiers, the world's most fascinating cosmopolitan city with a new thrill round every corner. — Naples . . . Monaco, the Riviera at the height of the season . . . Marseilles, where a night on the Cannebiere is worth seven anywhere else . . . then home via Naples, Algiers and Cadiz.

### S. S. FRANCE

*From New York, January 7th, 1928*

European shore excursions in charge of: Thos. Cook & Son

*Second Cruise, February 8th*

European shore excursions in charge  
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*Third Cruise, March 14th*

European shore excursions in charge  
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When the FRANCE sails anywhere . . . it sounds like the Social Register, or an epicure's convention . . . *your home for a month*. When you land in any of the ports en route . . . French Line guests have the keys of the city. Choose your sailing . . . stop over wherever you like and pick up the FRANCE on her next trip . . . shore excursions arranged by well-known tourist agencies . . . or return via Havre on ILE DE FRANCE or PARIS . . . or stay with the ship for the cruise . . . Round trip, \$550.

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*Illustrated Brochure and Deck Plans from any French Line Agent or recognized Tourist Office  
or write direct to French Line, 562 Market Street, San Francisco*



*Courtesy of National Automobile Club*

"THE LAKE OF PURPLE WATERS"



*Picture transmitted by Telephotograph over lines of the Bell System*

# CHRISTMAS GREETINGS

By Telephotograph

The Holiday Season is at hand and once again there falls upon the thoughtful few the duty and privilege of transmitting suitable greetings to those who have been responsible in a small or large way, by word or act, for the success and enjoyment of life which now is theirs.

Your portrait can be transmitted by wire to distant offices as a "Telephotograph" without material loss in detail. This service is now being thrown open to the public for the Holidays only at a greatly reduced charge, for the purpose of transmitting autographed portraits for Christmas Greetings.

All that is necessary on your part in taking advantage of this offer is to submit to us a picture of yourself, together with the necessary information as to destination. The transmitted picture will be suitably mounted and delivered by special messenger Christmas Day to any of the following cities:

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*"Aquitania" "Berengaria" "Mauretania"*

Nine  
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oil-burners  
from  
16,700 to 20,000  
tons,  
gross register



Twelve  
oil-burning  
Cabin Liners  
from  
13,500 to 20,000  
tons,  
gross register

*Cunarder Mauretania*

World's fastest liner and holding all speed records between New York, England and France, in both directions

## SAILINGS EVERY SATURDAY

*A new cabin class service between New York, Plymouth, Havre, London*

By "CARONIA" and "CARMANIA," 20,000 TONS; "LANCASTRIA,"  
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## Special Tourist Third Cabin

VACATION SPECIALS THROUGHOUT THE YEAR

A special college party in Tourist Third Cabin, eastbound, Berengaria, June 6th; westbound, Berengaria, July 28th, accompanied by a popular orchestra of one of the principal universities of California. A limited number of reservations are still open to students, teachers, professional people and California tourists in general.

Attractive tours have been arranged throughout Europe; descriptive literature, now on the press, will be released shortly.

*Apply to Local Agent or*

CUNARD *and* ANCHOR LINES / ANCHOR DONALDSON LINE

501 MARKET STREET

SAN FRANCISCO, CALIF.

## When Winter is here, it's Springtime in the Tropics



### Visit Capitals of Guatemala and Salvador

Fresh and green, perfumed with exotic flowers, sparkling in sunshine, the colorful romantic centuries-old countries of Central America are never more intriguing to the visitor than in December, January and February.

Why not decide now to cruise on a comfortable Panama Mail liner from California to Cuba for four restful, indolent, interesting weeks. The sailing over azure tropical seas is broken by never-to-be-forgotten sightseeing stops ashore in Mexico, Guatemala, Salvador, Nicaragua, the Panama Canal Zone and Cuba. Two weeks at sea, two weeks ashore. Through the Canal by daylight.

*Cruise Ships leave December 17,  
January 7, and February 4*

reaching the colorful capitals of Guatemala, Salvador, Panama and Cuba in the holiday season —when markets and bazaars are thronged with gaily dressed natives preparing for the Christmas and Dia de los Reyes.

Make your own Christmas present a Panama Mail cruise this year. You will sail on a modern ship built for tropical service, cool and comfortable, electric fans in every room. You will sleep in a real bed, not a berth. There will be music and food of the best. The cost is low. Only a limited number of reservations are available. So don't delay. You can get full information today from

### *Panama Mail Steamship Company*

2 Pine Street, San Francisco  
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*American Plan*

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At Tijuana every day, except Monday, all winter. Fifteen miles from hotel via completely paved highway.

*Golf on All Grass Courses  
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Tennis Motoring  
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### DANCING

Every night, except Sunday, to the snappy music of the

### *Hotel Del Coronado Casino Orchestra*

*George Eckhardt Jr., Director*

Concerts, Costume Balls and Frequent  
Special Attractions



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*California*

*For Sixty-four Years the Guiding Principle of the Fireman's Fund has been to  
Achieve Success by Deserving It*

## *A Pioneer*

The Fireman's Fund is proud to be numbered among the rugged pioneers whose faith, courage, perseverance and integrity have subdued the wilderness and made the West what it is.



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Established July 20, 1856



# SAN FRANCISCO NEWS LETTER



Devoted to the Leading Interests of California and the Pacific Coast

The San Francisco News Letter and California Advertiser was founded July 20, 1856, by Frederick Marriott. Published by Frederick Marriott, Jr., from 1884 to 1926. Is now printed and published weekly by Frederick Alfred Marriott, 268 Market Street, San Francisco, California. Telephone Kearny 8367. Entered at San Francisco, California, Postoffice as second-class matter. London Office: Street & Co., 30 Cornhill, E. C., London, England. Subscription Rates (including postage), one year, \$5.00. Foreign, one year, \$6.00. Canada, one year, \$5.00

Vol. CIX

SAN FRANCISCO, CALIF., DECEMBER 24, 1927

No. 52



*A Modern Eve*

LEATRICE JOY,  
Cecil de Mille player

# San Francisco

By  
Eva Riehle



I saw you first at midnight, from the Bay  
And, spell-bound, caught my breath in ecstasy;  
Like jewelled fairy-citadel, you lay—  
Unriballd queen of all the western sea.

\* \* \*

I walked your streets, and felt your pulses stir  
With vanished heartbeats of impassioned souls.  
I heard the muffled echoing of feet,  
That stumbled onward toward illusive goals.

\* \* \*

The Padre's blessing—and the gambler's curse  
Are intermingled in your memory;  
Calm fatalism of the Orient,  
Hot blood of sunny Spain and Italy;

\* \* \*

The stoic Redman's dignity and poise,  
The smould'ring fire of swarthy Mexico;  
Brawls, brothels, death—peace, Missions, life, to all—  
Your birthright and your heritage you owe.

\* \* \*

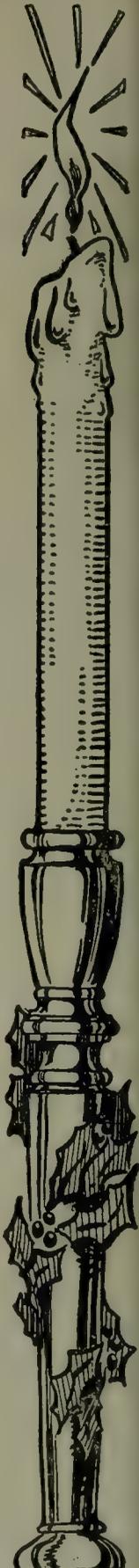
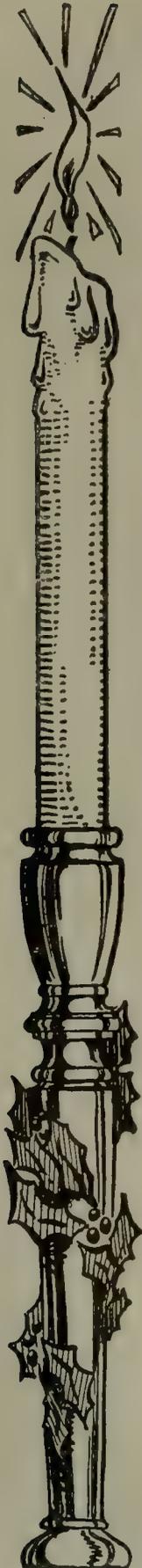
Indelible the pattern these have wrought,  
Deep-cut the scars—as deep, the beauties traced;  
Time, like some artisan with cunning hand  
Has dyed in colors not to be erased.

\* \* \*

Though you may choose to sparkle, drenched in sun,  
When elements are all in perfect tune,  
Or, like some butterfly of brilliant hue,  
Sleep quietly within your fog cocoon—

\* \* \*

No matter what the costume you may wear,  
Or what your mood, if gale-swept or in tears—  
There is no masquerade that can conceal  
The Gypsy glamour of your yesteryears.



# Trade Between Occident and Orient

By Paul Shoup



Mr. Paul Shoup  
Executive Vice-President  
Southern Pacific Company

Today we are witnessing the beginning of a shift in the balance of international trade. A developing spirit of nationalism among races of the Far East; a period of prosperity unusual in history, and reflected throughout every distant place contributing raw materials to our industrial demands; a rising scale of living throughout Oceanica and the Orient; the increase in American exports in industrial products; these are accelerating the trend of world trade from the Atlantic to the Pacific.

Europe is of first importance and during the fiscal year 1926-

1927 led the territorial grand divisions affording the United States favorable trade balances with a total reading \$1,-\$28,600,000, principally in foodstuffs.

But the great growth of trans-Pacific commerce surpasses that of any other change in national trade. In 1913, the last normal pre-war year, our exports and imports to Oceanica and the Far East totaled approximately \$462,000,000 and represented under seven per cent of our total exports and less than twelve per cent of our total imports.

Our business with the Far East last year amounted to \$2,215,000,000, or 14.6 per cent of our total exports and 30 per cent of our total imports. Nowhere has trade increase been so rapid, nor so at odds with pessimistic trade predictions current immediately following the world war.

Political disturbances in China have interefed with our trade with that nation. To some the situation seems permanently set against us. But it is fair to assume that China, with her ancient and deserved reputation for common sense in industry, will emerge politically as well. In-

dustrial development will enlarge purchasing power throughout the Orient, and should tend to create new and profitable markets for all types of American machinery. During 1926 our trans-Pacific exports of machinery already had reached a total of \$72,000,000.

The Pacific Coast will participate more and more in the benefits of trans-Pacific trade as industries are developed along its shores. At present local markets absorb the bulk of our manufactured products; but all signs point to a general increase of Pacific Coast manufacturing which in turn will favorably affect our foreign commerce.

Our opportunities in Latin America, where foreign trade organizations were soundly established before the United States had gained more than a foothold, continue to multiply. In the fiscal year 1926-27, our trade with these nations was \$1,919,000,000, nearly 21 per cent of our total foreign trade. Here, too, commercial development since the World War has been amazingly successful, and our trade outlook has become almost unlimited.

To be permanent, national prosperity must be increasingly based upon foreign trade, and it is obvious that, for the Pacific Coast, this trade will be conducted across the Pacific. In its development railroads will undoubtedly play an important part.

The railroads, bringing new industries to the Pacific Coast and carrying to established industries raw materials to be fabricated for export, will continue to contribute largely to the upbuilding of local export trade.

For some years past Southern Pacific's Industrial Department has been attracting to the territory served by its Pacific Lines an average of more than 500 new industries annually. Last year the total so established reached 532 industries.

The building of an industrial empire upon the Pacific Coast is assured. It awaits only the growth of population and the development of local markets, and these will come more rapidly than many people are disposed to believe. It is safe to forecast that the immediate future of trans-Pacific trade will be satisfactory.



San Francisco's Sky Line and Water Front.

# Foreign Trade

By E. W. Wilson

President Foreign Trade Club of California

An exposition, sponsored by the Foreign Trade Club of California, which should have been as significant to California as Armistice Day was to the world, opened in the Civic Auditorium on November 11th last, and closed November 20th. This exposition promises to be an annual trade and educational feature, so it was announced by William D'Egibert, director general of the show.

Two hundred thousand persons passed through the doors of the Auditorium during the ten days of the exhibit, ten thousand of whom were school children, eager to take advantage of what the exposition had to offer along educational lines. There were one hundred national exhibits displayed in this "Show Window of the World," as it has been called.

In this connection, I may refer to a prediction which I made in an article which was published a number of years ago, in the Bulletin of the California Bankers Association, to the effect that with the output of Western farms and factories increasing at a record-breaking rate, we would be confronted with a most vital problem—the sale of a larger share of our productions abroad, and that unless some of our acres were to lie in idleness, unless many of our industrial plants were to operate part-time, we should be impelled to gain and hold additional markets over-seas.

What our people require is wisdom to see the opportunities beyond the confines of our own country. A Western statesman once advised President Wilson that in his selection of Cabinet officers he should name only men who could "see across the Potomac River."

Now, here in California, our wisdom should reach across the Pacific and we should be able to view clearly the possibilities that belong to California, if we are to make the most of our strategic situation.

The need for a broader outlook on the part of local manufacturers, the realization that the peril of over-production will loom larger and larger on our economic horizon, was the incentive for the Foreign Trade and Travel Exposition which has but recently taken place.

Local manufacturers, exporters and importers, made representative exhibits at this Exposition. There were displays of products of Japan, China, Dutch Indies, Philippines, Hawaii, Australia, New Zealand, India, Mexico, the picturesque South Sea Islands and various countries of Central and South America.

Transportation companies presented special programs and events featuring the romance of world travel and the ease and pleasure with which it may be obtained. Daily programs of entertaining as well as instructive nature were given; the forenoons and afternoons of each day were given over to groups of students from universities and high schools, so that they would have opportunity for the studies of exhibits under the most favorable conditions.

Products not only of our own country, but those of foreign countries were shown at this exposition, for as "Pacific Commerce" so aptly phrased it: "No one can fail to perceive that the healthy advancement of foreign trade requires buying as well as selling, for in the long run, unless we buy from others what they can produce or manufacture better or cheaper than we can, they will not be able or willing to buy from us what we can produce or manufacture better or cheaper than they can.

"Foreign trade is a reciprocal affair; the more we buy from those countries to which we wish to sell our products, the more of these products of ours they will be

able and inclined to buy. Thus, the growth of our export depends vitally on the increase of our imports."

In this regard, Governor Young of California said: "I heartily commend the efforts to assemble the interests of the Pan-American countries in the Foreign Trade and Travel Exposition; I am confident that the result will amply justify this splendid enterprise."

Major E. L. Tilden, president of the State Board of Harbor Commissioners, declared: "With world-wide trade moving from old centers and the great development of commerce taking place on the shores of the Pacific, movements such as represented by this exposition are destined to attract widest interest."

Even the most ambitious enterprise may, perhaps, fall a little short at its inception, but there is every reason to believe that the Foreign Trade and Travel Exposition which is to be held annually in San Francisco, should improve each year as the truth is brought home to the manufacturers and business firms of this part of the world that the foreign and local importer and exporter must be brought closer together, for the fortune of each is dependent upon the other.

To those vitally interested in this phase of the business world, the following articles by various Consuls resident in San Francisco should have a strong appeal.

## Costa Rica

Her Economic Conditions

By Julian Irias, Jr.

Consul General de Costa Rica

A COUNTRY of great natural riches, which to a large extent are not as yet exploited; that can well be proud of the fact that it has more teachers than soldiers, probably the only instance of this sort, the world over; whose inhabitants are traditionally peaceful and laborious, directing their activities toward progress with the aid of government, guided by the true policy of continuous maintenance of public welfare. Thus can be described, briefly, the Republic of Costa Rica, located in the southern end of Central America, between the Panama Canal and the proposed canal of Nicaragua.

Notwithstanding that the country up to the present time has only developed a small part of its producing capacity, especially so far as manufacturing is concerned, it already occupies the fifth place among the Latin American countries for its foreign trade in proportion to the number of its inhabitants.

According to statistics of 1926, the United States of America was our chief supplier, our American imports amounting to 55.73%. The United States also appear as our second buyers, consuming 40.31% of our exports; the United Kingdom being the leading consumers of Costa Rican products.

Even though the largest volume of our trade with the United States so far has been with the Eastern markets, due principally to the fact that the largest industries are located in that part of the country, and also because of greater transportation facilities through the Atlantic, we can be assured that it will not be too long before our trade with the Pacific Coast will be equal—if not larger—to that of the Eastern Coast. The following circumstances will back such a statement:

1. The electrification of the "Ferrocarril al Pacifico" (Pacific Railway), owned by the nation, and also the construction of a dock at Puntaranas, western port, suitable for mooring ships of large capacity.

(Continued on Page 124)



"PASEO DE LA GUERRA"  
SANTA BARBARA, CALIFORNIA

*From a painting by*  
MRS. WOLCOTT TUCKERMAN



*Stratford-on-Avon, Warwickshire, England. Holy Trinity Church, where William Shakespeare is buried.*

*Warwick Castle, Warwickshire, England. A splendid example of Mediaeval Architecture.*



# Recent Development in British Trade

By Gerald Campbell  
British Consul General



Gerald Campbell,  
Consul General to Great Britain

EVER since the Armistice Great Britain has been tackling a whole series of new problems in her endeavor to stage a come-back under new conditions, social, financial, and economic, and it is satisfactory to note that, underneath the din of publicity and oratory devoted to doles, debts and disturbances, she has been accomplishing a lot of useful, but unsensational, spade work.

A certain change in methods from pre-war times is being revealed, and it would especially interest Americans to

know something of the manner in which technical science is being applied, or is about to be applied, to actual industrial production, as also of the trend now-a-days towards greater publicity, though I do not know whether the point has yet been reached where it can be called "regular boosting"!

Take, for instance, two institutions of comparatively recent creation, whose rapid growth is proof of their timely usefulness,—the British Industries Fair and the Empire Marketing Board.

The former of these, an annual Fair dating back to 1915, is held simultaneously in London and Birmingham towards the end of each February and beginning of March, with the express purpose of introducing producers to buyers and buyers to sources within the British Empire of the goods which they require; the aggregate business done each year during these two weeks is now calculated in the millions of Pounds. The London section, alone, was visited in 1927 by 74,462 buyers from 61 different countries and, so eagerly do producers welcome the opportunity of displaying their wares to the profession, that five months before the 1928 Fair is due to open, 345,000 square feet of space have already been rented, while in Birmingham, new halls have had to be built to house the prospective exhibits.

The Empire Marketing Board is a young child just over a year old presented at birth by its parents, the British Government, with a guaranteed fund of one million Pounds per annum. Its motto might well be "Buy

Imperially", and its present scheme of life is, secondly, to advertise Empire goods both in the press and public places and by displaying Empire foodstuffs at various exhibitions and, firstly, to develop visible and invisible resources of the Empire by making grants for research into various fields ranging from co-operative marketing and transportation to animal husbandry, and the keeping quality of fruits.

It may be asked what all this has to do with the United States of America, and part of the answer is to be found in the recent observation, attributed to Dr. Julius Klein, to the effect that the intensive exploitation being carried on in economically new lands, with a view to repairing the havoc of the war and remedying unemployment, is already having its influence on American trade, while he hinted at a possible decline in United States exports of cotton, cereals, etc., together with a tendency on the part of the Dominions and Colonies to buy their farming and road-making machinery in Great Britain instead of in this country. That is only natural but, in the long run, any nation which helps to open up hitherto unexploited resources is eventually a benefactor to the world in general, as witness the unforeseen vastness of the results of the construction by British capital of many of the trunk lines of the United States.



Sulgrave Manor, Northamptonshire, England. The ancestral home of George Washington.

Even now statistics show a healthful increase with the Colonies in this trade, for, whereas in the first six months of 1913 the Empire share of exports from Great Britain was 37 per cent, it has grown to 43 per cent in the same period of this year, Australia alone with only 6 million inhabitants taking today 9.5 per cent of total British exports. It is small wonder that Great Britain aims to reciprocate with so

good a customer who happens, also, to be of her own close kith and kin, and it is the same thing with other members of the British Commonwealth of Nations who all desire an assured market in Great Britain for their primary products.

It is just another turn in the wheel that we are giving, the same wheel that has brought you to the point where, in your turn, you are able to devote your energy to the development of other fields and other great spaces than these United States. This is competition of the healthiest kind and competition is the tonic which most nations require at this period of their convalescence.

# Japan's Trade with America

By Ichitaro Shibata  
Acting Consul General to Japan



Mr. Ichitaro Shibata  
Consul for Japan

Since the opening of Japan by the historic visit of Commodore Perry, in 1853, that country's foreign trade has made remarkable progress. In 1868, the year in which the Emperor Meiji ascended the throne, the imports and exports representing Japan's entire foreign trade amounted to only 26,000,000 yen, but ten years later, in 1878, its volume had nearly quadrupled, reaching the sum of 98,000,000 yen. This rapid increase was maintained until it amounted to the relatively enormous sum of 382,000,000 yen in the next two decades,

while in 1905, it had more than doubled in amount, reaching a total of 800,000,000 yen, notwithstanding the depressing effects of the Russo-Japanese war.

By the expiration of another decade, in 1916, the total amount of Japanese foreign trade had attained an aggregate of 1,900,000,000 yen and within the next ten-year period, in 1926, including those of Korea and Formosa (260,000,000 yen), the total amount had broken all previous records by reaching the tremendous sum of 4,682,000,000 yen.

Japan's exportation of commodities at the beginning of her foreign trade was chiefly limited to raw materials and certain unfinished products, while the imports from other countries were mostly manufactured goods. But owing to the rapid industrialization of Japan, this state of affairs has been completely reversed by the exportation of manufactured goods and importation of raw materials and foodstuffs to supply her factories as well as to provide for her own population's needs.

Let us now consider Japan's trade with the United States. About sixteen years ago, in 1911, our trade with this country had already reached the significant sum of \$115,000,000. Five years later, in 1916, this was almost doubled, attaining a total of \$222,000,000, which was about 23% of the entire foreign trade of Japan. Again, within a period of another five years it had grown to the amazing sum of \$486,000,000, while it developed to a still larger amount by 1926, totaling \$660,000,000 which was slightly more than 28% of the country's entire foreign trade.

Among the staple goods imported into the United States from Japan at present, there is no question as to the importance of silk as compared with any other. The export of this valuable product in 1926 amounted to \$355,000,000 and was followed next in order by silk fabric, \$13,000,000; potteries, \$6,500,000; tea, \$5,500,000; food-stuffs, \$4,000,000; waste and floss silk, \$3,700,000; menthol crystals \$3,000,000; brushes, \$2,200,000, etc

On the other hand, the chief commodity now imported into Japan from America is raw cotton, valued at \$158,000,000 annually, and next in order comes lumber, \$42,000,000; machinery and parts thereof, \$21,000,000; iron (bar, rod, plate, sheet, wire, tube, etc.), \$15,000,000; wheat, \$12,500,000; automobiles and parts thereof, \$6,500,000; sulphate of ammonia (crude), \$4,800,000; kero-

sene oil, \$4,300,000; petroleum benzine oil, \$4,000,000, and leather, \$2,000,000.

In contrast with the foregoing facts, it is suggestive of how important a part the American side of the Pacific plays in Japan's foreign trade. This is readily seen from the following figures:

In 1925, American foreign trade on the Pacific Coast amounted to the large sum of \$954,000,000, of which \$600,000,000 was with Japan. Again, in 1926, Japan's share ran up to \$660,000,000, which is about 60% of the entire American foreign trade on the Pacific Coast, aggregating \$1,065,000,000. Of course, we must admit that in this volume of trade with Japan there is included such staples as raw silk, silk fabrics, potteries, tea, etc., which, as soon as unloaded from the steamers at ports on the Pacific Coast, are immediately shipped to the various large cities in the Eastern States, but at the same time we are fully assured of the great importance of the Pacific Coast in respect of its commerce and transportation, now and in the future, with America's far Eastern neighbor, Japan.



Magnificent Mount Fujiyama

# Trade Between Germany and California

By Emil Wiehl  
Consul General of Germany



Emil Wiehl,  
Consul General of Germany

Germany is next to England the best customer of California amongst all European nations. It buys from here chiefly raw materials (cotton, copper, zinc, lumber, petroleum), and food-stuffs (fresh, canned and dried fruit, vegetables, condensed milk, barley, wheat), whereas it exports to California mainly chemicals, seeds, toys, china, steel and iron manufactures.

Trade between Germany and California has considerably increased in recent years and is still increasing. Germany's export to California has about doubled in 1926 as compared to

1914; California's export to Germany was more than six times as much in value in 1926 than it was in 1914. The figures are about two million dollars worth of exports from California to Germany in 1914, and more than twelve million dollars worth in 1926. These two million dollars in 1914 had been about 2% of California's total export to foreign countries; whereas the twelve million dollars in 1926 were more than 4% of the total export. California has, therefore, increased its export to Germany not only absolutely, but also relatively in comparison with its exports to other countries.

On the other hand, the figures of the export of Germany to California are about three million dollars worth in 1914, and about six million dollars worth in 1926; but the three million dollars in 1914 were about 4% of California's total import from foreign countries, whereas the six million dollars were only about 2% of the total import; therefore Germany's export to California has increased only absolutely, whereas relatively in comparison with what other countries imported to California, its share has decreased.

And further, in 1914, the trade balance of Germany with California was to the advantage of the former with three million against two million; whereas in 1926 it was against us with twelve million against six million.

Unfortunately it is the same with the general balance in our foreign trade. In 1914, our imports and exports were about equal; 1927 showed during the first six months an adverse balance of about 2 billion marks, or about 476 million dollars.

Under these conditions Germany is, of course, very anxious to develop and increase her foreign trade. She is bound to do so all the more in view of the heavy and still increasing payments she is obliged to make for reparations. Since the adoption of the Dawes plan on Sept. 1st, 1924, Germany is paying annual amounts which increased from 1000 million marks, or 238 million dollars, to 1500 million marks, or 357 million dollars, for the last year. During the current year they will be 1750 million marks, or 417 million dollars, and from Sept. 1st, 1928, on they will increase to 2500 million marks, or 595 million dollars, every year for an indefinite period. Up till now all annuities have been paid punctually and to the last cent. Our economical production has been re-established, largely with American financial assistance, our factories are working, our industries, our railways and our taxes are furnishing at present the necessary surplus for these payments. The German Government and people are willing to go on with them to the best of their ability. But all the experts agree that in the long run these payments, without ruining, again, Germany's economical life, can only be made if our foreign trade is not only outbalanced but

gives us a large surplus to meet these obligations with.

As to our trade with California, there are many things Germany would like to buy in larger quantities from here. The German people could, for instance, absorb much more of California fruit, and on account of the coming development of motor transportation in Germany, there will be an increased demand of gasoline in the near future. But, of course, in view of the heavily adverse trade balance, Germany will only find it possible to buy more from California if California would also buy more from Germany.

I hope that the Pacific Foreign Trade and Travel Exposition and its continuation in years to come will bring about this development and increase of trade and travel between the two countries.



Bremen, City Hall and Roland Monument

# Panama an Ideal Place for Investment

By E. de la Guardia, Jr.,  
Consul-General of Panama



E. de la Guardia

As the Pacific Foreign Trade and Travel Exposition closes, Panama faces one of the greatest periods of accomplishment in its entire history. Evidence of what is going on there may be gathered from the fact that the United Fruit Company is investing five million dollars in the Province of Chiriqui to raise bananas. They are entering their new field of operations to the extent of establishing an intercoastal steamship service between the Panaman ports of Armuelles and Balboa,

as well as a direct service in the Pacific between the Canal Zone and San Francisco. The time is not far when the people of California will be consuming weekly more than 50,000 bunches of Panama bananas.

But this is only one of many important enterprises that are at present being initiated in the Isthmian Republic. Mr. Enoch John Hooper has undertaken to construct a railroad in the Gatun Lake Region; the National City Bank of New York is putting up approximately \$150,000.00 in the erection of a building in the city of Panama to house its business there; a well known engineer and capitalist, Mr. Minor C. Keith, has already spent several thousand dollars in a project which will require an investment of \$600,000.00; the William H. Smith Co. of St. Louis has submitted to President Chiari a \$7,000,000.00 scheme to make Panama a free port of entry; and the Government is building docks in the ports of Aguadulce and Armuelles at a cost of over \$300,000.00.

Large amounts of capital have gone and are still going

into the creation of new industries, and agricultural production is being stimulated in several ways. Building construction programs in the city of Panama, together with the expenditures attendant to the laying out and improving of land for building, will necessitate more than \$4,000,000.00. That city has almost doubled in size in the last five years.

The story of Panama's independent life is a wonderful story of growth, of sheer, amazing growth. Panama is an ideal place for investment, and it never was more so than at present, when the growth which characterizes its life is more promising than ever. To invest in a growing community is to invest wisely. The ambitious Californian seeking an outlet for his idle funds cannot overlook Panama when going into the foreign field.



Old Panama

# Bolivia and Its Resources

By Huscar Velarde  
Consul General



Mr. H. Velarde,  
Consul General to Bolivia

With the occasion of the Foreign Trade and Travel Exposition, I desire to contribute to a better knowledge of my country by publishing the following data showing the opportunities which Bolivia offers to American capital.

In Bolivia, on account of its varied climate and soil, practically all agricultural products can be raised, from potatoes, wheat, corn, and cotton, to coffee, rice, cacao, sugar cane, and tropical fruits, which grow spontaneously, without need of fertilizers.

**RUBBER**—Between the years 1895 and 1925 Bolivia exported 100,043 metric tons of rubber, which was of a superior quality.

The principal industry of Bolivia, however, is mining; because

of its geographical position it is a nucleus where great mineral wealth has been concentrated

**ZINC**—Bolivia is the only country of South America that produces zinc. In 1925 it exported 6,210 metric tons with a value of \$575,555.60.

**TUNGSTEN**—Bolivia has great natural deposits of tungsten, and in 1918 the value of the metal exported reached \$3,922,751.48 (3,418 metric tons).

**NICKEL, MOLIBENITE, VANADIUM**, and other rare metals are also found in quantity.

**PETROLEUM**—American corporations have discovered petroleum, and "The Standard Oil of Bolivia," and "The Bolivian Development Co." have acquired concessions of 3,000,000 of acres. The first of these has already eleven complete wells in operation and twelve in preparation.

**SILVER**—The Cerro of Potosi alone produced during the Spanish Colonial period 3,667,968,000 troy ounces of silver, worth \$2,433,750,000.

**GOLD**—"It has been calculated by competent authorities," says the London Times, "that during the last three centuries Bolivia has contributed £650,000,000 or \$3,163,875,000 to the world's production of gold." (Exchange \$4.86¼).

(Continued on Page 38)

# Colombia

By Alvaro Rebolledo, Consul General of Colombia



The famous old Inquisition House,  
Cartagena, Colombia

tions to which she is entitled for her inexhaustible natural resources and is, therefore, attracting the attention of the financial world to her steady economic progress.

## Colombia's Foreign Trade

Colombia's foreign trade amounted in 1926 to \$216,000,000, it having been doubled in the short time of five years. The prosperity of Colombia is closely tied to the United States with which about 65 per cent. of our total trade is made, amounting in the last year to \$140,000,000. "Colombia," says Doctor Julius Klein, Director of the Bureau of Foreign and Domestic Commerce, Washington,

LOCATED at the every gates of the Panama Canal; with extensive coast-lines on both the Atlantic and the Pacific oceans—an unique distinction among the South American countries—; possessing a territorial extension twice the area of Texas with a variety of climates capable of nurturing the vegetation of every zone, the Republic of Colombia, after having completed twenty-five years of unalterable public peace, is gaining rapidly the prominent place in the family of nations

D. C., "has replaced Chile as our third ranking market in South America, next after Argentine and Brazil."

Coffee constitutes over two-thirds of our total exports. The output amounts to 2,500,000 bags with an estimated value of \$80,000,000. It equals the production of Mexico and Central America combined. About 80 per cent. of the Colombian coffee comes to the United States, mostly through New York, although San Francisco and New Orleans are receiving a good share of it. Over 270,000 bags of our coffee, with an estimated value of \$10,000,000, were imported in San Francisco during 1926, and it seems that imports during the current year will exceed that amount.

Precious metals, such as gold and platinum, rank second in importance among Colombia's exports. Gold mining was the only mining activity of the country until our production of platinum, stimulated by the demand during the war period, increased to the extent of supplying two-thirds of the world's output.

Bananas form another important item in the exports, averaging annually \$5,000,000 and giving Colombia the first place as producer of this fruit.

Emeralds are the only precious stones of commercial value in Colombia. Emerald deposits constitute a government monopoly and the stones, which are reputed to be the finest of the world, are distributed to the market through a well-known firm at Paris.

## Wealth in Oil

A pipe-line for oil transportation was completed in last May, and in July the first shipment of crude oil was made from the country. This pipe-line is 325 miles long and has a carrying capacity of 30,000 barrels a day. Tankers are coming regularly to Cartagena for the oil transportation to the United States. The Colombian production in 1926 was 6,500,000 barrels; but an advance estimate for the current year gives the production at 14,500,000, thus giving Colombia the second place as producer of petroleum in South America. This industry is also contributing to the rapid development of Colombia.

# Republic of Haiti

By B. C. Bremer, Consul General



B. C. Bremer, Consul General

HAITI, a Republic in the West Indies, is on one of the most fertile islands of that group. Its area, about one-third of the total of the island, is approximately 10,200 square miles, with a population estimated at 2,500,000.

The island is extremely mountainous, with peaks reaching altitudes of nearly 900 feet and is resplendent with beautiful scenery. At Port au Prince the mean temperature of July is 84° F. and that of January is 75°. The nights are always cool as the temperature usually drops

about 10° below the corresponding day temperature. The hills, which surround this city, covered with forests, offer

their shady retreats to the foreigners who may be oppressed by the summer heat. Here, as at Furcy, the temperature is at times as low as 40° F.

Three regular passenger steamship lines from New York touch Haitian ports. The distance between New York and Port au Prince is approximately thirteen hundred miles and it takes the average steamer about 5 days to make the run.

Port au Prince, the capital and the largest city of the Republic, has a population of approximately 185,000. The harbor is naturally protected, with an ample depth to permit ocean-going steamers to go alongside a wharf 326 feet long. The city is equipped with up-to-date comforts, well-paved streets are supplied with electric lights; there are numbers of fine public buildings, hotels, hospitals, etc. Two railway lines, one to St. Marc and the other to the Cul de Sac, a rich plain to the eastward, have their terminals in this city. Splendid roads of a total length of 635 miles, give an opportunity to automobile tours all over the picturesque country.

(Continued on Page 38)

# Brazil

By L. M. Hoefler, Consul for Brazil



L. M. Hoefler,  
Consul for Brazil

The Republic of the United States of Brazil has an area of 3,276,358 square miles, exceeding that of the United States of America, exclusive of Alaska, and has a population of 35,000,000. Its constitution is similar to that of the United States of America, there being one Federal and 20 State governments.

The country has three climatic zones—the tropical (equatorial), the sub-tropical, and the temperate, extending southerly from the Tropic of Capicorn. Its principal products are coffee, rubber, cotton,

herva-mate, cocoa, sugar, tobacco, timber, nuts, fibers and cereals. Its mineral wealth consists of gold, iron, manganese, copper, petroleum, pit-coal, besides diamonds and precious stones of all kinds. Immense forests produce the finest hard woods and other timbers. Great herds of cattle are raised on its vast and excellent pasture lands. Hardly more than one per cent of its exceptionally fertile soil is as yet under cultivation. Nevertheless, Brazil supplies four-fifths of the world's consumption of coffee, is second in production of cocoa and Indian corn, third in tobacco, fourth in sugar, fifth in cotton, eighth in rice, and tenth in wheat and potatoes.

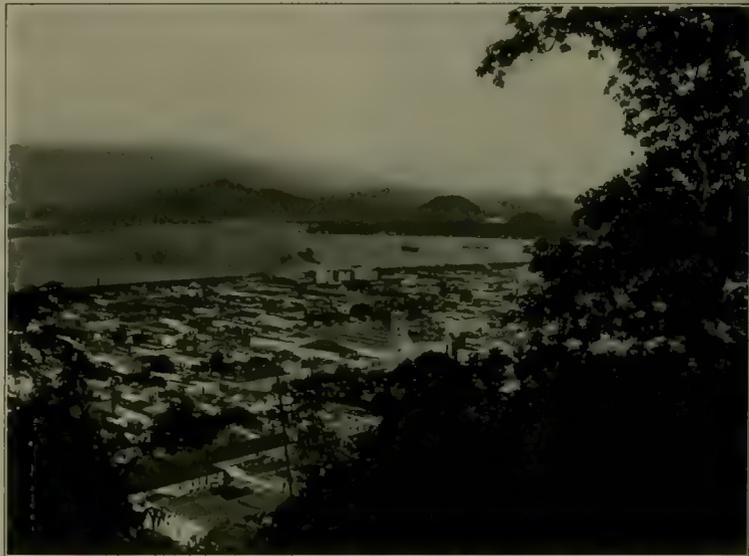
The country has an extensive network of railways and many navigable rivers, including the Amazon. Many of these contain wonderful waterfalls and rapids, and have unexcelled possibilities of hydro-electric power.

Brazil, with its territorial immensity and amazing natural riches, offers to foreigners a vast field for activity. The census of 1920

showed a foreign population of only 1,500,000, comprising Italians, Portuguese, Spaniards, Germans, Austrians, Poles, Turko-Arabs, Japanese, and others. Immigration is encouraged.

The capital of the Republic is Rio de Janeiro, with over 1,500,000 inhabitants. Other cities of over 100,000 inhabitants are Sao Paulo, San Salvador (Bahia), Recife (Pernambuco), Belem (Para), Porto Alegre, Juiz de Flora, Campinas, and Santos.

The chief exports to Brazil from San Francisco are preserved and dried fruits and vegetables. The main import is coffee.



Lower portion of Santos Harbor. Santos, the largest coffee port in the world, exported last year to the Pacific Coast over 483,000 bags of coffee.

(Courtesy McCormick S. S. Co.)

# Serbia

By S. Y. Yovanovitch

Consul of the Kingdom of Serbs, Croats and Slovenes

The Kingdom of the Serbs, Croats and Slovenes, called in the press sometimes Jugoslavia and sometimes Serbia, is situated in the south of Europe, between the Adriatic and the Aegean, and has a population of 13,000,000 on an area of 250,000 sq. km. By race, the people are Southern Slavs, and their language is akin to that of Russians, who are Northern Slavs; by religion, they are mainly orthodox and Catholic. During the last fifteen centuries they have been living separately and, sooner or later, almost all of them fell under the dominion of Austria-Hungary and Turkey. The fight for independence started in 1800, to finish only after the World war, when they all united in one state.

The great majority of the people, 75% at least, are occupied in agriculture (cereals, tobacco, wine, fruits) and cattle breeding (horses, sheep, pigs, oxen). A wonderful fertility of the soil—some parts of the country have been known, for a long time, as the granary of Europe—is probably responsible, in certain measure, for the slow development of the different industries, though many of them are beginning to grow rapidly: leather, textiles,

sugar, paper. Two of them, at least, are going to have a splendid future—the timber industry and the mining industry. One-third of the whole area is under forest (oak, beach, pine), and there are all kinds of minerals, in particular, coal and iron.

The main articles of exportation are cereals and timber (1,950,000,000 Dinars), and the main articles of importation are cotton, woolen goods and iron products (3,105,000,000 Din.).

Italy and Austria take 46% of our exportations, and 53% of our imports come from Italy, Tchecoslovaque and Austria. The commerce with the United States is still carried on, on a small scale, due to a certain extent to the depreciation of the Dinar after the war. Imports of American goods in 1926, amounted to 309,271,000 Dinars (industrial and medicinal plants, vehicles and machinery), and the exports to the United States amounted only to 50,000,000 Dinars (soil, stone, forest products).

From the tourist's point of view, the Dalmatian coast,

(Continued on Page 38)

# Norway

By C. F. Smith  
Consul General to Norway



C. F. Smith, Consul of Norway

The trade between the United States and Norway has undergone important changes since the outbreak of the great war. The value of the imports from the United States into Norway increased enormously during 1919 and the following years, while Norway's exports into this country have not developed with the same rapidity. However, the balance of the trade between the two countries during the last years have shown very satisfactory results. The value of the imports into Norway from the United States was \$26,199,708,

in 1925, while Norway's export into the United States in the same year amounted to \$23,289,084. In 1926, the amounts were \$24,880,427, and \$25,076,365 respectively.

It will be seen that the balance of Norway's trade with this Coast has been in her favor during the last years, but the trade itself is not sufficient. Every effort should be made to have it reach higher figures.

For the information of San Francisco importers and exporters, I beg to mention some important articles in the foreign trade of Norway. For import from Norway: Herring, anchovies, stockfish and klipfish, mackerel, canned goods, condensed milk, natural mineral water, cheese, herring meal and fish meal, codliver oil, and whale oil, hardened edible fat, hides, mechanical and chemical wood pulp, all kinds of paper, matches, hemp cordage, granite, iron ore, pyrites, cement, nitrate of lime, sodium nitrate, ferro silicon, aluminum, paint and scrap iron.

For export to Norway: Rye, barley, corn, wheat, wheat flour, dried and canned fruit, coffee, sugar, tobacco, linseed cakes, cotton, wool, manufactured wool, cotton and silk, mineral oil and gasoline, coal, sulphur, phosphates, pig iron, sheet iron, wire, automobiles, trucks, ships, etc.

# Denmark

By J. Rechendorff  
Acting Consul of Denmark



Fin Lind  
Consul to Denmark

Denmark ranks in population as the second largest of the Scandinavian countries with three and one-half million inhabitants. Its area, including the Faeroe Islands, is 16,600 square miles (44,326 km<sup>2</sup>, or about 8000 inhabitants per 100 km<sup>2</sup>).

Like other Scandinavian countries, Denmark remained neutral during the World War, but the great readjustment that took place in Europe nevertheless had a direct effect on the country, the Danish part of Northern Slesvig, which had been ceded to Germany in 1864, being given back to Denmark as part of the reorganization that was created by the Treaty of Versailles, June 18th, 1919.

The most important agricultural export articles of Denmark are butter, eggs and bacon. The greater part of these products go to England, but on account of their high quality, they are also in demand in other countries.

It is not by mere accident that Danish agriculture has succeeded in establishing its excellent reputation abroad, but as the result of many years of intensive labor and effort to create a rational basis for the production of quality goods. Through breeding centers and prizes for animal husbandry, good and profitable breeds have been developed. Through Controlling Associations care is taken that the production is of the best quality, and by means of a highly developed co-operative system there is provided a quick and effective

turn-over. However, Denmark is not only a country of agriculture. During the later years important Danish industries have been developed, producing both for home consumption and for export. The progress in the industrial export is mainly due to the foodstuff industry, especially condensed milk, the manufacture of cement and different articles from the iron and metal industry, i. e. — agricultural machinery, motors, electrical apparatus and batteries, etc.



"Christiansborg" built on the site of the old Royal Castles of Copenhagen. It contains the official reception rooms of the King and is the home of the Danish Parliament.



Oslo, Capital of Norway (formerly Christiania). Taken from the Heights of Egeberg.

# Mexican-American Relations

By A. Lubbert  
Consul of Mexico

I have been asked to say a few words on the subject of Mexican-American relations.

Unfortunately for my country very little is understood in the United States of the great problems which confront Mexico.

Relations between the United States and Mexico must be established if they are to be friendly and permanent, on a spirit of sympathetic understanding; understanding not only on the part of the United States of the problems of Mexico, but also on the part of my people of the fact that Americans that go to Mexico do not necessarily go there for the purpose of injuring the country. Because of protected exploitation, the Mexicans are suspicious and timid. Mexico, from the time of the conquest down to the present, has been the victim of capital.

our persecution in the past has been extreme. Conditions which have prevailed in a country for four hundred years cannot be expected to change in a day. Mexico is struggling toward the light.

One of the many points in which the United States and Mexico vary is that of education. In the United States there is very little illiteracy; in my country 63 per cent of the people are illiterate. The problem of education is one of the greatest which Mexico has to solve. For the first time in the history of Mexico a national program of education is operating and the Government is doing the utmost to establish schools everywhere to satisfy the popular desire for education. State governments in Mexico are spending an average of 40 per cent of their budget for education and the Federal government spends



Xochimilco, Famous Lake, Federal District, Mexico, showing floating island.

It would appear that because Mexico has been called the Treasure House of the World that the world has felt justified in extracting from this treasure to the last. As a consequence, Mexico, not without reason, is inclined to view with suspicion foreigners who arrive within its borders, presumably to do good. Our experience in the past in this regard has been a very bitter one.

It is my belief and hope that once the United States understands the great problems confronting my country and the splendid efforts which my government is putting forth to solve these problems, the sympathy of the people of this great nation will be on the side of Mexico.

We are trying to break chains which have enslaved us for centuries; we have gone through bloody revolutions because we seek to break away from the tyranny of the past. Everything done in revolution is necessarily extreme and violent; it may appear that some things done by my country have been or may be considered extreme; however, as time goes on, matters will adjust themselves. Our laws must be extreme because

a little more than 6%, which is 26 million pesos, for the same purpose.

We are traveling toward the light along the highway of learning; we ask that you give us time; the journey is long and hard; we need your help, we want it, but we want the help that a brother gives to another; we want your help but we need your understanding first. May I say with Senator Borah that "God made us neighbors, let justice, understanding and sympathy make us friends."

Of course, to bring about friendly relations between our two countries, something more than mere good wishes is necessary. Intelligent knowledge of conditions in each country will be helpful; travel and interchange will also help.

I have often thought of the need of teaching history in our schools in such a way that intelligence and good will result, rather than hatred and distrust.



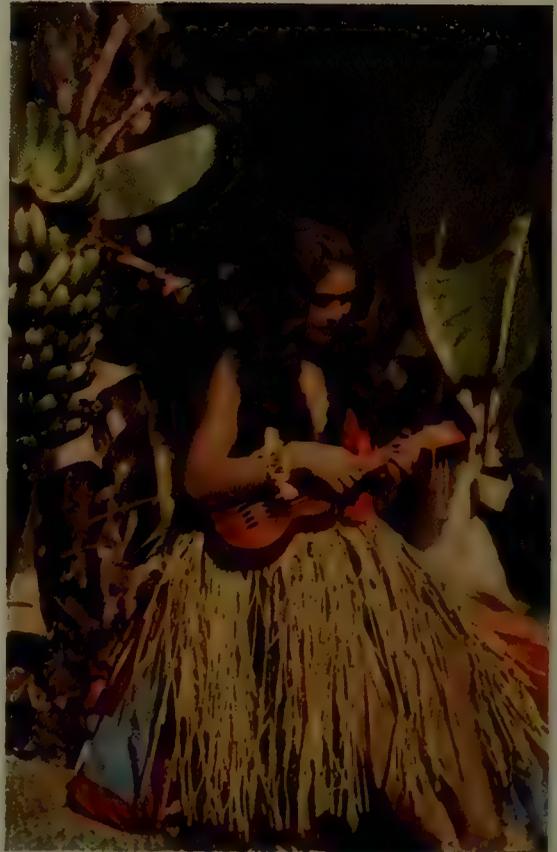
WAIKIKI AND DIAMOND HEAD

Copyrighted by FRED PAYNE CLATWORTHY, 1926

*"The old Hawaiian 'alii' (royalty) who were connoisseurs of natural pleasure, very early chose Kona, on the island of Hawaii, as their favorite resort. Here in the sweet fresh air and along the harbors, they built their palaces, and one of them, the last — still stands on the beach of Kailua. Over Kona lies that strange hush, not wholly sad, that gradually envelopes places long forgotten by the world."*

Courtesy Matson Navigation Co.

*"The water! Varying green! . . . The waves gently patting the smooth white sand with variable repetition! Warm sun, cooling breeze, clear sky, invigorating salt - water . . . arms of the Water-Gods reaching out to embrace! They promise a happy hour . . . and overlooking all, that magnificent sentinel of nature . . . Diamond Head."*



HAWAIIAN GIRL OF KONA

Copyrighted by FRED PAYNE CLATWORTHY, 1926



MORNING—"THE BREAKING OF WINTER"  
*From painting by SYDNEY LAURENCE*

MT. MCKINLEY—20,464 FEET  
*Tallest peak in the United States*

# Guatemala

By Dr. A. Skinner Klee  
Consul General of Guatemala

THE trade of Guatemala with San Francisco is based on the soundest foundations. In 1926 Guatemala was the largest supplier of San Francisco's imports in the world trade, considering the per capita population of my country. The imports to San Francisco from Guatemala totaled \$5,267,155; and the exports of San Francisco to Guatemala \$1,246,897.

Coffee is the leading article in Guatemalan production and the principal factor of national exportation. The coffee of Guatemala has a high reputation in the markets of the world. The varieties under cultivation are Arabian and Maragogyne. There are about 2200 coffee plantations in the Republic, which produces over 130,000,000 pounds of very high quality, unexcelled in any part of the world. The best coffee is raised between the altitudes of 2000 and 5000 feet above sea level. The installations of machinery for preparing the coffee berry for exportation have reached a high degree of perfection. The coffee of Guatemala is considered in the coffee markets of America and Europe, as one of the best and obtains a higher price than that produced in other countries. It was awarded at the Panama-Pacific International Exposition (1915), the only Grand Prize and the title "First Coffee of the World".

Banana growing is one of the newer but most profitable industries of my country. In recent years over 9,000,000 bunches were raised. Of the bananas exported, practically all are sent to the United States.

Sugar, hardwoods (mahogany, cedar, etc.), rubber, chicle, honey, cacao, etc., are exported to this country. The cattle industry is developing, and considerable quantities of hides are annually exported, the foreign shipments in a recent year amounting to more than 2,000,000 pounds.

The quetzal is the monetary unit of Guatemala. It is of the same weight and fineness as the American dollar, and like the American dollar, is divided into one hundred cents. The "quetzal" is comprised of one and 504,665 millionths grams of pure gold. Gold pieces of 20, 10, and 5 quetzales; silver coins of 1 quetzal, 50, 25, 10, and 5 cents, and one cent copper coins are now in circulation. The quetzal is the national bird, existing only in Guatemala and unable to live in captivity, being the symbol of freedom and courage.



On the trip to Guatemala City showing a quaint market scene.

There are in the Republic nine banks. The "Banco Central de Guatemala" is a national but not official institution, with authorized capital of \$10,000,000 quetzales. The other eight banks are: Banco de Guatemala, Banco



The Quetzal, a bird of beautiful plumage, found only in Guatemala; this bird is unable to live in captivity.

Internacional, Banco de Occidente, Banco Agricola, Banco Americano, Banco Colombiano, Commercial Bank of Spanish America, and Pacific Bank & Trust Company.

Steamship communication is maintained between Puerto Barrios and Livingston, on the Atlantic ocean. On the Pacific side, the ports of San Jose, Champerico and Ocos are open to commerce.

# El Salvador

By Samuel G. Dawson  
Acting Consul



A Street Scene in Salvador

THE Republic of El Salvador is the smallest in area of the Central American republics, yet, next to Haiti, it is the most densely populated of any of the countries of the Western Hemisphere. While El Salvador is only slightly greater than the State of Maryland in area, it exceeds the population of that state by 150,000. It has been estimated that El Salvador supports a population of 1,729,000 — an average of 127 inhabitants to the square mile.

The people are enterprising and intelligent. Eighty per cent of the population is rural. Nearly all are small landowners. The land is highly productive. The country's historic Indian name, Cuscatlan, signifies richness of soil. Practically all of the land is under cultivation. Hence there is no agrarian problem, and such a thing as a labor problem has not as yet made its appearance. This explains why El Salvador is perhaps the only Latin-American country which does not have a vital need of immigration. Its only possible need would be a class which would function in the creation and development of new industries, or the further financing of existing ones. At the present time there are about six thousand foreigners in the republic.

El Salvador has a shore line of 160 miles on the Pacific Coast. Its three principal ports, Acajutla, La Libertad, and La Union, carry on a considerable trade with the United States and all other nations.

The products of El Salvador are chiefly agricultural. The principal product is coffee, grown on the plateaus and the mountain slopes. It may be said that much of the wealth of El Salvador lies in its coffee trade, as the profits from this trade bring in more than half of the revenue of the country. The coffee of Salvador is recognized by coffee buyers as one of the best in the world and always commands the highest price. Twelve thousand five hundred tons of coffee are exported annually to the United States, amounting to \$6,875,000.

The lower lands grow sugar cane and other tropical products, such as cacao, indigo, rubber, henequen, sisal, balsam, rice, coconuts, chicle, corn, cotton, tobacco, tubers, garden vegetables, fruits, and medicinal plants.

In the natural forests are found dyewoods, mahogany, rosewood, cedar, and walnut. The mangroves grow in the swampy lowlands along the river banks. The hardwoods grow on the uplands of the interior, but in relatively small areas since the forests have been cleared for agriculture. As the population increases, the forest area naturally tends to decrease.

Balsam is a very important product. The true balsam tree grows only in El Salvador and only in a very limited area in one section of the country. It is erroneously called by its trade name, Peruvian Balsam, in the markets of the United States and Europe. It is used as the base of perfumes and antiseptics. During the World War the hospitals of Europe imported enormous quantities from El Salvador.

El Salvador's educational activities are centralized in the government. Great attention is given to universal education. The schools parallel those of the United States in that provision is made for elementary, secondary, and university training. About the same number of years are given to the training of the youth in El Salvador as in the United States. The best of all modern educational ideas have been adopted. In addition to the free public schools there are many private schools, a government Polytechnic School, and the National University, located in the capital, San Salvador. The National University incorporates the departments of medicine, pharmacy, law, science, engineering, dentistry, and social science.



# Siam, the Interesting

By Henry G. W. Dinkelspiel  
Consul General of Siam at San Francisco



Henry G. W. Dinkelspiel  
Consul General for Siam

This Kingdom, the only absolute monarchy existing today, is situated in the southeastern part of Asia, north of the Malay Peninsula, and contains an area of about 200,000 square miles, a little larger than the State of California. Its length from north to south is approximately 1000 miles, and its greatest breadth from east to west is about 500 miles.

Its population is close to 10,000,000 and its capital, Bangkok, is approximately 650,000.

The reigning Sovereign is His Majesty, King Prajadhipok, who succeeded to the throne upon the death of his brother, King Rama VI, about the year 1925.

His Majesty, King Prajadhipok, is a graduate of Oxford College in England, and is a linguist of note, and by reason of his having traveled extensively, is more than well qualified to know the conditions which exist in other countries with which Siam has commercial and other interests. He is progressive to the last degree and is anxious to see his subjects turn their attention more and more to the productive occupations.

Illustrative of this, we quote from a speech which His Majesty delivered to the members of the Royal House and Officials of State in February, 1927, the first anniversary of His Majesty's Coronation. He said, among other things: "It is our opinion that the development of Agriculture and Commerce forms a most important policy of this State. Therefore, we have in the course of the last 12 months instructed the authorities concerned to concert every measure to promote the commerce of the Country until the opening of a permanent exhibition of merchandise of all kinds for the purpose of drawing the attention of the people to the agricultural produce, which could be grown at a profit, and the attention of the merchants to the various commercial products of our country. As all means of communication are intended to be used in the assistance of commerce more than for any other purpose, we have, in view of this fact, amalgamated the Ministries of Commerce and of Communications into one Government Department in order that the policy already mentioned may be put into effect and be productive of the desired results conducive to the complete

happiness of the country and its people."

## New Custom Tariffs

As a consequence of the successful conclusion of the property treaty between Siam and the economic unions of Berlin and Luxemburg ratified at Bangkok on March 25, 1927, Siam has now been able to revise her custom tariffs whereby important duties have been materially increased. All import duties have been abolished except that on rice. As far as can be ascertained, the new tariff has been well received in all quarters, and it is generally regarded as a legitimate revenue tariff.

## Railways and Communications

Under the able administration of H. R. H. Prince Parachatra, the Siamese State Railways have been brought to a high degree of efficiency. Many of the "Round the World" tours now include Bangkok in their itinerary. We are informed now that arrangements have been made whereby tourists may leave their steamers at Saigon and go overland via Ankor, where the most wonderful ruins in the world exist, to Bangkok, and thence by railway to Singapore. In anticipation of the event of a large tourist travel, the Government has turned the Phya Thai Palace into a hotel, which in beauty and comfort excels anything of a like character in the Orient.

## Commodities

The principal article of commerce is rice. During the first quarter of the present season ending February, 1927, 414,000 tons were exported, a record for the Port of Bangkok. Teak wood forms a large item of export. Another important article of commerce is tin, which is being mined and exported in large quantities.

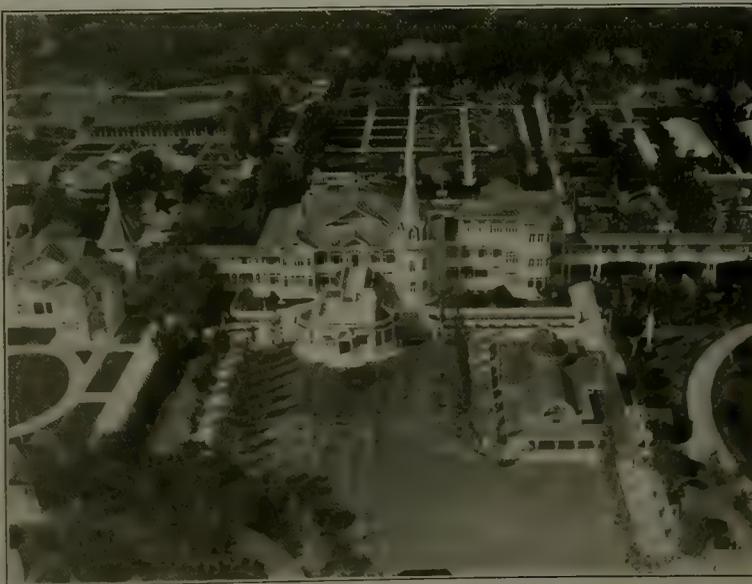
Recently what is known as the "University Afloat" visited Bangkok, and as evidenced by the hospitality and appreciation of the visit, one of the faculty members from the United States has written:

"As a child, we always thought of Fairyland as a place full of gold and silver, towers, palaces, dragons, soldiers, and a kind King and a gracious Queen, who sat upon thrones in a Kingdom far away, waved magic wands, and gave all the good people three wishes

(Continued on Page 38)



Martin J. Dinkelspiel  
Vice-Consul for Siam



Phya Thai Palace, Bangkok, Siam; now used as an Hotel.



RIO DE JANEIRO

Courtesy of McCormick S. S. Co.

*Botafogo Section; Residential District; Sugarloaf in Background.*



THE AMERICAN FLEET OFF WILSON'S PROMONTORY, AUSTRALIA

*From a painting by*  
CHARLES HENRY GRANT

"Our business in the field of fight,  
Is not to question, but to prove our might."  
—Pope.

### Bolivia

(Continued from Page 26)

**BISMUTH**—According to the same journal, "There is no other country in the world that can compete with Bolivia in the production of bismuth."

**COPPER**—Bolivia's copper mines date back to the time of the Incas. Natural plates of pure copper have been discovered which have even reached a weight of 600 pounds. In 1925, 14,659 metric tons of copper were exported with a value of \$1,517,373.70.

**ANTIMONY**—Bolivia is the only country in the world that produces antimony. In 1925, 23,000 metric tons of antimony were exported, with a value of \$2,518,518.52.

**LEAD**—The production for 1925 was 36,838 metric tons, with a value of \$3,887,914.81.

Bolivia has a total of 2,090 kilometers of railroads, which cost \$79,142,094.20. Of this 592 kilometers of railroads are government owned, with a value of \$23,409,010.00. The government has recently called for bids for the construction of a line from Cochabamba to Santa Cruz and the capital is already deposited in New York.

Bolivian stocks and bonds are quoted above par in the New York and London markets because of the punctuality with which the interest and amortization are paid.

### Haiti

(Continued from Page 27)

The trade through this port is considerable. During the fiscal year of 1926 the imports amounted to \$10,004,003 and the exports to \$3,538,142.

Haiti is essentially an agricultural country. Under the beneficial regime of President Borno, agricultural enterprises are developing rapidly, and the export and import trade shows a healthy growth.

In 1917 the imports amounted to \$3,606,086 and the exports to \$8,932,887, while in 1926 the figures show \$18,851,406 imports and \$20,184,005 exports.

### Serbia

(Continued from Page 28)

whose winter climate is warmer than that of Nice or Naples, and the Slovenian mountains and lakes rank among the most beautiful spots in Europe. Though the State, following the example of Italy, is only starting to encourage the tourists trade, it is drawing already on that account around 400,000,000 Dinars yearly. The excellent geographical position of the country—the main international highway between Europe and Asia, London-Constantinople, is passing through it—will certainly contribute in a great measure to the already fast development of this trade, as it will make easier the full development of the resources of the country.

### Siam, the Interesting

(Continued from Page 35)

to be fulfilled. In the books of fairy stories which our grandmother invariably gave us for Christmas, we saw pictures of white elephants and Royal splendor of all sorts, and if we were forced to say which one of all the countries in the world most nearly corresponded to this place we had heard so much about, we should have said, in all probability, Siam.

"The surprising thing about Siam was that we were not disillusioned. There were Royal Palaces galore, there was a kind King and a gracious Queen. There were gold towers under a blue sky and a bright sun; roofs and gables sparkling with jewels. In our zeal we overlooked the fact that the elephants were not as white as we had thought, but they were white elephants. We put out of the picture the automobiles, the trains, telegraph poles, all that reminded us of our civilization. Yes, we were in Fairyland.

The high degree of artistic development, the Wats and Grand Palace of Bangkok exceeded, in my opinion, the Temples of Nikko. A high degree of education and civilization was manifested by the King and leaders due to their training at Oxford.

"We were surprised at the way in which every department of the Government is headed by an expert who knows all there is to know about his special branch. The keynote of the Government is efficiency. It was surprising to me to know that the King cut his own salary in half in order to carry out his program of economy. Siam is probably the only monarchy now where all the people are so happy and satisfied."

What of the future of Siam? There can be but one answer. With such a progressive King at its helm, success and onward progress only can result.

### The San Francisco Travel Office of Thos. Cook & Son

During the early 80's, Thos. Cook & Son were represented in San Francisco by agents, but in 1890, due to the increase in trans-Pacific and Continental travel, an efficiently staffed office of Thos. Cook & Son was established. This first office of the world's oldest, largest and most efficient travel organization became a haven and all-knowing "private secretary" to those who had the "roaming" instinct, or who were compelled to travel far from the native hearth.

Until the fire in 1906, Cook's travel service was administered from an office in the Market Street entrance of the Palace Hotel. At that time it was hastily removed to Oakland temporary headquarters, where salutary gratuitous services were proffered to the many stranded refugees after the conflagration.

In 1907, a new office was opened on Powell Street in the Flood Building. Another move was made to the Monadnock Building in 1910—and yet again in 1918, San Franciscans saw the familiar and comforting sign of Thos. Cook & Son in a new location on Post Street. For four years all devotees of Cook's traced their steps to this location until—in 1922—the immediate necessity for finding a more commodious home led the organization to take up its present headquarters at 128 Sutter Street. And, unless another great expansion is necessary in the immediate future, this is where all the San Francisco business of Thos. Cook & Son will be transacted for some years to come.

Many novel and fascinating tours are arranged directly from this office—notable among which are Tours to Hawaii, the South Seas, the Far East and Round-the-World; Summer Tours to Alaska and the Canadian Rockies; and excursions to the Eastern States through the Panama Canal.

On practically any day that one happens to saunter into 128 Sutter Street, there is some sight of interest to start the imagination soaring. Perhaps the son of an Indian Rajah is trying to understand the American exchange, perhaps a famous Chinese doctor, come to study in our hospitals, is absorbed in mail from Peking, or perhaps a party of gay students from the University of California is arranging for a summer tour of Europe, or a world cruise of the northern and southern hemispheres. But whatever the travel problem—the management of Thos. Cook & Son is guarantee that every detail will be carried out.

For years Thos. Cook & Son have served as a sort of transformed Aladdin's lamp that whisks one away to foreign lands, or perhaps just around the corner in one's own country—but, in either case, assumes all the responsibilities and solves all the problems of travel in a manner that is nothing short of miraculous. And this is certainly true of the San Francisco branch of this munificent, far-reaching organization.



MOSQUE OF ST. SOPHIA  
CONSTANTINOPLE

*Courtesy of Miss M. T. Wright,  
Gen. Agent Clark's Cruises*

# Argentina

By Horacio Rovira  
Consul General

The really positive era of the interchange of the Pacific Coast of the U. S. A. with the Argentine starts in January of 1920, with the inauguration of a direct line of steamships created by the Swart Hoyt Co. from San Francisco to Buenos Aires, with stops in some ports of Brazil.

In that year the interchange shows the following figures: Import, \$556,067; Export, \$1,657,413.

Hereafter the commercial balance is in favor of the Argentine, making exception of the year quoted, reaching the maximum difference in the year of 1922, established thus: Import, \$1,455,518; Export, \$220,663.

The commercial interlace tends to a constant gain. Last year the imports reached to \$1,788,198 and exports

and extension. In the interior provinces iron mines of very easy exploitation exist. The Custom House duty is 32% "ad valorem." A factory installed in Buenos Aires or at the point where the iron mines would be exploited could count on this 32% to cover the expense of transporting each carload to its point of sale and also to defend itself and compete with the price of foreign cars introduced into the country. And as a new industry petitioning the public authorities, it would not be difficult to obtain liberalities imposed for various decades.

The mineralogical exploitation in the Argentine is in bryonic stage, owing, perhaps, to the lack of technical knowledge, scattered among the native element, or because it is a class of exploitation that demands great capital, and the spirit of co-operation is lacking, or be-



S. S. West Mahwah, one of the McCormick Steamship Company's Pacific Argentine Brazil Line fleet, discharging Pacific Coast lumber at Buenos Aires, Argentina.

to \$1,194,811, and foreign products remitted from San Francisco to the Argentine reached a sum of \$53,829.

In the first six months of the current year the exportation is favorable to San Francisco by \$209,000, but it is not difficult to foresee that in the second quarter Argentine importation will exceed the exportation.

The Argentine is a hospitable country, solidly organized, progressive. During the past year the value of its manufactured production reached the sum of \$1,238,333,333, with a population of 10,000,000 inhabitants. Notwithstanding this unceasing industrial and manufacturing development, it offers an opportunity as much to small or great capital, with attractions of positive yield. Today there are innumerable industries that foreign capital could enlarge or newly install with the best of utility. Among these I will cite: that of the automobile. During the past year 49,000 cars entered the Republic, and their use each year tends to enlargement, thanks to the well-being and prosperity of the people, also to the constant work of the Government for public roads, their upkeep

cause Argentinian capital prefers to dedicate itself to the known industries, of easy administration and immediate utility, such as stock raising and agriculture.

To tighten the bond of commercial union between the Pacific Coast and the Argentine Republic, it would expedite matters if industries of this region would periodically send experts to study the commercial customs, uses and habits in the Argentine and so receive a direct impression on the preference of the prospective consumers. A similar method could be adopted by the importers of Argentine products and so build a most practical system upon which to regulate the matter of supply and demand.

The abundance of gold has been the reason for the Government's making it possible for the public to convert paper money into gold coin. For many years the gold reserve has never been less than 78% and sometimes higher than 80%.

The stability of the Argentine peso does not expose the business to ruinous fluctuations.



BLUE LUPINES, OJAI VALLEY  
SANTA BARBARA, CALIFORNIA

*From a painting by*  
JOHN GAMBLE



THE HEADLAND—POINT LOBOS

*From the painting by*  
M. DE NEALE MORGAN

"I lay upon the headland height, and listened  
To the faint sobbing of the sea,  
In caverns under me . . . ."

*From Longfellow's "Palengenis."*

# Tolerance

By A. Allen

A large percentage of the reformatory group of Americans, whose slogan, as defined by H. L. Mencken, is: "Make America Safe for Sunday School Superintendents," doubtless visualizes the members of the Association Against the Prohibition Amendment as convivial rascals with very loose morals, who are gradually but surely sending the United States of America to the "demnition bow-wows."

These so-called reformers are not conversant with the ideals of this Association, nor of the governmental restrictions against which its members firmly stand. A little investigation would show them that the objectors to the 18th amendment are men who are much more imbued with the true American spirit than the reformers themselves! That the Association, as a body, resembles strongly that band of independent and courageous characters who were the means of bringing into existence a national constitution whose basic principle was **Liberty!**

The Association Against the Prohibition Amendment is working for: **Tolerance, Personal Liberty, States' Rights, Preservation from Mutilation of the Constitution of the United States!**

It is working against: **Bigotry, Fanaticism, Paternalism, Rule by the Minority, and the Volstead Law!**

It is a significant fact that men of prominence in civic life, who first subscribed towards the fund through which the Association is working out its object, brought in their contributions surreptitiously, apparently not having the courage of their convictions; now, their names quite often are published in the Association's literature, while the roster of the executive committee of the California Division appears on the organization's stationery, and includes some of the best-known and reputable citizens in the State.

What was considered at its inception (chiefly because of ignorance) an assembly of outlaws, more or less, given over to the opposition of a just and necessary federal statute, is now looked upon by all reasonable and broad-minded persons, as a group of earnest and conscientious human beings, who are fighting for that which primarily was the motive for creating this great Nation.

The farmer, that staid and conservative factor of America's national life, that purveyor to the appetite and health of millions upon millions of human creatures, that over-worked and illy-paid, but still patriotic and admirable character upon whose shoulders rests the "burden of the world," has affiliated with the Association in the formation of a "Farmers' Voluntary Committee No. 1, of the National Association Against the Prohibition Amendment," and has published a statement (in answer to certain criticisms directed towards their recent letter on Prohibition), from which we quote very briefly:

"We are opposed to Prohibition for many reasons. It is an invasion of personal liberty; it is economically unsound, is responsible for intemperance and increase of crime, and is unenforceable.

We have no respect for the Volstead Act and believe the Eighteenth Amendment should be repealed.

'Pussyfoot' Johnson, one of the leaders of the Anti-Saloon League, upon whose farm in New York (so the newspapers carry the story) a still has just been dis-

covered, said that the Eighteenth Amendment and the Volstead Act were passed by lying, bribery and drinking, and that he would do the same thing again to pass them. . . .

Let us get straight on beer. Before the war beer contained from three and one-half to six per cent of alcohol, then the government reduced it to two and three-quarters per cent.

The United States admits that two and three-quarter per cent beer is **not** intoxicating. If it is not intoxicating, why is it prohibited? It must be spite by the Anti-Saloon League against the brewers. The farmers are the main sufferers, because through this fight between the brewers and the Anti-Saloon League, they lose market and revenue and pay more taxes.

Should two and three-quarter per cent beer be legalized, and the same quantity be brewed in the United States as in 1914, and the same revenue charged on this beer that England now charges on beer, do you know that it would net our government over \$1,300,000,000 a year? A tidy spite loss!

We read in the papers about a big fight in Congress as to reducing taxes either \$225,000,000 or \$250,000,000 a year. Yet we have been passing up five times as much revenue as they fight over at the behest of crazy fanaticism.

Why should the farmers pay the penalty of the spite of the Anti-Saloon League? If those who want this beer are willing to pay taxes for its consumption, why should we farmers lose that income and besides waste hundreds of millions for spite?

There is very little bootlegging of beer because of its bulk. The Anti-Saloon League has created rich bootleggers.

This is how it works out. The bootlegger is a criminal. He debauches our officers. From that time forward they are his serfs. The wealthy bootlegger, as a side line, organizes and finances other crimes. The result we read every day in the increase of crime.

We have been fools to swallow it. It is time that we are waking up!"

In 1920 Congress appropriated \$3,750,000 for enforcement. Subsequently this was enhanced to \$25,000,000 annually. This fiscal year it is said to be \$33,000,000. To this sum must be added other impressive costs borne by various government departments (not touching the enormous State enforcement costs).

It takes money to fight money; the energy and enthusiasm aroused by the assurance that a condition, and the motives and laws which brought about the condition, are dead wrong, is not sufficient ammunition with which to vanquish the enemy; it necessitates hard, cold cash to prohibit the state of affairs which that tragic fallacy—Prohibition—has brought about.

The Anti-Saloon League is out on a rampage for a "war chest," with which to continue its mistaken struggle against the personal liberty of the American people.

The organization which is fighting for personal liberty needs funds with which to finance its own "war chest." Its membership fee is \$5.00 per year, payable to Mr. William Metson, chairman of the California Division of the Association Against the Prohibition Amendment, in the Balboa Building.

# The Pacific Telephone and Telegraph Company

By E. R. Ross

To those who have viewed from our "seven hills" the new Telephone building limned against the night sky; perhaps (rare and unforgettable moment) watched the moon rise behind its graceful battlements, it seems a shining faery fabric, symbolical of the astounding progress at which this age of mechanical genius has arrived, in the blending of utility with beauty. It rises from the surrounding gray monuments to industry like an alabaster dream of architectural loveliness. The spirit which reigns inside this structure also typifies the great strides which commercial institutions have made along humanitarian lines.

I felt this spirit the moment I stepped inside the lobby of the building, and it remained with me, through the hours of that pleasant afternoon in which I visited the important departments of this institution.

It is arresting—that lobby!

The floor is of French marble, the walls are black Italian marble and the ceiling is Chinese, allegorical gryphons disporting themselves over a field of dimmed coral, burnished in pale bronze, yet all harmonizing in a pleasing whole.

There is an especially equipped elevator service, consisting of nine elevators, maintained by trim and efficient girl operators in pretty blue uniforms. Practically the entire operation of this system is automatic, with the exception of releasing the cars for service. An operator on the first floor attends to this, in a little room which appeared to me to be a miniature train dispatcher's station. He sits at a control board, on which red, yellow and green lights designate the exact position of all elevators at all times, and flash on and off as the cars proceed on their upward or downward journeys.

I called at the executive offices on the eighteenth floor, and was passed into the office of Mrs. M. C. Alfonso, head of the advisory department, which the company maintains for the benefit of its women employes in San Francisco and East Bay.

Mrs. Alfonso started her "personally conducted tour" from the roof, where a panorama so comprehensive met our gaze that it made me catch my breath.

The wide spreading bay, past Mission Rock, then northeast again to Rincon Hill, once the swagger section, now gradually being levelled by commercial requisitions; the long sweep of the water front, with its

"Black wharves and the slips

And the sea tides flowing free";

the East Bay cities, Telegraph Hill with its scraggly outlines; Russian Hill, green with trees and always picturesque; the dark Presidio hills; Twin Peaks, hiding behind a screen of smoke; Hotel Mark Hopkins crowning historic Nob Hill—what a view! What an inspiration!

The city itself lay far below us, its streets mere narrow canyons, between hills of brick and stone; its people, ants, scurrying hither and yon, and automobiles like black beetles, congested here and there, or scuttling along the shining dark bitumen.

I learned at this elevated point of vantage, that the Telephone building is seventeen feet higher than the Russ building, whose classic outlines grace the center of the

financial district; that it comprises thirty-two stories that the height of the building from the sidewalk to the top of the pent house is 435 feet, and to the tip of the flag pole, 490 feet; that the monstrous eagles which rest on the very tip top, are fourteen feet from bill to tail, and that the flower motifs used so extensively in the exterior decorations are blue Bell flowers, an insignia of the Bell system.

Starting on our downward journey, Mrs. Alfonso talked at length of the duties and different phases of her particular department and of the company in general.

"There are 42 telephone central offices in the San Francisco-East Bay cities," she said, as we looked out over the panorama of the Bay Region so clearly exposed from the upper stories of this headquarters building. "In these central offices there are over four thousand women employes in San Francisco, and over two thousand in the East Bay; operators, supervisors, chief operators, all working to render the best telephone service in the country." She told me of the many activities supervised by her department to aid the girls; of the dining rooms and rest rooms in all buildings, of Health Instruction and First-Aid courses given by the company.

On the twenty-sixth floor, we peeked into the large assembly hall, with seating accommodations for five hundred persons. It contains a small but perfectly equipped stage, for the presentation of motion pictures showing the various phases of the telephone business. Educational work of various kinds is also carried on in this hall, and the employes often give interesting little plays here, quite ambitious in their scope.

We looked into the extremely clean and modern hospital, with its attendant physician and ever ready nurses. This consisted of large, airy rooms, every necessary detail being as complete as the most up-to-date sanatorium. In case of accident, or sudden illness, the girls are taken here for the administration of first aid. If only slightly indisposed, they may retire to the attractive rest rooms near by. In all instances, every attention is given them that they would receive in the best hospitals in the city.

"The library has many books, mostly technical, but of great interest to the employes, for the studious minded telephone man or girl can climb from the lowest rung of the ladder to the highest, and in fact, a good many of them have done so. And now what do you think of this?" asked Mrs. Alfonso.

We were in a lovely, white-tiled, cool and spotlessly clean kitchen, so absolutely modern that it resembled one of those electrical demonstration rooms in a world's fair exhibit, and so convenient in every particular that I could imagine the usually uninteresting preparation of meals becoming almost a pleasure in such surroundings.

The cafeteria adjoining is large and airy, with windows on all sides, finished in walnut, with glass topped tables and bright colored artificial flowers as decorations. Here the women employes at one hundred and forty New Montgomery street may lunch very reasonably on all the luxuries of the season.

(Continued on Page 97)





*Scenes on Carmel*  
*Bay*  
MONTEREY PENINSULA



*I. S. Stevin Carmel photo*

*Reached via Southern Pacific*

# El Camino Real and Its Laterals

By John E. Tiedeman  
National Automobile Club

There are not many states in the Union that possess the same advantages in climate and highway facilities that are possessed by California and that make this state pre-eminently the foremost motoring state in the country. In fact, it is not too much to say that in this state all the elements are combined to make it the "paradise of the motorist."

Early in its varied and romantic history the state realized the importance of a great highway system that would unite all sections in a network of roads easily traversible in all weathers and under all conditions. As far back as the first days of the Spanish occupation was this impressive fact realized.

It was thus quickly understood that if the Franciscan missions, founded in a long line from San Diego in the south to Sonoma in the north, were to be in easy communication with each other, a road must be established and maintained.

This in after years became the great El Camino Real of the Spanish days. True, in its earlier days it was far from what is now considered a great highway, but it served the purpose for which it was established. Its location may have been somewhat haphazard, since its route through the mountains and across desert and plain was largely a matter of chance.

This great highway which was called into existence under such romantic circumstances was the nucleus about which the state's great highway system of a later date was to be created.

It was not long after the establishment of the great missions that the enormous ranchos, many of them principalities in extent and ruled by grandees to whom they had been granted, came into being.

Their establishment made it necessary to have a road, often nothing more than a cart track, which connected with the greater El Camino Real. In this fashion was communication made with the outer world of the early Spanish occupation. These roads were the forerunners of what have since become known as arterial or lateral roads.

As may be imagined, El Camino Real was for many years the great highway of the state. Along it passed the caravans that distributed the supplies which kept the often feeble spark of life in the isolated and widely separated mission units. Without these supplies, often

grudgingly furnished by the far off central vice-regal government in Mexico, some of these missions would have either starved or it would have been necessary to abandon them.

Funds for improved roads were lacking and hence most of the road could only be traveled with the greatest difficulty in the rainy season. In the mountains such roads as existed were impassable. The coming of the automobile altered all this. From the very first it seems to have been realized in California that the time had arrived when the state's great scenic wonders must be made accessible to the motor traveler.

From this early beginning there has grown in California one of the finest highway systems to be found in the entire United States. Long ago El Camino Real, which has largely been relocated into a more logical highway, has become a great wide ribbon of concrete that stretches from San Francisco on the north to San Diego on the south, more than 500 miles in length.

Here in the north is to be found the great Redwood Highway that has been built through one of the most attractive and colorful sections of the state. Annually it carries a host of tourists attracted by the romance and grandeur of the great redwood groves.

Up through the Sacramento Valley is the great Pacific highway with its long stretches of straight concrete that finally enters the picturesque Sacramento River canyon, after passing within sight of Mount Lassen, America's

only active volcano. This highway is not only within sight of romantic Mount Shasta, but almost built about its base.

Farther south there is also Sequoia National Park wherein are to be found that "venerable brotherhood" of mighty redwoods that are regarded as the oldest of living things and survivors of a long dead and gone era.

From the rugged coast of Mendocino County to the tawny beaches of Southern California there is a diversity of scenic attractions startling in its variety. The splendid roads of the State, leading into places eloquent of either the Spanish regime or days of forty-nine, appeal to those interested in the romance of this Empire State.

It is not to be wondered at that with its equable climate, its many scenic wonders and its magnificent highway system, California has become the premier automobile touring state in the Union.



In California, Where Motoring Is Better



Horseshoe Bay, Vancouver—a Haven for Vacationists



Suspension Bridge over Capilano Canyon, Vancouver



*Photo by Ray Condon*

*View at night, Berkeley Ferry Pier and University Avenue taken from Berkeley hills.  
San Francisco in the distance*

## The New San Francisco-Berkeley Pier

One of the outstanding engineering feats of the West is the three and one-half mile concrete causeway, built by the Golden Gate Ferry Company for the Berkeley Ferry which inaugurated service between the foot of University avenue, Berkeley and the foot of Hyde street, San Francisco, on June 16, 1927. It is the longest structure of its kind in the world devoted exclusively to automobile traffic and has won the admiration and favorable comment of engineers throughout the West. The entire structure, with slips, docks, houses and other features, cost in excess of one million dollars.

Motorists traveling between San Francisco, Berkeley, Albany, Richmond, Vallejo, Sacramento and northern points, find this the shortest and best route, and for the freight hauler it has been indeed a boon.

For the convenience of football fans who were in attendance at the games played at the Memorial Stadium in Berkeley during the season just closing, it has been of particular advantage. The natural and logical route is the short way between the Berkeley pier and the University of California.

The Golden Gate Ferry Company, which began operation on May 28, 1922, with one boat between Sausalito and San Francisco, has built up a business by sticking to a cardinal principle laid down by its founders, and now

being perpetuated by its present management—courteous and efficient service.

Starting with one boat, the company now has a fleet of ten ferryboats; one, an electric ferry of the latest type, now in course of completion, to be available for the summer business of 1928. In addition to this fleet the Golden Gate Ferry Company owns and operates the San Francisco-Vallejo Direct Ferry line, formerly known as the Monticello line; this line, for passengers, automobiles and freight has been greatly improved under the direction of the Golden Gate Ferry Company.

Golden Gate Ferries, Inc., is the holding company, not only for the ferry lines, but for the Sears Point toll road, which is now opened to motor traffic between Sears Point on the Black Point cut-off and Vallejo. This splendid route, winding along the shore of San Pablo Bay, gives the motorist a short direct line between Marin and Solano counties, cutting off a ten-mile drive through Napa.

The president of the Golden Gate Ferries, Inc., of the Sears Point Toll Road Company; the Golden Gate Ferry Company and the Monticello Line is A. O. Stewart, who became the head of this fast growing corporation in April, 1925. Harry E. Speas is vice-president and general manager.



*Motor Ferry "Golden State" typical of the 14 boats operated by the Golden Gate Ferry Company in the interest of the motoring public*



*Concrete causeway, costing \$1,000,000.00 is the longest of its kind in the world. It was built by the Golden Gate Ferry Company, for the Berkeley line of that Company.*

**CARQUINEZ BRIDGE FROM THE AIR**

*The Carquinez Bridge constitutes one of the longest bridges in the world, devoted strictly to highway travel.*

*This mighty span makes it possible for the motorist to drive from Tia Juana, Mexico, to Vancouver, Canada, a distance of 1,775 miles, without use of ferries.*

*Fourteen thousand tons of steel were used in the construction; it is of cantilever type, 4,482 feet long, with a clearance of 135 feet above the water line; its cost was \$8,000,000.*

*The limited franchise under which the bridge was built by the American Toll Bridge Company, organized by Hanford and Klatt, provides that it shall revert to Contra Costa and Solano counties and the State in 1948. Carquinez Bridge was dedicated and thrown open to the public May 1st, 1927.*

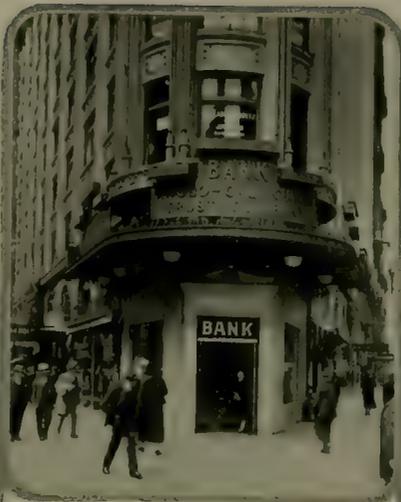


*From California Journal of Development*

*Courtesy Aereograph Company*



**MARKET-JONES BRANCH**  
*Market, McAllister and Jones Streets*



**MARKET-ELLIS BRANCH**  
*Market, Ellis and Stockton Streets*



**MISSION BRANCH**  
*Mission and Sixteenth Streets*



**POTRERO BRANCH**  
*Third and Twentieth Streets*



**MAIN BANK**  
*Market and Sansome Streets*



**RICHMOND DISTRICT BRANCH**  
*Geary Street at Twentieth Avenue*



**FILLMORE BRANCH**  
*Fillmore and Geary Streets*



**SEABOARD BRANCH**  
*101 Market Street*

*Anglo-California Trust Company, With Eight Complete Banks in San Francisco, Serves  
100,000 Customers and Has More Than \$70,000,000 Resources*



TOMALES BAY  
MARIN COUNTY, CALIFORNIA

*From a painting by*  
WILLIAM BARR



1—Scenic Smith River Divide—in Del Norte County, “last of the West.” Kiser photo. 2—In Napa County, natural steam geysers shoot high into the air. 3—On the Redwood Highway in Humboldt County. 97% of the world’s redwoods stand within the Redwood Empire. Freeman art photo. 4—San Francisco—story city, play city and southern terminus of the Redwood Empire. Moulin photo. 5—There is a genuine Petrified Forest in the Redwood Empire—in Sonoma County. Skinner photo. 6—In the famous Oregon Caves—underground marble caverns—of Josephine County, Oregon, northern terminus of the Redwood Empire. Kiser photo. 7—“Neptune Aslumber”—on scenic Mendocino Coast, Mendocino County. Bendore photo. 8—Stinson Beach, in Marvelous Marin County, offers the finest of typical California ocean beach recreation facilities and joys. Beringer photo. 9—Speed-boating is a favorite sport on Clear Lake, in Lake County, largest body of fresh water in California. C. E. photo.

# Redwood Empire

## The West's Newest Recreational Area

By Robert Austin

There is a tier of counties in the northern portion of California and Southern Oregon, possessing such a variety of scenic attractions, unusual recreational facilities, vacation lures and other features, that this entire territory should be looked upon as a "national park" area.

These counties have banded themselves together into one unified group, and the entire area which these counties comprise is termed the "Redwood Empire." The term originates from the fact that 97 per cent of the world's redwoods stand within the Redwood Empire.

The counties are: San Francisco (southern terminus), Marin, Sonoma, Mendocino, Lake Humboldt, Del Norte (all in California) and Josephine (in Oregon). Napa county is so logically a part of this now nationally and internationally known scenic area that induction of this additional county is now under consideration.

This scenic area is a distinct financial asset to San Francisco and the East Bay, for by attracting increased volume of travel into this area, as well as through it, new travel is brought into and through the San Francisco bay region, with the attendant new revenues which travel always brings. Similarly, this merging of counties into one unit, is a distinct asset to each county, and to each community.

These attractions are being made more accessible by the bringing about of improvements in highways and transportation facilities throughout the entire Redwood Empire. This is being developed through the inter-county Redwood Empire Association, which is the official non-profit organization concentrating on such problems for the counties—both individually and collectively.

Similarly, and consistent with improvements thus brought about, the Redwood Empire Association is increasing the volume of travel into and through these counties by means of an ever-expanding joint advertising and publicity program, now national and even international in scope, financed by the counties, the communities and individual business and other interests—through a joint, non-profit pooling of advertising appropriations.

San Francisco—southern terminus of the Redwood Empire, and main operating base for Redwood Empire trips and tours—both by motor, rail and motor stage—is a play city as well as the metropolis of the West. It is the gateway to the Orient, world port, and foreign trade headquarters, as typified in the recent Foreign Trade and Travel Exposition successfully staged by the Foreign Trade Club of California.

The romance of the gold rush days still survives in San Francisco. Even with the rush and bustle of a great city, new skyscrapers rapidly appearing on the horizon, together with magnificent new hotels, new theaters, new apartment houses and new homes. The foreign communities are most interesting, as are the shops, the restaurants of all nations, and the innumerable other attractions there.

Across the Golden Gate, Marvelous Marin beckons to the home-seeker who would combine suburban life of a beautifully wooded and flowered countryside, with the business of the city.

Stinson Beach—where beach bathing is enjoyed; Mt. Tamalpais and Muir Woods, reached via either mountain railroad or Ridgecrest boulevard, where marvelous panorama spreads itself over fourteen counties; innumerable

picturesque residential communities; Alpine dam—these are a few features in Marvelous Marin.

Imperial Sonoma County next adjoins Marvelous Marin. Sonoma county is particularly rich in historic lore, for seven flags have ruled over Sonoma. In the Valley of the Moon, made famous by Jack London, is the Sonoma Mission, cradle of the Bear Flag Republic. Many mineral springs and first class resorts are found here to serve the traveler.

The Russian River district is another great resort area, where thousands of vacationists annually disport themselves. New highways have added to the accessibility of this region.

In this county Luther Burbank formerly made his home, and worked in his experimental gardens. A petrified forest, a Russian mission, steam geysers and fumaroles, together with richly productive orchard and farm holdings show the versatility of Sonoma. The outstanding products are prunes, apples, oranges, grapes, etc. Cloverdale annually stages a citrus fair in the month of February. All the oranges are not grown in Southern California! There is an orange empire in the Redwood Empire, and that is in Sonoma county. Bohemian and Armstrong groves are groups of famous redwood forests.

Napa county possesses natural attractions most unusual—real geysers. These geysers spout periodically, some with intervals of but a few minutes—shooting as high as 75 feet into the air.

The Napa Valley is a most marvelous riot of color during certain seasons of the year—a most beautiful combination of valley, foothill and mountain vistas, with numerous resorts and wayside inns.

Travel into and through the Napa Valley originates or clears through the East Bay area. These counties of the Redwood Empire are rapidly becoming popular for the weekender during fall and winter months.

There are redwoods on Mt. Veeder. Robert Louis Stevenson's former home, where he wrote "Silverado Squatters," is an interesting feature. This is near the summit of Mt. St. Helena—a former volcano, extinct these many thousands of years.

In the southern portion of Lake county, there are mineral springs rivaling those of Europe in curative qualities, surrounded by first class hotels and resorts. Clear Lake is the largest body of fresh water in California, on which speed boating, swimming, fishing, etc., is enjoyed.

The same is true of the Blue Lakes, including Laurel Dell Lake. All are extraordinarily beautiful and surrounded with a string of hotels and resorts, as the result of which Lake county is becoming yearly more popular among vacationists and tourists.

Mendocino county is rich in redwood timber. Here hundreds of acres of giant redwoods are found—many such groves bordering the marvelously scenic Mendocino coast.

There are many streams, with good fishing, as well as sporty hunting areas, in Mendocino county. With the advent of good roads, Mendocino county is coming to the fore as a county in which to spend considerable time.

The same is true of Humboldt county, where many more acres of giant redwoods abound, together with 800 miles of fishing streams, and many miles of shoreline, rugged and scenic.

(Continued on Page 108)

# The Lake of the Sky

By Eleanore F. Ross

## Sunshine

IT is a lake of moods,—this Lake Tahoe—"Lake of the Sky." From the deck of the little white steamer that makes the daily trip along its shores, I have watched the crystal clear waves roll away from the boat's prow like liquid glass, so calm, so pellucid, one could see down through the pale green waters to the white sands below; so beautifully complacent it is difficult to believe that certain depths are unfathomable.

A stretch of smooth, palely blue, oily waters, and then, a faint whisper of wind, like a passing sigh, and the dreamy surface is broken up into white-crested breakers, and the color changes into a dark and stormy blue. It is a study in itself,—this beautiful expanse of water, lying between the snowy peaks of the hoary old Sierras!

Seen from the green banks of Tahoe Tavern, for the first time, early in the morning, when filmy white mists, like wraiths, are fleeing along the beaches, and vanishing into the dark pines marching up the mountain sides, the beauty of it breaks upon the vision like something more of Heaven than of earth. Out of the maelstrom of city streets, your train has wound its way across the breathless Sacramento Valley, through the orchards of the Eastern counties, over mountain passes, along green canyons, by the rushing waters of the Truckee River, to the hospitable portals of the Tavern. A feeling of peace descends upon you; you breathe deeply of the clean, pure air; there is a healing quiet over everything; from the green lawns of the gardens, under ancient, whispering pines, ripples of chatter and laughter come occasionally, only to emphasize the restfulness of it all.

Only the quiet of a day or so, and the desire arises in you to become part of the gayety which pervades the spacious Tavern on special occasions. You discover that the management has a well-thought-out plan to stimulate interest in early California history, of which the Lake region is in itself, an important factor. You learn of Pioneer Day, commemorating the lives of such characters as Mark Twain, General Fremont, the members of the Donner party, and others who were active in the "days of forty-nine."

Indian Ceremonial Day is described to you, when Indians foregather from miles around, to take part in their weird incantations, and to revive the rituals which are vanishing with the race that originated them.

## Rodeo Day!

"The crack of whips, like shots in battle,—  
The melee of horns, and hoofs and herds."

Rodeo Day is given over to these, and to the cowboys who ride in from Nevada, over the trails that once echoed to the jingling spurs and fiery hoofs of their forefathers.

Aside from these "special" days, all outdoor sports can be enjoyed at the Tavern,—golfing, boating, swimming, fishing, hunting, speed boating, horseback riding, motor-ing. Fourth of July is a day of boat races, as many as seven "Stevens 26" speed boats having been entered at the last Independence Day celebration.

Ah, but Venetian Night is the most romantic, the most beautiful of all "special" nights at the Lake. It is held when the moon is at her best in July; all the boats are decorated and illuminated, an Italian Street Carnival is held on the Pier, everyone taking part being costumed as Italians. Could you imagine anything more entrancing than "Venetian Night" at Lake Tahoe?

## Snow

The strange blue hush that comes with snow.

Moonlight on the white roofs of the Tavern; on the snow-laden branches of the pines; on the dark blue waters of the lake. Moonlight mingling with the many colored lights that gleam out from the living Christmas tree in front of the wide Tavern porch; a Christmas tree that measures sixty-five feet in height! Inside the Hotel the yule-tide season is in full swing. Great branches of greens decorate the tables, the mantel, the antlered chandeliers; a roaring fire is in the immense fire-place, casting a rosy glow on the dark-beamed ceilings. It is a setting that seems to have been created for the holiday time, and resembles a baronial hall of merrie old England, "when knighthood was in flower."

If the weather remains fine and clear, skating on the small lakes and ponds adjacent to the Tavern will be enjoyed by young and old and middle aged; for everyone forgets the dignity assumed in the marts and drawing rooms of the city, and mingles with the rest of the youngsters, all intent on having the biggest time of their lives.

If old Sol wants to hide his head, we will all repair to the big indoor skating rink provided for us, and skate to the strains of fascinating orchestra music. We may do that, any time, day or night, and it seems to be especially enjoyable in the evening, when the rink is filled with gayly-appareled women, and jolly men and boys, all whirling and cutting capers to the tune of the piper.

A toboggan slide is located in Ski Canyon, which has been selected as an ideal playground, and there are hills of various heights for the thrilling sports of sledding and skiing.

For the holidays, it is expected that some professional ski champions will be on hand. There are always, at the Tavern, instructors in the different sports and they will agreeably aid and abet all those who desire to perfect themselves in any of these out-of-door accomplishments.

There is always felt, too, through the happy days of playing in whatever sport one may choose as the most pleasurable, a feeling of being very much "at home"; of having a personal interest taken in one, by the cordial managers of the Tavern, and for this reason, a great number of San Franciscans make reservations months in advance, for the coming holiday season.

\* \* \*

It is just a little chilly, isn't it, out here under the dark pines, even if the moonlight does attract us, with its age-old power? Let's go in, to the blazing fire, and the hospitable baronial hall. We might sit by it, for awhile, before we retire—rather early—for tomorrow is going to be a strenuous day, and like the rest of the children, we must be up early, to welcome the old Saint, who finds his way, even into the remote Sierras.

First comes a faint echo of bells, over the frozen spaces; then the sound becomes louder, until the sleigh, with its precious load, is outlined against the dark pines.

Kris Kringle, white beard, fur coat, the regular jolly old fellow of centuries of traditional yuletides, snaps his whip over the backs of his barking pack.

We must welcome his cheerful and rosy presence, as, with bells ajangle, driving his sleigh, with its long string of Malamutes, he comes over the deep snow up to the Tavern door. Every child in the Hotel receives his Christmas gift.



*Snow Scenes*  
at  
**LAKE TAHOE**



1. TAHOE TAVERN.
2. LAKE TAHOE.
3. WINTER SPORTS.
4. HIS FIRST SKI.

*Reached via Southern Pacific*

# The Stock Exchange and Industrial Development

The history of American corporate enterprise is fascinating and absorbing, extending as it does over the past century. The early land companies, the turnpikes, canals, and in due time the early railroad companies were among the forerunners of the great group of enterprises which today constitute the warp and woof of industrial America. All the world has marveled at the size and excellence of our railroad system. It has wondered at the efficiency and the perfection of our telephone developments, and it has been amazed at the extent and the service of our hydro-electric power enterprises.

It is a fact of great significance that not only our railroad, our telephone and our hydro-electric power companies, but all of our great business institutions of national scope are corporations. It is equally significant but frequently overlooked, that corporate financing in its earliest conception, contemplated public participation. In their formative stages these corporations faced excessive costs and risks which, unless shared by numerous stockholders, would have made the undertakings impossible.

## Changed Situation

Today, however, we find a vastly different situation. Our major corporations have passed through the difficult period of formation, and are now entrenched with years of successful operation. The continuing stabilization of industry has brought, in stock ownership, an entirely new group of investors who, because of this increased safety of principal, have found a satisfactory outlet for their surplus funds. One of the most outstanding examples of widespread stock ownership is found in the American Telephone and Telegraph Company, which has in excess of 420,000 stockholders.

Paralleling the development and the expansion of industry through the corporate form of organization, we find an equally rapid development in the security markets of the nation. And it is through these markets that the public has had ready access to the purchase of securities. The security exchanges of the nation have been the channels through which the investable funds of this country have poured into the arteries of industrial and commercial enterprise.

## Same in California

California's experience has in many ways paralleled that of the nation. The development of the major security market of the West, the San Francisco Stock and Bond Exchange, has had a great bearing on California's industrial development. A strong local security market not only serves industry by bringing to it the funds necessary for its operation and expansion, but such a market makes

available to the investing public of California and the Pacific Coast, securities of merit.

The wide participation of investors throughout the state has made possible the outstanding growth of our industries, many of which have gained national recognition and distinction. On our local security market are to be found the stocks and the bonds of our public utilities, our commercial and manufacturing enterprises, our agricultural product developments that have reached the stage of incorporation, and also the securities of our oil companies, our banks, our sugar and refining enterprises, and, in fact, every phase of business endeavor. This wide market, easily accessible to all Californians, provides diversification and safety for their investable funds.

## Increased Activity

The increased activity on the Exchange over the past year has been manifest in the number of shares that have been bought and sold. During the year ending September 30, 1926, the total number of shares traded in amounted to 9,702,078, while the volume for the year ending September 30, 1927, reached the grand total of 11,332,159. This is an increase of 17%.

Simultaneously with the increase in the number of shares traded in, the money value of these shares has advanced but slightly, because of the fact that throughout the past year, many of the higher-priced stocks reduced their par value. Many of the corporations whose securities heretofore had been of \$100 par value, reduced this figure to \$25.

One of the most interesting experiences of the year is the increase, during the latter part of the year, in the volume of transactions in industrial shares as compared with the volume of trading in oil shares. Our large volume of business during the early part of 1927 was a result of the tremendous activity in the oils, while in the trading during

the last two months, with a volume almost equal to the oil market, we find the industrial shares dominating the trading. In fact, during these last two months, the dealings in oil shares has been inconsequential.

This transition is brought out most strikingly by an analysis of stock transactions comparatively for the years 1926 and 1927. The trading in oil shares fell off 50%, while the general industrial shares increased more than 100%. The public utilities increased comparatively, also. The most significant fact brought out by this analysis is not that trading in oil shares has fallen off, which was to have been expected in view of the situation in that industry, but that trading in industrial shares has increased so remarkably.



Sidney L. Schwartz, President  
The San Francisco Stock and Bond Exchange



IN FRIJOLES CANYON

*With color everywhere and always, is this perfectly preserved ceremonial cave which played so large a part in the life of the Cliff people.*

*Reached via Santa Fe*

# Photoplay Favorites



LENA MALENE  
*Cecil deMille Star*



AUDREY FERRIS  
*With Warner Bros.*



EDNA MARIAN  
*Hal Roach  
Comedies*



THELMA TODD  
*Paramount Productions*



MARIA CORDA  
*1st National*

# San Francisco—Locale of Lustrous Wonders

By Josephine Young Wilson

## A Beckoning Locale

San Francisco, as locale for supreme motion pictures has, as yet, been undiscovered by magnates of the screen.

Beckoning with her fascinating attractions of land and sea, the City by the Golden Gate offers the motion picture world opportunities to immortalize new and lustrous wonders.

Scenic beauties in and around this western metropolis compare superlatively with those found in any other part of the universe.

"Enthroned on hills, San Francisco captivates."

Everything, anything, practically—can find background and fulfillment in San Francisco.

Yet few, very few producers, comparatively speaking, have used this city of enchantment for motion picture purposes.

## Legends and Romance

Legends, romance, historical episodes, commerce and trade, dramatic stories, teeming with authenticity, social activities, the millionaire and the toiler, all—are here to add their glamour to the screen.

A mighty drama is written every day of the year—here, where Nature lavishes her gifts with constant calls to the cinema!

Seen from the harbor—this maritime city resembles a rejuvenated empire, whose glories emblazon the pages of history.

Suavities of fluctuating detail accent San Francisco's horizons. Tall and stately structures take on the semblance of fantasy as they define progress, tempered with stability.

Colorful and romantic San Francisco greets the eye from majestic hills.

They tell an eloquent story.

## Pictures-and-Pictures

Ever has the enchantment of the ocean and the bay distinguished this city.

What wealth of opportunity; what episodes; what thrills and loveliness to be recorded on the film!

Just why this city and its environs have not been recognized a veritable bonanza for motion-picture productions, transcending the wealth of its gold mines, is an unfathomed mystery.

"The Bay spreads out below San Francisco like an animated poster keyed in blue and silver," writes Fred Brandt collaborating with Andrew Y. Wood for a Chamber of Commerce publication, "with Yerba Buena, Alcatraz and Angel islands tinted details in the foreground.

"Across the gleaming water, the roofs of Oakland, Berkeley and Alameda are shingled with sun crystals and, in the distance, Tamalpais and Mt. Diablo bulk against a curtain of azure."

The Golden Gate, with ever-varying magnificence, offers picture after picture in glowing rainbow colorings, transcending anything that has ever been portrayed upon the screen.

## Gardens and Homes

Gardens filled with flowers of myriad varieties grow luxuriantly the whole year round, in lovely home-sites clustered within portals of the Golden Gate.

Mansions of millionaires; bungalows of more modest means, offer alike, "glimpses of heaven to keep our hearts in harmony."

Down the peninsula, in Burlingame, in Palo Alto, in San Mateo, and other adjoining cities of San Francisco, there are gardens and homes so exquisitely beautiful that they look like story books de luxe illustrated by the masters.

Cycloramic loveliness and trans-bay towns in "Marvellous Marin" have unexplored pictures to unfold.

## Commerce and Trade

Upon the waters of San Francisco Bay ships are constantly discharging, or loading, cargo.

Mysterious themes, more thrilling than those which arouse one's emotions via the screen are written in phrases illumined with commerce and trade, practically every hour of the calendar day.

More wonderful chances for: "Camera!"

## Edifices, Too

Religious and educational edifices, in a city which rose from ashes but a short time ago, are notable in purposes and architecture.

The famous old Mission Dolores, founded by Padre Junipero Serra, still stands in all its pristine and sacred glory, with few touches of preservation to historic originality.

What a volume of foresight and courage the old adobe Mission has for coming generations!

## Chinatown and the Cosmopolitan Scenes

"With its pagoda-like roofs, its bazaars, its restaurants of amazing orchestration and stranger East-West decoration, it is easy to understand why Chinatown sways the imagination of the wayfarer."

Exotic are its streets and alleys.

Continuing on, out through Chinatown, one finds himself in "Little Italy."

"Bristling with contradictions, San Francisco presents a paradox in being the most intensely American, and yet, the most cosmopolitan community on the continent."

Certain districts along the Embarcadero are epitomes of Rome and Naples. Other settlements in other portions of the city where Greek, Russian, Slav and other nationalities congregate, give one the impression that archipelagoes have spilled colonies of foreign born into the city's borderland.

Nations of the earth contribute to San Francisco's daily life, writing human documents in their own languages.

Life, here, appears like a festival—both the eye and the ear beguiled by fantastic nuances.

## World in Miniature

Cradled as a drowsy Spanish pueblo; reared as a prodigy of the mines; nurtured on exhilarants of gold-spangled days; inspired and ennobled by the Padres—San Francisco, city of St. Francis, has moods and colorings mounting a scale unequaled by any other metropolis.

Locale for motion pictures!

Swing open, wide—the Golden Gate, and behold:

There lies, SAN FRANCISCO, a picturesque world in miniature.

# Fascinating Stars of 1927



BILLIE DOVE  
in "Louisiana"  
1st National



VIRGINIA LEE CORBIN  
in "No Place to Go"  
1st National



FAY WRAY  
Paramount  
Star in  
"The  
Wedding  
March"



YOLA D'AVRIL  
in "The Valley of the Giants"  
1st National



MARIA CORDA  
in "Helen of Troy"  
1st National



NORMAN  
KENNEDY  
1925

FORECOURT OF THE RESIDENCE OF  
BENJAMIN R. MEYER

Courtesy of Gordon B. Kaufmann  
Color by Norman Kennedy



"GALATEA"—A WATER NYMPH

*From the original oil painting*  
BY WILLIAM BARR

# Stars of the Silver Screen

**LEATRICE JOY**—Beautiful, entrancing Leatrice Joy, a Cecil B. DeMille star, appears as the frontispiece of the Christmas Edition of the San Francisco News Letter in her character portrayal of the original Eve.

This cinema celebrity has appeared in many Cecil B. DeMille productions, her character portrayal of "The Angel of Broadway" being one of her recent starring roles.

Beauty of figure, beauty of face and with a charm indescribable in its subtlety, Leatrice Joy is here pictured in one of her most tempting characterizations.

\* \* \*

**SCREEN LUMINARIES**—Lovely faces, charming mannerisms, gorgeous gowns and the grace to wear them smartly.

Qualities like these fascinate.

When they beam from out the printed pages, we are held in allurements and find ourselves admiring anew the luminaries of the screen.

\* \* \*

**MADGE BELLAMY**—She is a lovable star of the Fox Films who won her first important screen success in the film version of "Sandy." She scored success in "Ankles Preferred," "Summer Bachelors," and "Very Confidential," and has now completed a starring role in another scintillating comedy, "Atlantic City," in which she plays the part of a hosiery saleswoman.

Madge Bellamy is very popular in San Francisco.

\* \* \*

**SAN FRANCISCO STAR**—Janet Gaynor, the San Francisco girl who won fame practically overnight through her performance of "Duane" in the Fox Version of "7th Heaven," directed by Frank Borzage.

She followed this performance with one of equal merit in "Sunrise," not yet released outside of New York. This is F. W. Murman's first American production for Fox Films. Miss Gaynor is again working under the direction of Borzage in a play with an Italian background.

\* \* \*

**BILLIE DOVE**—One of the lovely faces beaming out of our pages in this Christmas issue is that of the adorable Billie Dove in her character part in "Louisiana," First National Picture. Beautiful Billie Dove became a full fledged First National star in "The American Beauty," directed by Richard Wallace.

\* \* \*

**VIRGINIA LEE CORBIN**—"No Place to Go," a First National picture with Virginia Lee Corbin and Yola D'Avril, principals in support of Mary Astor, is a fine vehicle for these cinema favorites. It is a delightful comedy drama directed by Mervyn LeRoy and includes in the cast, Myrtle Stedman, Jed Prouty and the hero, Lloyd Hughes, playing opposite Mary Astor.

\* \* \*

Yola D'Avril has a leading role in "The Valley of the Giants," providing splendid opportunities for a display of her beauty and acting ability.

**FIRST PICTURE**—The very first short commercial moving picture, "The Kiss," was produced in 1897.

The first real motion picture was: "The Great Train Robbery," produced in 1906.

\* \* \*

**FAY WRAY**—The first big picture released by Paramount in which Fay Wray appears under her contract, is "The Street of Sin," in which Emil Jannings makes his second starring appearance since coming to this country. This picture is to be released sometime about the first of the new year, and will present Fay Wray in the leading feminine role.

She has the leading feminine role, also, in Erich von Stroheim's production, "The Wedding March," which will be released by Paramount Famous Lasky Corporation sometime in the Spring.

\* \* \*

**MARIA CORDA**—"The Private Life of Helen of Troy," a First National picture, will star Maria Corda, acclaimed "one of the most fascinating women in the world" by DeVadast, Hungarian painter of Queens. She was selected to play the important role of Helen of Troy after many other screen stars had been considered.

Mme. Corda (wife of Alexander Corda, former UFA director) has starred in "The Last Days of Pompeii," "Samson and Delilah," and "Dance Fever."

\* \* \*

**SUE CAROL**—Sue Carol was one of the principals in "Soft Cushions," with the vivacious star essaying a part displaying her cleverness and vivacity.

\* \* \*

**"THE CHINESE PARROT"**—Anna May Wong, who made much fame for herself in "The Chinese Parrot," appeared with many cinema celebrities in this Metro-Goldwyn-Mayer production, Hobart Bosworth scoring high in this colorful photoplay.

\* \* \*

**WARNER BROTHERS ENLARGE FIELD FOR THE VITAPHONE**—The success of the Vitaphone has prompted Warner Brother to enter a still wider field for the marvelous invention. With "The Jazz Singer" as the first motion picture production to have the Vitaphone interpolated into the telling of the story, Warner Brothers announce preparations for another production to be made immediately with Vitaphone portions in important sequences.

"The Lion and the Mouse," from the famous Charles Klein stage play has been prepared for the screen by Robert Lord, handling it with the Vitaphone to aid in unfolding the story.

\* \* \*

**PANCHROMATIC ART**—Striking effects are today produced on the screen by what is known as the panchromatic film, by which through the black and white print, definite color values are shown, particularly flesh tones.



This "Christmas Calendar," posed by Chester Conklin, as Santa Claus, and his two assistants, Shirley Dorman and Ivy Harris, constitutes our front cover this year. We are indebted to the Paramount Pictures for the courtesy.



AL LYONS  
Leader of Orchestra  
Warfield Theatre



Top—GINO SEVERI—California Theatre Leader  
Center—EMILE AND ROMAINE



FRANK JENKS  
Leader of Orchestra  
at Granada Theatre



"A LACE IDEA"  
Fanchon & Marco Presentation



EDNA COVEY, Ziegfield Star,  
and her company Hi Hatters

AT WEST COAST THEATRES



A Typical Group of West Coast Dancers

## Theatrically...Where Do We Stand?

By "WHIT"

It is not the object of the writer of this article to discuss the character of the "movies," but rather theatrical fare, both cinematic and legitimate, as it is found in California, and to mildly analyze the condition of affairs in connection with the local dramatic world.

In the matter of legitimate drama or the cinema—where do we stand? Where are we headed; what does the publicity regarding "Coast producers" mean; are motion pictures improving, standing still, or slipping backwards . . . what is happening on our own "rock bound coast," San Francisco?

Today the purchaser of any sort of amusement ticket, whether it is "the man on the street," or the shop girl, is wise to the show business. The public is conversant with its theaters, the press agency is on the wane, for there has been too much exaggeration and too little truth.

This is the way I have sized up the situation—  
You cannot produce for the West coast alone, and there are no money making bookings outside of the principal coast cities. Once you stray from the main railway line, your financial condition becomes precarious. The "one night stand" went out with the bustle and peg topped trousers; the movies have the call in the smaller towns, even in Stockton, Sacramento, San Diego, Tacoma or any community of similar population.

For instance, in Sacramento and Stockton, the road shows must play in the civic auditorium of those cities. Built for conventions, these auditoriums, while they have a practical stage, offer none of the comfort and luxury of the cinema house and even a good show becomes tiresome because of the very surroundings.

Can you produce for Los Angeles and San Francisco? You can not; figures don't lie. One play was brought to the coast recently, an entire company of principals and two carloads of scenery; the chorus was recruited on the coast. What that show lost in actual spending money would have built a nice little motion picture house. Other shows have come out from New York, with reputations behind them, and have been dismal flops in both of California's principal cities.

Think this over . . . These companies carried "coast

tickets" for each member of the troupe. That means a ticket bought back in the neighborhood of Kansas City for a trip to California and return. Yet the railroad companies collected \$4,134.90 for the transportation of the company and the baggage cars from that Kansas or middle west point, back to New York. How many New York producers, knowing these facts, will venture into the hinterland?

Los Angeles built its El Capitan Theater. This was to be the "home" of California productions. Did it succeed? Ask the producer of "Castles in the Air" how much he lost at the El Capitan and in San Francisco!

One success, above a few others, stands out in the present California season. That is "Gay Paree," and this particular attraction was a salacious show.

Henry Duffy, with his string of stock companies, can produce, successfully, in California. Why? Because Henry Duffy is a smart showman, because he is "clean," and the public realizes that it can take mother, young sister or grandmother to a Duffy show without being forced to remark: "I didn't know it was this kind of a show." Duffy is a good gambler, his productions in a spectacular way will measure up to anything New York does and his companies are chosen for type and ability rather than for mere "names."

Curse the movies as much as you want . . . and many of us do, they have established a precedent in the way of building amusement palaces that the producers of legitimate drama must emulate to fill their houses.

What was the theater before the movie house came into the field? Not much to brag about! Gloomy, cheap, smelling of dust and last night's audience, uncomfortable. The movie magnates built theaters which were a vast improvement over their legitimate brothers. The corridors, or foyers, hold overstuffed chairs and lounges, the front of the house is ablaze with lights, and the movie folk have taught their legitimate brothers how to spend money in advertising.

The legitimate theater charged \$3.50 per reserved seat; vaudeville cost \$1.25, but the best in the movies can be

(Continued on Page 125)

# Society

By Antoinette Arnold

## Christmas in California By the Famous Golden Gate

Christmas by the Golden Gate!

What could be more glorious, more alluring?

They who have spent Christmas in San Francisco know that this magnetic metropolis is a happy hunting ground.

Here it is that Society lavishly stages its festivities and keeps aflame the warmth of western hospitality. Christmas in California is like a page from out some de luxe story book.

"California, the land of dreams," someone called this glorified stretch of soil. "Fascinating San Francisco" is a phrase used by advocates.

Society, in a definite way, is greatly responsible for the lure of the city of St. Francis.

They who comprise the personnel of its smart set, not only share advantages of world-wide culture and pulchritude, but many of San Francisco's society folks have achieved honors in fields of music, literature, painting and the kindred arts.

Just to possess millions in property rights, in bank accounts, in stocks and bonds, is not sufficient to merit high places within San Francisco's exclusive social realm. One must have a background of heritage. Or, having "arrived," must contribute consistently to the high social prestige typical of its peoples.

"Warder of two continents," wrote Bret Harte.

Other poets, other writers, California's immortals—Robert Louis Stevenson, Joaquin Miller, Mark Twain, Charles Warren Stoddard, Frank Norris, W. C. Morrow, Jack London, George Sterling—have extolled the grandeurs of the city they loved so well. Living notables, Ina Coolbrith, Gertrude Atherton, Kathleen Norris, Charles Norris, Ruth Comfort Mitchell, Charles Caldwell Dobie, Herbert Bashford, Harr Wagner, George Douglas, Thomas Numan, Vingie E. Roe, and the beloved "Annie Laurie," dean of newspaper women, have all visualized the grandeur of the City by the Golden Gate, in poetry or prose.

What a galaxy of brilliant names!

Society?

The best society. And so acclaimed by millionaires whose drawing rooms in mansions, unsurpassed in elegance, anywhere, are frequent salons for the erudite.

The Hon. James D. Phelan, former United States Senator, is beyond comparison the royal host. There is scarcely a week-end throughout the calendar year, when his beautiful country estate near the Saratoga foothills, is not a setting for some elegant society event. World celebrities, visiting the Pacific Coast, are constantly being entertained by this princely Californian.

Mr. Phelan, a world-traveler, always returns after extensive tours to his California home where the latching swings freely for those whom he chooses to fete and to honor.

The country home of Charles Norris and Kathleen Norris has always been a magnet attracting famous people to the hospitable fireside of the noted Norris family.

They are building a new home in Palo Alto, and when completed, it will be one of the most distinctive and attractive homes in the University city. Best of all—the Norrises are beloved!

Society is consistently proud of its litterateur and encourages, urges and stimulates the inspirational in all the arts, adding substantial glamour and appreciation to superlative achievements.

Society is often the first to acclaim and congratulate!

\* \* \*

## Social Work, Aim Of Local Society

Social work, with a well-planned purpose, is the aim and ambition of those prominent in San Francisco.

Mrs. D. C. Heger, esteemed in western society for her consistent and purposeful devotion to big social work, has been instrumental in activities where ability, refinement, character and graciousness reflect San Francisco's social service.

Mrs. Heger has been presiding executive and leader of distinctive events. She has headed committees in the entertainment of visiting royalty. In many of the enterprises presented by the city, the church, or by society, this noble-hearted "Lady-of-Quality," has been a guiding genius.

What a responsibility to head a finance committee!

Yet this is a position held by Mrs. D. C. Heger, as chairman of the Finance Committee of the San Francisco Women's building.

Mrs. Heger acted as chairman of the Building Committee all during the constructive process. To her judgment is due much of the magnificence of this structure of which women, universally, are so proud.

\* \* \*

## Fairmont's First Lady

Mrs. LeRoy Linnard, whom admirers term: "The First Lady of the Fairmont" has captivated local society with her sincerity and charm. She rules with loveliness over affairs which she has given in the stately hotel on Nob Hill.

Notable among elegant events was a luncheon at which Mrs. D. M. Linnard and Mrs. LeRoy Linnard presided jointly in greeting their guests. This luncheon was exquisite in every detail.

Mr. and Mrs. LeRoy Linnard are now located in their handsome bungalow built on the very top of the Fairmont

(Continued on Page 94)



Mrs. D. C. Heger



MISS EVELYN McLAUGHLIN  
MRS. NANCY BUCKLEY

DR. CORA SUTTON CASTLE

MISS BARBARA BALLON  
MRS. E. J. BUTTERFIELD

# Western Genius

By Eleanore F. Ross

In an age that applauds exhibits of paintings which resemble the imaginings of members in an asylum for inebriates, in the frenzied urge to be classified as "modern," we should turn gratefully to those small groups of talented people who are cherishing the torch lighted from the divine fire of a rational and enduring genius, in art.

The News Letter has always upheld and encouraged those who believe in constructive art, and each year, in the Christmas Number, it has been our custom to publish reproductions from the paintings of the few survivors of the old guard, who are still maintaining the defense of the intrinsic spirit of sane and brilliant talent.

## "The Official Artist To the American Navy"

Admiral Coontz of the United States Navy, after he had seen the photograph of the picture: "The American Fleet off Wilson's Promontory," reproduced in this Christmas Number, wrote to its creator, Charles Henry Grant: "It recalls very vividly the days when we were bucking the monstrous seas in that Australian bight. I have framed the photograph and have given it a prominent place in my office."

The picture was painted by Mr. Grant in the days when he and Admiral Coontz (and others) were experiencing the thrilling episodes which took place during the cruise of the United States Navy to the Antipodes, in the month of July, 1925. It is one of the innumerable materialized memories

which the artist has worked upon ever since his return to this city, and has been reproduced in many of the prominent journals of Hawaii, Australia and New Zealand, in the capitols of which Mr. Grant was extensively entertained.

He was a guest of honor during this cruise at all the functions given to the officers of the Navy, including those given by Governor Farrington of Hawaii, Prime Minister Bruce of Melbourne, Australia, former Premier Allen of Victoria, Prime Minister Coates of New Zealand and other notables and officials of the Colonial governments. Mr. Grant is a New Yorker by birth, but has resided in California for so many years that he feels he should be considered an "adopted native son."

"Who's Who in America," that blue book of American aristocracy of brains, has published the biography of Charles Henry Grant, and he is also listed in "The National Encyclopedia of American Biography."

## The Painted Desert

A painter of "poetic color," John Frost, whose picture, "The Desert" appears elsewhere in this issue, inherited his particular talent from his father, A. B. Frost, whose illustrative brush elucidated the artistic as well as the humorous side of American life, with a peculiarly native flavor, several decades ago.

Mr. Frost is a Philadelphian, but after many years of travel, he came west in 1918 to stay. He has chosen Southern California as the ideal place in which to set up his studio, and here he depicts the desert in a style that might be classified as impressionistic, for while he paints effects of luminosity, it is his very personal gift to see unusual and poetic color and yet to harmonize this with the beauty of things as seen by the average eye.

Whether portraying the bracing air of the Sierra peaks, the romantic villages of Baja California or the dry and vibrant light of desert wastes, he never flags in his pursuit of the mysteries of light and atmosphere which render his canvases so charming, and which he has caught so successfully in his picture "The Desert."

## An Alaskan Artist

Mr. Sydney Laurence, whose painting, "Mt. McKinley," appears in this Christmas issue, is well known in both American and European galleries. The subjects he handles most extensively are Alaska and the sea. His early marines brought him fame in England and France. Then, for a period of thirty years in Alaska, as railroad-laborer, prospector and gold-miner, his art became a dim, evanescent memory.

This time, however, when his brush lay idle, yielded him a wealth of experience, which later one sensed in his Alaskan paintings. In the shadow of majestic Mt. McKinley, where for ten years he had prospected and suffered unending hardships and disappointments, he found his pot of gold in the recovery of his lost art. The original painting of Mt. McKinley now hangs in the National Art Gallery in Washington, D. C. This, and his famous "Northern Lights" are perhaps his best known works.

Mr. Laurence studied in New York, Paris and Rome. He exhibited his first picture at the National Academy of Design in 1882; Paris Salon, 1890; received honorable mention, 1894. He is a member of the Royal Society of British Artists, London; is a complimentary honorary member of the Cheltenham Fine Arts Society, England, and of the Salmagundi Club, New York.

There is, for the lover of the Northland, and for those who have not been fortunate enough to view the eternal snows, a fascination in Laurence's pictures of the country he knows so intimately; in the weirdness of dimming shadows and lurid reflections, in the opalescent fires of his sunsets, in the sheer beauty of color and tone. Some of Mr. Laurence's famous paintings are on exhibit at the Nugget Shop, Juneau, Alaska.



Charles Henry Grant



Sydney Laurence



OLD INDIAN WORK SHOP  
SAN JUAN CAPISTRANO MISSION

*From the painting by*  
FRANK H. CUTTING

"I envy them, those monks of old,  
Their books they read, and their beads they told."  
—G. P. R. James.

### Carmel Artist

"De Neale Morgan's choice of painting ground offers her a marvelous theater of inspiration. Here she can present at will the interesting characteristics of the pines and decorative cypresses or the long undulations of the flower-covered dunes, losing themselves on the horizon to the background of the sea in its inexhaustible gamut of changing tints of blue."



De Neale Morgan

This is what the art critique of the "Revue du Vrai et du Beau," Paris, France, had to say regarding Miss Morgan's work.

Miss Morgan has exhibited in the principal cities of the eastern coast, as well as in Europe. The cultural West knows her vigorous and sparkling sea scapes almost as well as it knows the beautiful coast itself. She has exhibited, among other places, at the hotels Oakland and Leamington, in Oakland, and just recently, at the new Benjamin Franklin, in San Mateo. Her paintings are almost exclusively interpretative of the wonderful Monterey scenery, and range from the virile, wind-beaten cypress to the delicacy of minute flowers and weeds. She has a strong and vital handling of the brush that we may call "masculine"—for want of a better word. Her picture, "The Headland," herein reproduced, is a splendid demonstration of her talent.

### William Barr

Mr. William Barr, whose pictures of "Galatea" and "Tomales Bay" are reproduced in this number, was born in Glasgow, Scotland, where he received his early art training, afterwards studying in South Kensington, London, and Academie Julien, Paris.



William Barr

Since coming to California in 1915, Mr. Barr has painted many of the beautiful landscapes around San Francisco and Marin County, and lately has been devoting a good deal of his time to portrait painting. Some of his important commissions are: Portrait of Mr. John L. McNab for the Union League Club; Mr. Thomas F. Boyle, city auditor, (hung in the city hall); the late John D. McGilvray; Hobart Bosworth; Mrs. Frederick E. Barkleew; and Mr. Gilbert D. Ferrell and others, for the Burlingame Masonic Lodge.

### Santa Barbara Artist

Living in an environment that is conducive to creative work, Mrs. Wolcott Tuckerman, whose painting, "Pasco de la Guerra," appears in this number, devotes herself to portraying the beauties of Santa Barbara, that dreamy, semi-tropical city by the sea.

Adobes, both modern and ancient are idealized and beautified under Mrs. Tuckerman's virile brush, and in and around her rancho she finds a field which she seems to have made virtually her own.

She is a member of the California Art Club, San Diego Art Guild, San Francisco Art Association, Washington Association of Artists, National Association of Women Painters and Sculptors and the National Arts Club. The Corcoran Art Gallery in Washington has often included Mrs. Tuckerman's canvases during the past years.

### A Nature Lover

An artist whose favorite poem is Bryant's "Thanatopsis," with its deep insight into Nature's "various language," Frank H. Cutting portrays her "eloquence of beauty" in a hundred "visible forms," for his best known canvases, which number over forty, depict sunshine and fog, sea and dunes, mountains and valleys, old gardens, forests, rivers, cypresses, field flowers—a myriad of different subjects.

Mr. Cutting's boyhood was one of forced intimacy with nature as he followed the plow down the furrows of an almost endless prairie farm. His mother was his first teacher, and under her tuition he was very soon making large oil copies of any colored pictures he could find. His further art studies, after the family moved West, were under professors of the State Normal School of San Jose. Later on he associated with a group of artists who have done splendid work in portraying the coast and inland scenes of Central California—William Adam, Charles H. Harmon, Charles B. Hudson and W. A. Coddington. Mr. Cutting generally has an exhibit at Stanford University, for his home is not far from that nucleus of learning. "Old Indian Work Shop, San Juan Capistrano," published herein, is redolent of California atmosphere.



Frank H. Cutting

### Painter of Ships

English born, Mr. Henry Bernahl has spent the greater part of his life on the sea, and the sailing ship was his first carrier. He knows a ship as the equestrian knows his steed, the mechanic his automobile, the flyer, his plane. The love of the sea is bred in his bones, and he catches its moods and tenses as only the true lover can.

All during his voyages around the world, Mr. Bernahl studied his subject and made notes that later on, he embodied in his marines. He is now occupied in painting the last of the famous Alaskan packers ships before they finally disappear from the sea. "The Bark," typifying Bernahl's most pleasing mood, is published in this issue.



Henry Bernahl

### Painter of Flowers

John M. Gamble was a pupil of the School of Design in San Francisco from 1886 to 1890, and worked at the Academie Julien, in Paris, for three years, in the atelier of Jean Paul Laurens and Benjamin-Constant.

On his return to San Francisco, he occupied a studio in the Odd Fellows Library building on Montgomery street.

He has devoted much of his time to landscapes, showing great masses of wild flowers in the foreground.

His paintings are characterized by directness and simplicity of execution, purity and richness of color and graceful composition.

For the past twenty years, Mr. Gamble has resided in Santa Barbara. His painting, "Blue Lupines," shown in this issue, makes one long for rolling hills, covered with that floral profusion which only a California spring can produce.



ARCHWAY OF SAMARKAND, SANTA BARBARA, CALIF.



Sleighbing at  
Lake Tahoe



Santa Claus Visits Tahoe  
Tavern via Dog Team



Snow Scene at  
Lake Tahoe

Reached via Southern Pacific

## Power Progress

By Frederick S. Myrtle

Two happenings of unusual interest to the electrical industry in the northern section of California occurred during the twelvemonth now drawing to a close.

Melones power house, on the Stanislaus river a short distance below Melones dam, was officially placed in operation June 11th, last. The completion of this hydroelectric project by the Pacific Gas and Electric Company not only increased that company's power generating and distributing resources by some 36,000 in installed capacity but also—a matter of far more importance to the commonwealth of California—fulfilled its part of a co-operative contract which seems destined to be the forerunner of many of similar character. For, in this way the farmers of a large and fertile section of the San Joaquin valley and the power interests operating in that section were brought together in a business agreement for the common benefit of all concerned.

The way was paved for it many years ago, when the lack of sufficient impounded water to encourage proper agricultural expansion in the territory supported by the Stanislaus river watershed first engaged the attention of the officials of the Oakdale and South San Joaquin Irrigation Districts, whose territory includes large tracts of agricultural lands in the counties of Stanislaus and San Joaquin lying between the cities of Stockton and Modesto and having a gross irrigation area of 145,358 acres. The first move was made by the districts in the selection of a reservoir site at the head of Iron Canyon, a short distance from the old town of Melones, where the river forms a natural gorge. The result was the construction of a dam at that point 210 feet in height above the stream bed and 500 feet long on the crest, which impounds the waters of the river into a reservoir of some twelve miles in extent and of 112,500 acre feet storage capacity.

At the time this construction work was decided upon, however, there were financial difficulties in the way. Negotiations looked to the sale of water by the irrigation districts to the power companies operating in that territory,



Melones Power House, on the Stanislaus River below Melones Reservoir.

but there had been long-standing disputes between the farmers and the power interests over water rights on the Stanislaus, and there seemed no way of amicable adjustment of these until officials of the Pacific Gas and Electric Company and the Sierra and San Francisco Power Company suggested to the directors of the irrigation districts a partnership of interest and accommodation.

The result was a joint agreement between the parties in interest, formally executed January 15, 1915. The irrigation districts, on their part, agreed to proceed with their proposed dam, at an estimated cost of \$2,200,000, and the power companies, on their part, agreed to erect a power plant, to be called the Melones plant, at a point about a mile downstream from the dam and to be operated by water diverted thereat; the plant to cost \$2,500,000 and to be capable of generating approximately 40,000 horsepower of electric energy. The companies agreed to pay the districts for the use of the water to operate this plant a total sum of \$5,175,000 in semi-annual installments of \$64,687.50 each, stretching over a period of forty years, which amount, it was calculated, would be sufficient not only to pay the interest on the water bonds by which the irrigation districts proposed to finance their dam construction, but, also, to amortize the entire issue within the period stated.

The contract was faithfully carried out. The Melones dam was completed in the fall of 1926 and the reservoir created. The Melones power plant followed as stated. The public press generally was laudatory of the enterprise, hailing it as a splendid illustration of the new spirit in business which calls for co-operation among men in the development of resources that can be used for mutual benefit.

Another happening of importance was

(Continued on Page 105)



View of Mokelumne River canyon from Salt Springs dam site.

# A Slow Motion Movie of Good Golf

By Joe Novak



*Joe Novak, Former State Professional Golf Champion. Novak is also originator of the 1-2-3 idea of teaching golf. A brief analysis of his method is presented in this article.*

Good golf is essentially a matter of the right move at the right time. Its basis is the golf stroke, which, as in other forms of athletic endeavor, is nothing more or less than a proper combination of moves—a co-ordination of muscle and brain under ordinary control.

Years of golf experience, as an amateur, as a professional, as a contestant in tournament, and as a student of all styles of play have convinced me that there is really nothing difficult about golf, once the fundamentals have been mastered. A loud and raucous chorus of doubt may greet this statement, yet actual practice of the theory in the teaching of golf to thousands of beginners and more advanced players has proved the contention beyond question.

It is in the swing of the club that the average golfer's troubles are found. Once a good reliable effective golf swing or stroke is standardized—one that can be depended upon—the possessor is on his or her way to a good game of golf. When good form in the golf swing is once mastered it may be applied with equal efficiency to every club from the driver to the putter. And why not?

It isn't the fundamental difference in golf stroke that enables you to sink a ten-foot putt, approach the green in perfect loft or yet drive 250 yards off the tee. True, the force and extent of swing determines distance—but the real difference is in the club itself. A driver is made to drive a ball a long distance—a putter, on the other hand, is used for short distances where the ball is rolled. A mashie has a separate function and so has the niblick and the various irons. In short, it's the club, not the swing, that gives the different effects under varying conditions. So we came to the stroke, a factor which analyzes simply enough but in practice is perhaps the most difficult problem in golf.

Follow instructions as I give them in 1-2-3 order.

First, take your position—that is, place the club behind the ball with the left hand. Concentrate the grip

to the last three fingers of the left hand, merely using the forefinger and thumb to steady to the club. This gives you the proper grip on the club and yet leaves the arm relaxed.

Second, adjust the feet properly. The left heel should be placed on a line with the ball, the foot pointed in the direction the ball is to go. The right foot should be slightly advanced or forward and both toes turned out slightly.

Third, complete the position by relaxing the right knee. This relaxation will allow the right knee to swing, rotate, or turn the right side of the body forward and thus bring the right hand and arm to the club in a relaxed position. The grip of the right hand should also be confined to the back part of the hand, as with the left hand. Localize your right hand grip in the two middle fingers, using the thumb and index finger to steady and brace the club.

Simple, isn't it? Here you are in position, with all muscles and nerves relaxed, ready for the swing. Now remember that all the power in a golf swing is generated or developed by rotating or turning the body—pivoting, as it is technically known in golf.

For the back swing, one turns from the ball. For the forward swing, you turn towards the ball. The back swing and the forward swing to the ball is broken up into three logical moves and practiced in that way. They are:

First, turn at the waist. This is done by starting to straighten the right knee. Then,

Second, without interruption, give the shoulders a turn to carry the arms around with the club.

Third, when you have reached the end of the back swing, reverse the turn, and the club will come forward to the original position behind the ball.

Co-ordinated and synchronized, these two sets of 1-2-3 movements will result in a natural free and easy golf swing, which, added to an accurate eye, plus practice, will give you a good golf game.

The complete form from start to finish is:

1. Place the club behind the ball with the left hand.
2. Adjust the feet properly.
3. Complete the grip by relaxing the right knee for the position.

For the swing:

1. Turn at the waist.
2. Raise the club with a turn of the shoulders.
3. Swing through by reversing the turn of the body.

For short shots, the major swing is contracted and the swing reduced.

A common fault in golf is the tendency to tense up and hurry with the shot. Concentration is, of course, necessary to the success of any game but in golf, particularly, hurry is inadvisable. Just take your time—no one is going to take your ball away from you if you fail to take your stance and hit the ball in the count of ten. A deliberate, accurate, well-timed swing will not only keep your score low, but will add much to your pleasure in the sport.

# The Golf Stroke

By  
JOE NOVAK



## NUMBER 1

*Part No. 1—The Golf Stroke. Getting into position.*  
*Move No. 1—Placing the Club behind the ball with the left hand.*

## NUMBER 2

*Part No. 1—The Golf Stroke. Getting into position.*  
*Move No. 2—Adjusting the feet.*

## NUMBER 3

*Finish of Part No. 1. The Golf Stroke.*  
*Move No. 3—Completing the grip. Position now ready to start the stroke.*



## NUMBER 4

*Part No. 2—A turn at the waist.*  
*(Note slight dragging of the club.)*

## NUMBER 5

*Part No. 2—The Golf Stroke.*  
*Move No. 2—Raising the club with a turn of the shoulder.*

## NUMBER 6

*Part No. 2—The Golf Stroke.*  
*Move No. 3—Reversing the body turn to follow through.*  
*(Note: At impact with ball, position is same as at start of stroke.)*

## NUMBER 7

*Finish of stroke.*



# Pacific Coast "Champs"

By Lyman Martin

Nineteen hundred and twenty-seven has been a year of unprecedented activity in all branches of sport. The whole country has gone sport-mad. Attendance records have been broken in many sporting events. New and larger stadiums have sprung up overnight. But best of all, more and more people are participating in some branch of sport themselves.

Champions in all lines of activity act as stimuli to the vast multitudes. For this reason, if for no other reason at all, champions are necessary. Competition in football, in tennis, in baseball, in golf, in aviation is one hundred per cent keener than it was five, or even one year ago. And why? Where there were one hundred playing the game then, there are five hundred playing the game now.

We are essentially a nation of hero worshipers. If adulation can goad us into getting out and playing the game, so much the better.

The greatest hero in the United States today is, without doubt, Charles Lindbergh. "Lindy" is not of the kind of metal that desires adulation, yet he consented to make a "Flying" trip over the country that the cause of commercial aviation, which lies nearest to his heart, might be advanced. He was honored, he was worshipped, he was banqueted. The result of his trip? As a specific example, Mills Field, San Francisco's new airport, which was only built six months ago, will have to be doubled in size to accommodate all of the requests that have poured in upon the officials for more hangar space.

And so it has gone with all sport.

\* \* \*

There is an old adage that "they can't come back".

This may apply to boxing, but most decidedly not to tennis, especially women's tennis, where Miss Helen Wills is concerned.

Last January, Miss Wills began to practice over at the Berkeley Tennis Club. She had been forced the preceding summer to withdraw from the national tournaments to undergo an operation. Just how far she could climb back up the ladder of fame in one short year was problematical. But climb she did, far beyond all expectations. She won the women's single title at Wimbledon, England, which, while it does not officially carry the title of champion of the world, it is regarded by all tennisdom as the event that determines world champions. Especially is this true in the women's events. It is there that the world's best tennis players are entered and where the competition is keenest.

After winning the title in England Miss Wills returned to America and won the American national championships in the East.

In tennis they do come back.

\* \* \*

Football fans on the Pacific Coast this year have witnessed close games and thrilling games. Right around the Bay Cities we have three teams of major caliber. Stanford, St. Mary's and California put out teams that would compare favorably with any in the country.

Stanford, coached by the wily "Pop" Warner, can be doped to be one of the best in the country by means of comparative scores. Stanford and U. S. C. tied in their game and as U. S. C. lost to Notre Dame by one point, there is a basis of comparison between Stanford and the rest of the country. The Reds lost some of their most valuable men through graduation last year, but "Pop" managed to weather all opposition successfully.

Last year California was the doormat for all of the teams in the Pacific Coast Conference. This year they

surprised all and sundry by winning the first five of their scheduled games, even though they dropped to U. S. C., Washington and Stanford. No coach could have wrought more wonders with a team in one short year than "Nibs" Price.

The securing of Price as the California coach was a master move on the part of California. He is one of the few in the country who is coaching his alma mater. The charge of commercialism entering the ranks of college football can be eliminated to a great extent by securing one of the alumni to coach the teams. High-priced coaches imported from foreign soil unquestionably suggest that the college that offers the most money secures the best coach.

Who would blame the coaches?

\* \* \*

## To the Victor Belong the Spoils

On the Pacific Coast we are endowed with champions that are champions.

Our champ of champs is Helen Wills. She is the premier woman tennis player of the world today. During this last year she entered every tournament of the highest order and copped them all. Miss Wills also dances a bit as was witnessed in the Junior League Follies. That makes no difference; she is still the best woman tennis player in the world.

Down in Los Angeles where they teach the boys to run and run fast, Charlie Paddock startled the world a few years ago with his tremendous speed on the track. This year Charlie Borah went out of the West to accomplish an unprecedented feat in capturing both the 100-yard and 220-yard sprint events held in the East under the auspices of the I. C. A. A. A. A. This track meet with all of the initials is always held in the East and is the largest event of its kind in the United States.

Eleanor Garatti, the young mermaid who was developed over at San Rafael, several years ago, is still holder of the world's record for fifty yards in the women's free-style event.

Lester Smith, a member of the Olympic Club, is still showing his heels to most of the mermen on the Pacific Coast. Lester is a veteran of the tank and it is hoped that he will materially aid the aspirations of the Olympic Club for a championship water polo team.

Johnny McHugh, a product of Lincoln Park, and more recently of the Olympic Club, has developed his game through persistent effort, until he is now Pacific Coast Amateur Golf Champion.

\* \* \*

Baseball is essentially and primarily a professional sport. In professional baseball most players are not of the moneyed classes. Their monthly stipend is their sole source of income. There are few who, when they are retired, have amassed any great sum of money. Neither are they in any way particularly fitted to carry on in any other line of endeavor.

This last year one of the greatest figures in organized baseball passed out of major league competition. Here was a man who was a great credit to the national game. Next year he is to manage the Newark Club in a minor league. What President Coolidge has to say about him expresses the sentiment of the American people and all who ever knew him:

"Newark is to be felicitated on obtaining Walter Johnson to manage its baseball team. His selection is assurance that clean character and true sportsmanship are as highly valued as experience and ability.

(Continued on Page 124)

# California Champions

of  
1927



LESTER SMITH  
*Olympic Club.*  
100 yard champion



ELENORE GARATTI  
*San Rafael*  
Holder of World's Record  
for 50 yards



JOHNNY MCHUGH  
*Olympic Club*  
Pacific Coast Amateur  
Golf Champion



CHARLES BORAH  
*Los Angeles*  
National Sprint Champion



HELEN WILLS  
*Berkeley*  
National Woman's Tennis Champion

Courtesy of A. G. Spaulding & Bros.

# Western Air Trails

By Blaine Stubblefield



Public roads are called "highways" because in old England they were built along high places. A road in a canyon or valley would be flooded at times, or would have to cross many streams, and bridges were hard to build. Worst of all, the timber in the lower valleys was infested with robbers, who hid themselves near the road and leaped out on their victims. But on the barren top of a ridge, there was no place where the thieves might lurk. Then, too, the ridges were wind-blown and dry in muddy seasons; free of deep snow in winter. So the trunk

roads in our own system of state and federal driveways, whether they wind over hills, along mountain sides, or in wooded valleys, are still called "highways."

While our transcontinental trunk roads—Liberty, Lincoln, National Parks—are called "highways," they are as a matter of fact "low-ways." The Indians rode along the streams to find fish and game, and they crossed mountain ranges through the low passes to avoid heavy snows and to save climbing. The Indians themselves followed game trails made by animals before them, whose impulses and instincts were much the same. Then came the ox-drawn emigrant trains, still looking for game and easy travel through low mountain gaps, rolling easier in the low valleys. Next came the railroads, seeking water grades and low elevations, tracing again the old path. Finally, the highways, more facile in rough country but still trying to avoid useless climbing, came through the historic "Hell Gates" and "Wagonwheel Gaps" first chosen by wild animals and the Indians.

Snowqualmie Pass, Blewett Pass, Grant's Pass, Emigrant Gap—all are known to the *voyageur*, and to all they bear a sentimental but very real meaning. They seem to symbolize a climax in the drama of a people, leaving the old for the new.

Now, with the sudden but substantial advent of the airplane, it is interesting to note that for the first time in the history of this land, transportation systems have originated on the Pacific Coast and reached back to the East. It is true that the Western section of our first railroad was built from West to East, but the spirit of the enterprise was a Westward movement, and it was financed from the East.

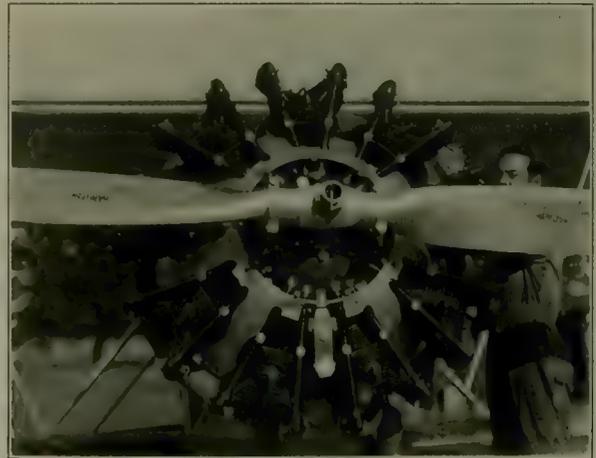
West, from the Pacific shore—is East. The long march is at an end. Here, west of the Rockies, we have what it is interesting to think may be a reactionary movement in the world. Three airlines, flying the country's most important business mail and express, operating on a sound financial basis, reach eastward on a swift daily schedule, far past the midway point across the continent. And these airlines follow again the old trails—not seeking fish and game, or minding the contour of the ground, but to touch the towns and cities which naturally grew up along the old trails, and to take advantage of low gaps in the mountains.

From the Northwest—Seattle, Portland, Boise, Butte, served by night trains to Pasco, Washington, the Walter T. Varney airline flies its planes on a daily schedule to Salt Lake City, riding in the winds and snows natural to that region. Out of Los Angeles, far south under a semi-

tropical sun, the planes of the Western Air Express set out daily to span the deserts and mountains between Movie Land and Salt Lake City. From San Francisco Bay with its cluster of towns and cities, a Boeing Air Transport plane lifts out of the mists each morning, bound for Chicago, 2000 miles away, to arrive before another break-fast time.

The Varney planes leave Pasco at 6 a. m. and make their 530-mile hop to Salt Lake City by 1:45 p. m. Western Air Express leaves Los Angeles at 6 a. m., and arrives on the Salt Lake airport at 12:45 noon. Boeing planes, on their way to Chicago, leave the Bay at 7 a. m. and arrive in Salt Lake City at 12:45. Taking all the Pacific Coast mail and express thus concentrated at Salt Lake City, the Boeing planes continue on to Chicago, arriving at 5:45 a. m. the following morning. From Chicago a number of airlines radiate, north to St. Paul, south to Dallas, and east to New York, 31 hours from San Francisco.

North and south along the Pacific Coast, linking the Western air termini, the Pacific Air Transport flies be-



The Pratt and Whitney "Wasp," 425 horsepower motor, used in Boeing Air Mail Planes.

tween Seattle, Tacoma, Portland, San Francisco, and Los Angeles, making the 1099-mile hop in 13½ hours.

All four of these air systems, except Varney's, are carrying passengers, besides air mail and express. The Pacific Air Transport, in addition to a number of open planes, operates two cabin Fokkers, one between Seattle and Portland, and one between San Francisco and Los Angeles. Western Air Express has been using open Douglas ships, but plans are now under way to put on large cabin planes at an early date. Boeing Air Transport is operating 24 Boeing air mail special planes, with two mail and express pits, and a comfortable two-passenger cabin, heated, lighted, and ventilated. Three de luxe 12-passenger, 1275 horsepower Boeings are now under construction at the Boeing factory in Seattle, and it is planned to put them on the line about June 1 next summer. Passenger rates the country over average about 10 cents a mile, and speed of flight about 100 miles per hour.

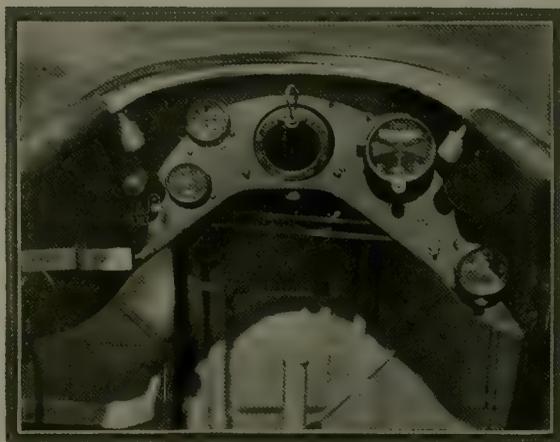
Further development of Western Air Trails depends largely upon continued increase in the use of the air mail service. Passenger carrying is merely an accommodation for the people, and does not make any profit for the carriers.



*Boeing air mail plane taking off from Concord Field for Salt Lake City. Pilot Burr H. Winslow is at the stick.*



*C. A. Allen, aviation editor, New York World, first ocean-to-ocean air mail plane passenger; R. H. Ellis, veteran air mail pilot; and W. G. Herron, vice-president in charge of traffic, Boeing Air Transport.*



*Instrument board, Boeing Air Transport Transcontinental Mail Plane.*

*Ruth Aspray Stubblefield, wife of Boeing Air Transport publicity manager, went to Spokane for Thanksgiving dinner in a Pacific Air Transport Mail Plane.*

*Unloading the air mail and express from the East at San Francisco. The first air express package from Paris to San Francisco was aboard.*



# Radio Retrospect

By C. J. Pennington

In reviewing the annals of achievements, contributed to our present age of accomplishments, one is convinced that the latest outstanding invention of the age is the radio.



Only a few short years ago, the invention of the telephone caused wonder and amazement throughout the civilized world. Today, radio holds the spotlight. Offspring of electricity, that strange power which even scientists cannot as yet explain, radio is also a mystery and an allure-ment. Have you stopped to consider the most important improvements that have taken place in radio in the past few years? Do you realize that radio has reached a tremendous magni-tude, and our newest and oldest

radio fans warm with satisfaction at the marvelous developments? But, after all the advancement, radio re-mains the same in regard to principles as when first dis-covered. It is made up of six basic principles, in spite of the thousands of circuits which have been outlined and developed. All circuits are merely adaptations. No mat-ter what principles are used the desired results have ever been distance and quality of reproduction; distance where it is required for a good program, and quality of repro-duction all the time.

But, remembering the first stages of radio, it is a satis-faction to see the forward strides recently made. No doubt many can recall when radio was something that a few played with as a toy. Those were the days of the crystal set. Soon after, came the loud speaker. It was not much of a speaker, but the noise issuing therefrom, was considered good at that time. The music in most cases came from an old phonograph, and everyone who listened was held spellbound by this sound coming from a distance without the aid of wires or other connections. Those were the days when radio was a "wireless tele- phone" and broadcasting stations were not so numerous.

Some time during its development, the word "Radio" was coined, and more broadcasting stations came on the air. Highly paid concert artists would never at first have disgraced themselves by singing or playing over the air. Their reputations would have been ruined beyond all repair, but progress soon changed all that and today concert artists are only too pleased to have the opportu-nity of broadcasting.

The speed with which radio went ahead was astound-ing. It seemed as if the whole world had decided to take up radio simultaneously. It was impossible for the manu-facturers of sets to keep pace with the demand. Anything that looked and acted like a "radio set" readily sold for a good price. Many persons purchased receivers that were not what they should have been, and the result was in many cases dissatisfaction, for it seemed no sooner would a set be delivered to the purchaser than some new development would make its appearance. It was impos-sible to keep up with the improvements.

At first, radio fans were anxious to receive stations from great distances, consequently manufacturers turned their attention to the making of multi-tube sets in a vain effort to satisfy the demand. In making such an effort, a sacrifice in tone quality was made. This proved after a time to be not what the public was seeking, and engi-neers concentrated their efforts to making improvements

in tone quality, until today every refinement possible has been incorporated into receiving sets. Simplification was the watch word and the operation of present day sets is a very simple process.

The loud speaker designs were changed in an effort to better tonal quality, all forms and shapes being used to improve reproduction. The audio frequency or the final output of the receiver was the source of much attention. The first efforts here were awarded with success. Better tone quality was produced, but still something seemed to be lacking. Or perhaps it was the fact that every person had different ideas as to what constitute good reproduc-tion. However, progress continued and from the begin-ning, with the horn type loud speaker, the manufacturers have tried all forms possible with the result that they are now going back to the horn type, built on slightly differ-ent lines than the original, and it is undoubtedly far su-perior to anything placed on the market.

Special tubes were also constructed, and now it is pos-sible to obtain a radio tube for almost every individual socket in the receiver.

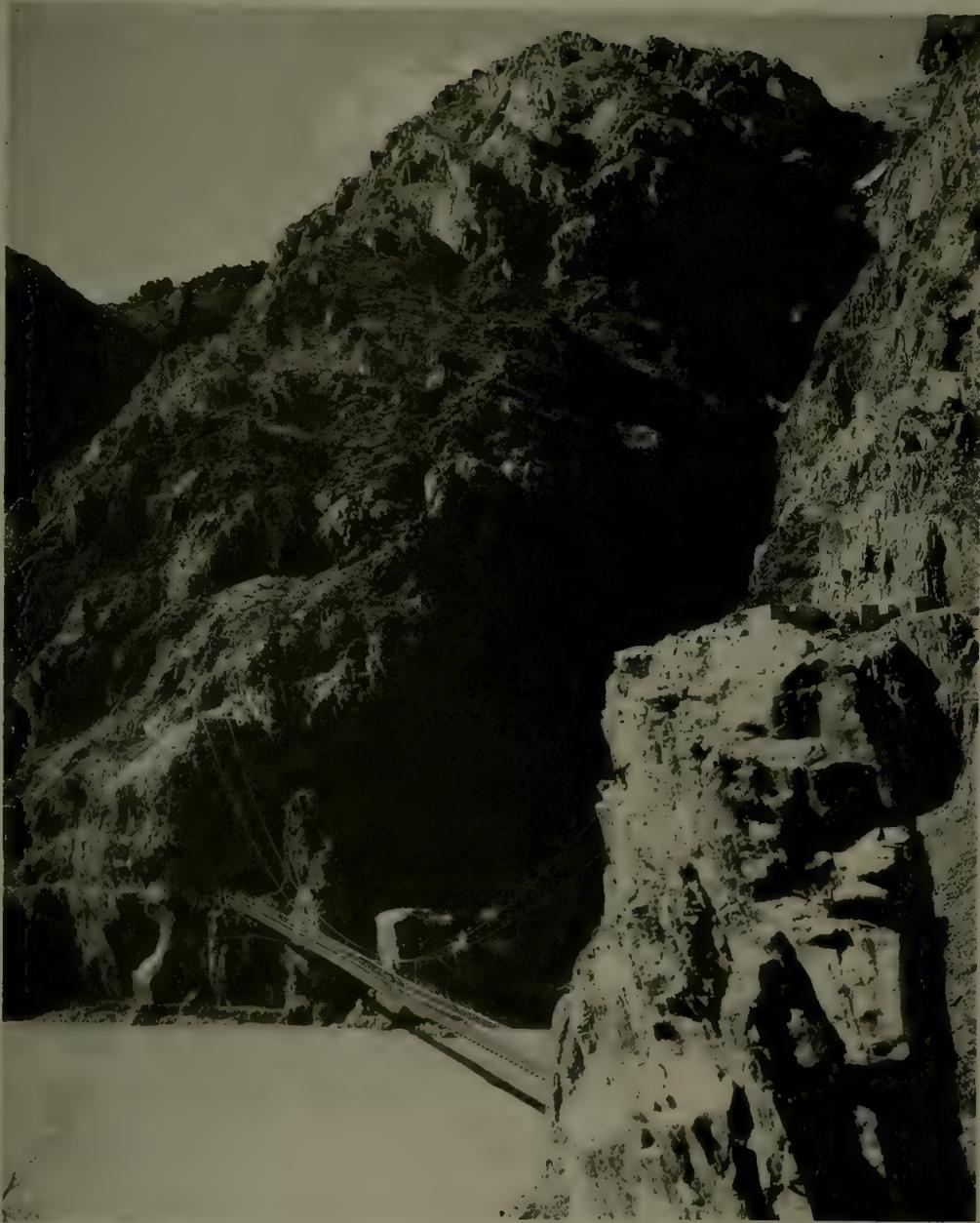
The cost of operation and upkeep has always been a problem, and it is fast reaching a point where every radio set will be operated from the house lighting circuit, at a very reasonable cost.

The introduction of socket power, more than any other factor, has made radio broadcasting what it is today. Without such a constant, ample, reliable and cheap source of power, radio reception would still be limited to that thin, high-pitched and unnatural rendition, which distin-guished the battery-operated receiver of yesterday from the socket-power receiver of today. Well might the radio public have turned away from such synthetic entertain-ment, once the novelty of the thing wore off. Fortunately, however, the radio laity, as well as radio engineers, now realize that it requires power tubes and real power to produce the rich and stirring depth of genuine music.

It was not until the advent of a practical gaseous rec-tifier tube that the radio power unit became commercially feasible. However, the gaseous receiver rectifier has been no simple thing to develop. No end of experimen-tation has gone into making better gaseous rectifiers. One organization has engaged in research and development work for the last seven years, and the work is by no means at an end, for aside from producing a good tube, it is quite another matter to duplicate that tube by hun-dreds of thousands of commercial tubes to meet the de-mand from the public.

It is safe to predict that in a reasonably short time there will be no more battery operated sets, other than portable sets, and these will be operated from dry bat-teries.

Each part of the radio in its progress to present day perfection, has come in for its share of hard study. We do not know what will be forthcoming, but feel certain that the future will surely hold many more great im-provements. It is with radio as with all other scientific inventions; there is absolutely no condition that endures indefinitely, in the scheme of the universe. Our wisest plan, therefore, would be to try and understand more clearly that little which we have digested, compare and explain our views to others, and constantly enlarge our viewpoints. They change as more light comes in. So, to escape being didactic, we must keep amenable minds, and avoid dictating, one to the other. For in that very mo-ment when we are elucidating to some listener, he may have an instant's flash of intuition that will leave us breathless, miles behind!



*A mile down into the earth a steel suspension bridge provides the only crossing of the turbulent Colorado in Grand Canyon National Park.*

*Reached via Santa Fe*



Personal Gifts are the gifts that give unique delight. Nothing better expresses a woman's individuality than her Bag, Cigarette Case, Holder and Lighter. They are needed to complete the costume ensemble for every occasion.

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Street, San  
Francisco*



# Insurance and Banking

By Robert W. Neal  
 Publisher and Editor of the  
 Pacific Underwriter & Banker



Robert W. Neal

One of the outstanding features of modern business is the tendency of different interests to cross each other. Formerly, each class stood separate and distinct; not so today. We find, for instance, the druggist encroaching upon the stationer, and the tobacco dealer; the latter in turn handling magazines and candy; the newspapers dabbling in insurance, as an inducement to subscribers, and the department store selling everything from needles to threshing machines.

And what is true of business is true, also, of the professions on one hand and of labor and mechanics on the other. In a word, then, modern civilization is becoming so complicated and its dif-

ferent interests so closely associated one with another, that independent and unique lines no longer exist.

Thus we find banking and insurance in their various branches closely affiliated, and banking and law, through their trust departments, working as twins; and at times, banking and farming even, with identical interests and being managed by the same persons.

Formerly insurance was confined exclusively in its life department to providing support for a family when the bread-winner died; in its fire department with guaranteeing against losses by fire; while the bank devoted its attention exclusively to guarding deposits and lending money at profitable interest. Today all that is changed; men take out insurance to protect their business when they die, to pay the taxes on their estates, to guarantee loans that they have made, to protect themselves against claims on the part of their employes for injuries suffered, to secure pensions for their employes, and even to furnish securities for loans if they need them in the future. They not only insure their business against fire, but against loss of time in connection with a fire, against loss of income, against riots and earthquakes, in fact, against any possible loss that they can possibly foresee.

The banker on his part handles estates, sells and buys stocks and bonds, looks after property, even takes charge of sending heirs to school or providing for their care if they be minors. The result is, that he becomes deeply interested in life insurance, because it is part of an estate he must manage; in fire insurance because it covers property for which he is responsible or upon which he has made a loan. He expects the man who makes a loan to carry life insurance in many instances, that will repay it, in case of the death of the borrower. He advises insurance to pay taxes on estates entrusted to his care, so that there will be ready money to settle all claims when the owner passes away. He will not, of course, make a loan on uninsured property, therefore he becomes more or less interested in insurance.

The insurance companies handle vast sums of money, therefore their accounts are prizes to be secured if possible by the banks; in fact, today, the insurance companies are the great savings institutions of the country. They collect millions that otherwise would be hidden in tea pots or stockings, they are always seeking safe and

profitable investments, and that fact, of course, brings them into contact with the banks in many directions.

The idea therefore that there is any real reason for antagonism between those engaged in insurance and those engaged in banking is a very serious and to be regretted mistake. That the readjustment of modern business necessarily brings occupations which had nothing in common in the past into conflict with each other today, is but natural; but those differences, those antagonisms, can easily be adjusted by mutual concessions and agreements, for it is not to the interest of those engaged in insurance to injure the banks: nor for the banks to damage the business of the insurance men.

The extension of the banking business has enormously increased the demand for insurance in its various lines. Millions of coverage are written today because of the demand of the banks that would be dropped if they were not interested. In connection with many of the savings banks there is an insurance provision, which provides that in case of the death of the depositor before he has completed the sum that he set out to save, it shall be completed by insurance, which is often carried by an insurance company. When an insured dies, the estate usually reaches a bank in one shape or another, and more and more generally through its trust department. Therefore, the more people who are insured, the more people have estates to be handled ultimately by the banks. Thus the banks are very much interested in the extension of the life insurance business. Of course they insist upon insurance of property upon which they make loans, and therefore they are interested in that line of insurance also. Under those circumstances, any antagonism between the two professions is both unnecessary and unwise. They should work in harmony. The more extensive the interests of either becomes the more extensive will be that of the other.

It is of course unavoidable that in small communities both branches of business, in many cases, are represented by the same person; that perhaps is to be regretted, but there is obviously not business enough in either line in small communities to support one person by any one particular business alone. But that applies only to limited townships. Where the population is sufficient to create a self supporting insurance agency, it is only just and fair that the bank should not interfere with that line; on the other hand the insurance interests should not object to the bank handling insurance where the business is too small to give adequate support to an insurance agent exclusively.

Local conditions must control, and should control, and each individual case must be considered on its own merits.

## An Assured Income

According to your age, you can receive 7%, 10%, 15% or even 20%, absolutely guaranteed by a company more than fifty years old, with over three hundred million assets, under very strict government supervision. This increased income will be paid to you as long as you live.

Invest your capital in an annuity with The Sun Life Assurance Company of Canada, the great annuity company.

Especially good terms are granted in case of impaired health, and there are many kinds of annuities, including a guaranteed return of purchase price and also joint annuities payable as long as either beneficiaries may live.

# Insurance Against Crime

By J. R. Molony

Manager Western Branch Aetna Affiliated Companies

The slogan goes that crime never pays, but the rate at which insurance companies are paying for crime in America in this day and age would indicate that business is good with the law-breaking gentry. The extent to which insurance funds of this country are being tapped by criminal means constitutes a story, even though only partially told, that is far from a Christmas story.

From the insurance point of view, there are two angles to the crime loss. On one side, insurance companies, with their eyes open, sell protection against losses due to criminal operations against their policy-holders. On the other side, the companies are affected by criminal operations of which they themselves are the victims. In the first category fall the losses which companies pay by reason of writing burglary, riot, fidelity and like insurances, where there is a contract between the company and the policy-holder to pay the policy-holder for a loss criminally inflicted upon him. In the second group are those losses sustained by companies which are intentionally and fraudulently caused by the policy-holders themselves, for the purpose of gain, of which "suspicious" fires constitute a large bulk.

The aggregate insured and reported fire loss in the United States in 1926 was about \$400,000,000. We hear from time to time of people getting caught at burning up their own houses in order to collect the insurance, but it is doubtful if the general public appreciates the extent to which arson is resorted to as a means of getting on in the world. The National Board of Fire Underwriters, the organization of stock companies from whose members the American people secure more than 90 per cent of their fire insurance protection, maintains an arson bureau with a staff of 50 experienced men operating out of central offices in New York, Chicago and San Francisco, for the sole purpose of investigating suspicious fires and running arsonists to earth, so costly is their annual raid upon the country's great reservoir of funds intended for the payment of legitimate losses. It is almost incredible, but the arson bureau of the national board estimates that about 20 per cent of the total 1926 insured loss, or \$80,000,000 worth of property, was sent up in smoke on purpose to collect insurance.

Dun's and Bradstreet's know that arson is a business, as witness the fact that their reports always go into the subject's fire record. More indicative are the records of the arson bureau of the national board, which show over 8,000 suspicious fires investigated, with 1045 arsonists convicted in the past 10 years. The apparently small proportion of convictions is due to the fact that arson can ordinarily be proved only circumstantially. There are, and have been in the past, known gangs of arsonists burning on commission, as well as individuals playing lone hands, first in one city and subsequently in others until eventually caught. Oil-soaked rags, touching the match and running, gasoline, and candles are old stuff, but at that, they turn up with astonishing frequency when the fire department gets there in time. As in all business, though the tendency is toward greater efficiency, we will remember having read a few months back of an ingenious electrical rigging whereby the owner of a large stock of goods in Los Angeles touched his stock off by calling his store on the automatic telephone during the night from outside the premises. It worked, but the boys from the arson bureau had heard that the experiment was to be made and got there in time to be able to prove it.

In the same general category fall fraudulent life and accident insurance claims. One case of this type which gained national notoriety occurred in Lodi a few years ago. California court records also contain the story of a man who took out large accident insurances and then deliberately, in the presence of unsuspected chance witnesses, stuck his leg under a moving train and tried to collect. These are merely examples of almost every-day occurrences, many of which are successful because fraud is not suspected or cannot be proved. No collection of statistics is available on which one can estimate the aggregate annual cost of fraudulent claims on this type, but knowing the frequency of them justifies the assumption that they run into several millions of dollars.

In the other category, where the insurance company voluntarily assumes the risk of loss arising out of crimes committed against policy-holders, crime also has its incidents on the fire, life and accident insurance companies. Companies write what is called riot insurance, protecting against the acts of mobs, of strikers and others, a coverage not yet widely carried, but under which the companies collectively paid out \$1,750,000 in losses last year. Insurance bears its share also of the cost of sabotage where destruction of property by fire is incendiary, and where plants are wrecked by explosion. That the companies' losses do not yet run into millions annually is because such insurances are not yet widely carried, although increasingly in demand.

No one knows what the life and accident insurance companies pay for the consumption of bootleg liquor and gasoline by the criminal element in this country. We do know that we hold the world's hit-and-run and murder records, and also that life and accident insurances are more nearly universally carried in the United States than in any country in the world. One guess is as good as another, but the \$80,000,000 arson loss of the fire companies is probably small in comparison to what the life and accident companies pay to the victims and to the ever-present innocent bystander as toll to the American crime wave.

Indirectly, last year, the casualty companies collectively paid America's fraternity of housebreakers, gas station robbers, bank burglars and highwaymen total salaries of over \$11,000,000. This by no means represents the nation's burglary and robbery loss; it is the insured loss.

Trusted employes whose employers had the foresight to know that you never can tell, got away with \$16,400,000 that they intended only to borrow and to put back, but never did. The fidelity insurance companies held the sack. Guardians, trustees, receivers and similar fiduciaries no doubt had a good year, as usual, many of them at the expense of surety companies who were on their bonds. The amount of loss cannot be estimated because they are not segregated in the reports of the companies, although they constituted no small total.

Formerly, one could write a check with little concern except as to whether or not there were sufficient funds to cover. With almost universal use of the check book and the consequent wide circulation and acceptance of checks, there has sprung up a demand for check alteration and forgery insurance, as yet in its infancy, though certain to become an important adjunct to the protective facilities furnished by insurance. Five years from now, this form

(Continued on Page 93)



*Reached via Southern Pacific*



*View taken from the dining room of the community apartment of Mr. and Mrs. Walter A. Hoff, showing Italian indoor garden treatment with pool and fountain. Slender Italian cypress frame a view window. Egyptian papyrus and fragrant water lilies grow in the pool, where goldfish disport themselves.*

*A panoramic view of the Bay and the Golden Gate is seen from the living room which adjoins the indoor garden. Beautiful Italian columns serve as a connecting link between this and the charming garden room beyond.*



## School Children's Car Spreads Christmas Cheer the Year Round



### COMPANY DEDICATES SPECIAL CAR TO SCHOOL CHILDREN AND SHUT-INS

This is the reception given the special car dedicated to San Francisco children and school classes when it arrived at Polytechnic High School. The men standing at the front of the car, from left to right, are: James E. Addicott, Principal of Polytechnic, and T. A. Bragg, Superintendent of Employment and Training of Market Street Railway Co.

WHEN Samuel Kahn, President of the Market Street Railway Company, dedicated the "San Francisco" to San Francisco school children and classes he had no idea "the big white car" would prove a byword with thousands of kiddies. The car was expected to prove popular, but no one dreamed it would soon become one of the busiest vehicles in the service.

To understand the situation properly, it must be remembered the "San Francisco" charges no fare, has no fare box and cannot in any way be hired or rented for any purpose. The "big white car" is dedicated to San Francisco school children and classes for educational and charitable purposes.

Vocational students of various high schools, both public and private, are big users of the "San Francisco". Classes of this nature are taken to the company's twenty-two acre car building plant at Ocean and San Jose Avenues. To see a plant of this size where 1200 street car parts are made, gives the student an insight into the work they are following. Their rudimentary class room work ceases to be drudgery when they have seen hundreds of different types of machinery turning out the now nationally famous California Comfort Car. The classes are conducted through the shops in groups of five, each led by a competent guide, usually a shop foreman or a skilled machinist. The trips are under the direction of Mr. T. A. Bragg, company Superintendent of Employment and Training.

Miss Ruth M. Huntington, who is in charge of the Women's Division of the Commercial Department of the Market Street Railway Company, helps Mr. Bragg put another unique feature into the log book of the "San Francisco". Under her care, hundreds of shut-in children from orphanage homes, tiny tots too young to brave the

dangers of traffic alone, and, yes, event the little cripples, have been treated to a day's outing in comfort and in safety. Miss Huntington's reports show that on one trip alone she found several of her tiny visitors who had never been on a street car, several who had never seen the ocean, and a few who had heard of Market Street and had put it in the same category as Mother Goose. When Miss Huntington found this out she extended the tour to include all the features desired and ended the trip by taking her charges to see Santa Claus through the courtesy of the Emporium.

So it goes on every day from morning until night; the "San Francisco" with its shining white paint, its wicker chairs (parlor car fashion, if you please) and dainty cretonne curtains, lend cheer to thousand of kiddies the year round.



Balloon Car—And our grandfathers went to school in this!



THE "BARK"

*From the painting by*  
HENRY BERNAILL

"Thus I steer my bark, and sail  
On even keel, with gentle gale."

*--Matthew Green.*

## Editorials

### San Francisco Rejoices

We are a happy city this Christmas. We rejoice, for we have much to rejoice over. In fact, we doubt if any place anywhere has more reason to welcome a season of joy and mutual congratulation. We have had a good year and our prosperity has been more than usual. We shall be able to enjoy a prosperous Christmas, and where there are people whose means are not altogether sufficient to allow them Christmas cheer, their good neighbors will see that they do not want. It is not the habit of San Francisco to let people want.

We have had an election which placed the seal of disapproval upon any attempt to restore the evil of boss rule and which rebuked very successfully the effort to employ the evil forces of the community in an endeavor to attain political power. We have re-elected the best Mayor that the city has had in its whole history, and, although we know that he has no easy work ahead of him, we are very sure that his ability and integrity will prove the most efficient factors in the fight for the progress of the city.

Our buildings are improving every month and this year we have architectural achievements which are, to say the least, as worthy of notice as any in the country. Not only in commercial buildings have we done well, but in at least one ecclesiastical building, the new church of St. Dominic's, we have an example of the most refined and distinguished architecture.

At the same time we have developed artistically very notably, particularly in music. But more than all has the social spirit developed. We are much more a community this year than at any preceding period in our history. And for this reason more than any other, we hail Christmas gladly.

\* \* \*

### Help This Fight

There is a group among us making a fight against tuberculosis. This is a noble fight to carry on, for tuberculosis is a deadly scourge.

Seals are issued, which are sold and the proceeds of the sale of which goes to finance the fight. It is the duty of the good citizen to buy those seals and to forward the attack against the enemy of our young people. It is not as if it cost much to do it. The fact is, that if the proper percentage of our people were to spend a dollar in seals, the fight would be well financed and the dread enemy so much the nearer to extermination.

This group effort to solve things, like the pest of tuberculosis, by unselfish voluntary effort is one of the great and distinguishing glories of our American life. We do not put such matters in the hands of governments to frame laws and to drive us willy-nilly into this or that action. Our way of doing things is for a group of men and women to interest themselves in some specific endeavor and then to try and secure the voluntary aid of the rest of the community. That, we think, is a much more satisfactory way than to enlist governmental aid and legislative restriction. At all events, it is our American way of doing things.

### Christmas Again

Every year we wish one another a Merry Christmas. Indeed, the phrase has become a part and parcel of our civilization so deeply implanted in the ritual of our social life that not even war can interfere with the gesture, however much it may offend against the spirit. Only ten years ago men on a front of four hundred miles were striving to give each other the ancient greeting. And now that the war is long over the convention reigns in its old supremacy.

"Merry Christmas" is not quite so merry as it used to be since the hard-lipped puritans have shut up one of the sources of joy and mutual good fellowship and have driven the sacramental pleasure of mutual good healths in good liquor into the byways of hypocrisy and dangerous fraud. The cup no longer cheers; it threatens with death. Many a healthy man will sleep forever, by the end of this holiday, driven into the grave by the devilishness of fanatics.

But, in spite of the kill-joys, Christmas cannot be robbed of its significance as a period of happy, social intercourse and the gathering of friends and relatives. We may get a law against even that, it is true, one of these days, for anything which savors of joy is inimical to the tight-lipped ones and, before today, we have had legislation directed against the observance of the Christmas holiday.

But Christmas survives it all. The greed of those who try to make of it an opportunity for extortion, the poverty of spirit of the puritanical, and the extravagance of the ostentatious have, each of them, failed to extinguish the jollity which always has clung around the time.

\* \* \*

### Our Own Season

We do know that Christmas Day will not come upon us in snow and icy frostiness. There are those who still pretend that they wish for a visitation of that sort. We are not of them, but if one is particularly anxious to experience the rigors of climate and to shiver his Christmas away, there is no difficulty in solving the matter, for the Southern Pacific will take him comfortably and rapidly into the regions of ice and snow.

But for those who remain hereabouts and do not care to wander, there are lovely sights to see on Christmas morning. We do not speak of the South, where the ardent motorist may find, in a moderately tropical Christmas, ease for his tired body and strained mind. We are thinking of the Bay district, which one may traverse with comfort and ease before dinner.

There are wonderfully beautiful views to be had for very little labor and even without crossing the bay. Go down towards Half Moon Bay and stop at the top of the ridge to get the wonderful view of the bay which Portola had on his visit of exploration, and every Christmas you will remember it, even if you never see California again. But that is only a passing suggestion; there are scores of places which can be reached easily and inexpensively, each of which is an outstanding example of scenic beauty.

Out into the country with you, and give thanks that you live in a land where you can almost always have a sunny Christmas!



*Scenes in,*  
YOSEMITE VALLEY ~



*Reached via Southern Pacific*

## Finance

The Department of Commerce at Washington reports a new clever American invention for slate quarrying. It consists of using a long, slender thread of steel called a wire-saw, for the cutting of great masses of slate. It is a three-strand wire cable running as an endless belt. The cable takes the place of a saw blade and the saw consists of sand grains carried in the spiral grooves formed by the winding of the wire strands. There has been an extensive waste amounting to as much as 70 to 90 per cent, which will be eliminated largely by the new method.

The California Tax Payers Association research department has been investigating the matter of special assessments and finds that Los Angeles is one of the greatest sufferers from these in the country, St. Paul alone exceeding Los Angeles. On the other hand, San Francisco is freest from this burden of any city, with the exception of Baltimore, where there is a special assessment for paving only.

California Taxation Improvement Association, with headquarters at Los Angeles, is taking the ground that the new state law establishing a rate of \$1.45 on eastern farm mortgages, bonds, stocks, automobiles and furnishings, finance paper, merchants' credit and other intangible property, upon which a duplicate tax is assessed, in lieu of real and personal property rates, is unconstitutional. It contends that this tax is confiscator of profits and that the former system of 7% assessment was much more equitable.

The movement against the federal inheritance tax is growing. The State of California levies a tax of 12%; the Federal government levies 20%. Men of substance will not make their residence in the State of California because they object to having their estates diverted from their natural channels into the governmental treasury. Says the "Bakersfield Californian": "There are so many ways of raising revenues that it is hardly understandable that governments should continue to deprive the beneficiaries of estates of more than a fair proportion of what has been left them."

Mr. Milton Epstein of Lilienthal, Bremer and Company, has returned from Europe "with a wonderful collection of long-stemmed pipes, heroic steins and mustache cups", according to "Tape and Ticker", the organ of the San Francisco Stock and Bond Exchange Institute.

The San Francisco Stock and Bond Exchange announces that the new hours of Exchange, for Saturday morning sessions, will be from 9:30 a. m. to 11:00 a. m. No change has been made in the session time for week days.

A strong endeavor is to be made to complete a net work of facilities to provide ticker service for cities throughout the Pacific Coast. Within the next sixty days there will be inaugurated a stock ticker service for the transmission to Los Angeles of quotations of securities traded in on the San Francisco Stock and Bond Exchange, according to the statements of Sidney L. Schwartz, president of the San Francisco Stock and Bond Exchange.

The Chicago fire department has instructed its men to chop down the doors of automobiles parked in front of hydrants and release the brakes. This order followed a survey in which it was discovered that 300 machines were parked in front of hydrants while the owners were in the theater. The fire department has taken this step to end the trouble.

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Please print your name and address

## Finance

(Continued from Page 91)

The immigration question is rapidly growing to be a very important matter in the development of our industry. Our own people refuse to work at low-class labor for more than a generation. If the supply of low-grade labor is not kept up, it will become of great significance in the maintenance of industry.

Professor Samuel J. Holmes at the Commonwealth Club, remarked: "We can make immigration a means of social improvement if we will. We have been making it, I fear, a means of social deterioration. What we really want to become, is a great people, and that means that we should become a people of good physique as far as possible; of good intelligence, good normal mentality, good impulses, and we should only admit people who will be a help to us in developing our political institutions."

The provisions of the law for a ninety-day shore leave for seamen has resulted in large numbers deserting their ships and remaining here permanently. The number of deserting seamen reported in 1922 was 5,879; whereas in 1926 there were 18,456.

Actual wages in 1926 as compared with 1912, show a gain of 59.7 per cent. It is very certain that no such addition was ever made to the purchasing power of the ordinary man in human history as is shown in those figures. They spell real material progress.

When 67,000 Mexicans come into the country as laborers in the course of a year, is that good or bad for business? It all depends, if the Mexicans improve their economic position. Then, it is good.

The school vacation is coming and with it the danger to children from auto accidents in the streets. The California State Automobile Association has issued a special warning on this matter, and has devoted the whole of its December safety lesson to this point. More than fifty per cent of those killed by autos are school children under fifteen years of age, and of these the great majority are hurt after school hours.

The California Appellate Court has recently decided that the mere extension of one's hand, when about to make a turn, does not comply with the law. The law requires that the arm shall be extended during the last fifty feet preceding the making of the turn. "Unless the arm, after being extended, is maintained in that position, the signal required by law is not given." Judgment for the plaintiff was upheld, the defendant having testified merely that he had "thrown his hand out."

Activity of the San Francisco Stock and Bond Exchange is continuing its record breaking volume. It exceeds by far the trading in 1926. The total value of stocks traded in to the beginning of December was \$522,429,535, which is 56% greater than the figure reached for the eleven months in 1926.

The National Thrift Committee is paying particular attention to life insurance and is going to set aside January 19th as Life Insurance Day, on which a special propaganda will be made for life insurance.

The Coast States show higher insurance gains than the country at large. And even so the gain is continuous and uninterrupted. Thus Oregon shows a gain of 20 per cent over last year's insurance record.



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National Trust & Savings Association

A N A T I O N A L B A N K

### Insurance Against Crime

(Continued from Page 84)

of insurance will be widely carried both by individuals and by business concerns, and insurance will bear an increasing share of the cost of the annual operations of the "paperhangers." In the meantime, credit insurance and conversion insurance are growing in demand. Almost everybody buys radios, standard lamps, talking machines, vacuum cleaners and fur coats on the installment plan, and unfortunately a sufficient number of us change our residences and forget to continue our payments so that the sellers of goods and the finance companies interested in the transactions have drawn insurance companies into the business of protecting them against embezzlement and wrongful conversion of all sorts of commodities purchased on lease contract. The great majority of installment purchasers pay for what they buy, but nevertheless insurance rubs shoulders again with crime in this direction.

Automobile embezzlement tops the list. The theft bureau of the Pacific Coast Automobile Underwriters Conference reports 5787 automobile embezzlements for the last fiscal year in the seven states under its jurisdiction, 75 per cent being recovered. 2516 cases were fully investigated and 85 per cent of recoveries made. The amount of money involved—losses paid for unrecovered cars and expenses of investigation in connection with recovered and unrecovered—is unknown, yet it obviously runs into money.

In addition to so-called embezzlements, there were 4613 automobile thefts reported to the bureau by conference members last year. Such is the efficiency of the bureau that all but 584, or 89 per cent, were recovered. What with the losses paid on unrecovered cars and the expenses and repair bills in connection with recoveries, the cost to the companies for paying for everything from cars "borrowed" for joy rides to out-and-out thefts runs into large figures. Every once in a while the bureau runs down and breaks up a theft ring, an organized gang of thieves operating usually in a number of cities, cars being stolen in one, altered and sold in another. Insurance companies know how to protect your insurance funds in this direction as is evidenced by the fact that 261 convictions of automobile thieves, many of them responsible for the theft of scores of automobiles, were secured in 1926, as a result of which the conference companies paid to police officers and citizens \$6525 in rewards for information leading to arrests and convictions. In an abandoned quarry full of water near Chicago, agents of insurance companies a few years ago discovered 90 automobiles that had been stolen and on which insurance had been collected. Another dumping ground was discovered beneath a bluff on the Ohio river where 50 automobiles, insured, stolen and paid for, had been sunk. These are merely typical, though perhaps on a large scale, of the activities of automobile thieves and are indicative of what insurance companies have to contend with in a preventive and salvage way.

Automobile fire insurance pays a heavy toll to intentional burning of cars, although more or less helpless to do anything about it. An automobile can be run without difficulty into places where it is perfectly safe to touch a match to it, and it burns like tinder when ignited, so that even circumstantial evidence is usually lacking. Every company has had its suspicious fires, either individual cars or whole garages full.

(Continued on Page 117)

### H. A. CAROLAN

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bound  
in the  
gift.**

The Chocolates

*Wahl's*

San Francisco.

(Continued from Page 66)

Hotel, where a view, unsurpassed in all the world, is obtained from their spacious windows.

\* \* \*

### Noted Author and Educator Welcomed Home

Cora Sutton Castle, Ph.D., author of "A Statistical Study of Eminent Women," wife of Dr. H. Edward Castle, has been enthusiastically welcomed back to San Francisco after six years' sojourn in various parts of the world. Gifted with a master mind, Dr. Castle has made deep research into realms of woman-kind and much of this information she intends to make the basic structure of her new book. She has always been a stalwart leader of women in cultural pursuits. Her standards of life, her high ideals, have placed her on a pinnacle in intellectual circles.

\* \* \*

### Junior League

The history of the Junior League of San Francisco reads like some glorious story. Every year this coterie of debutantes and young matrons surprise us with the supremacy of their benefit entertainments.

There is always a big, definite purpose back of their brilliant events. It is their charity! Last year, they bought a lot and built a house for the care of children in need of homes. This year, they intend to equip that home with proceeds from their "annual."

Miss Evelyn McLaughlin, director-general of the Junior League activities, has proved what a young lady of vision and brains plus energy and determination, can actually accomplish.

Miss Barbara Ballou has been the efficient treasurer of the Junior League and an indefatigable worker in all of its activities. I haven't said so—but the Junior League is famous for its beautiful society girls.

\* \* \*

### National League

No group of women in San Francisco surpasses in the scope and wealth of its altruism that zealous coterie of volunteer workers in the original National League of Women's Service.

Their building on Post street, is towering evidence of the one policy, or premise, in their organization, now known as the Women's City Club. Their building was erected by as faithful a contingency of women as can be found.

Every month they issue a magazine, which I make bold to declare, has no equal within women's circles. An expert newspaper woman, Marie Hicks Davidson is the editor. Ruth Callahan, business manager.

Mrs. Cleaveland Forbes is president of the Women's City Club. Vice-presidents are: Miss Elisa May Willard, Miss Marion W. Leale, Mrs. Parker Maddux. Other officers are Mrs. Thomas A. Stoddard, Miss Irene M. Ferguson, Miss Mabel Pierce, Miss Charlie I. Tomlinson.

A membership enrollment of 6,000 women was inscribed upon the roster when the building was opened, and now a long waiting list testifies to its prestige and purposes.

\* \* \*

### California Poet

Nancy Buckley, young San Francisco poet, who was selected to write the official code for the Golden Jubilee of the Rev. Richard A. Gleeson, S. J., is author of three books of poems. She won many prizes for her poetry, notably the Blandon Poetry prize given annually for the best lyric.

(Continued on Page 117)

TWO D. M. LINNARD HOTELS IN SAN FRANCISCO

# FAIRMONT HOTEL



D. M. LINNARD,  
*Managing Director*

*The Aristocrat of San Francisco Hotels*

ERNEST DRURY  
*Manager*

# HOTEL WHITCOMB



*Hotel Whitcomb with proposed addition*

D. M. LINNARD,  
*Managing Director*

*"There's Western Welcome at the Whitcomb"*

LE ROY LINNARD,  
*Manager*

The  
FRANKLIN  
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Smoothness That is NEW  
—In Three Important Ways

NOT just new to Franklin, but new to automobile engineering as a whole—a motor smoothness that is pleurably felt at all speeds.

It is a genuine innovation for three reasons. First, its degree—no other car has ever come so close to being totally free from motor tremor. Second, its completeness—it is as pronounced at 50 and up as at 20. And third, its

permanence—this smoothness is basic with the engine design.

Come and experience it. You will also find a new performance in power and speed which makes today's Franklin the most delightful and satisfying car you ever drove.

The comfort, handling ease, reliability and quality that built Franklin's reputation are as great as ever.

FRANKLIN-TENNANT MOTOR CO.

1900 VAN NESS AVE.  
SAN FRANCISCO

2800 BROADWAY  
OAKLAND

## The Pacific Telephone and Telegraph Co.

(Continued from Page 96)

Imagine, for instance, tomatoes stuffed with shrimps, at 10c! Clubhouse salad, at 8c! "Italienne Delight" (don't you wonder what that is?) at 8c! And so on down the menu, the maximum price for any dish being 10c!

I began to feel hungry . . . "Let's go on now to the Davenport building," said my companion, as if reading my thoughts; "You can look that over, and then we can have lunch."

"Tell me about your benefit plan," said I, as we walked along New Montgomery street, "and more about your own department."

"Everyone should have a hobby, outside their business, we are told," she answered, "but my business is my hobby. I deal with the girls on a personal basis and it is most absorbing."

"We have an accident disability benefit, a retirement pension and a death benefit for employes. Each employe is made to feel that her personal welfare is a matter of personal interest to the company and, to quote H. B. Thayer, chairman of the board of the American Telephone and Telegraph Company of which our Pacific company is an associate company—"Whether it is giving service, or collecting bills; installing a telephone, or cutting trees in front of a man's property, we must have all men and women in this business feel that they are working for the public, and the only way to accomplish this, is for them to realize that they are the business; not that they are working for this business, but that they are the business!"

Over at the Davenport building, I sat at lunch with Mrs. Alfonso and Mrs. Anna Fedderson, chief operator of the Davenport office, who worked up from the ranks, as all the chief operators have. Mrs. Fedderson had been showing us all over the Davenport exchange, and I felt that I needed absolute relaxation, after trying in vain to understand the switchboards.

"The Davenport exchange, alone, has a daily average of nearly 5000 transbay calls; 87,000 daily local calls," Mrs. Fedderson was saying to me, and when I remarked that I took off my hat to the operators, for those switchboards were too much for me, she explained that in the larger cities operating schools with carefully trained instructors are provided for the accepted applicant, where the student receives a thorough training in the profession of telephone operating. In the smaller cities, the same training is given the student operator, only in the central offices, instead of in schools.

"As the chief operators have all come up from the ranks, they have a sympathetic interest in new members of the telephone family," Mrs. Fedderson went on, and, looking at her sweet face, I understood how pleasant working with her might prove.

We gave a parting glance, after lunch, to the pretty rest room, where the girls often dance to the music of the phonograph during relief periods, to the corner of the huge room where the health instructor gives her talks, the gymnasium, the cleanly Davenport kitchen, and then the kindly Mrs. Alfonso and I walked towards New Montgomery street, until we could see the stately outlines of the building at One Forty rising cameo-like against the blue sky.

Typical of the times, both in its spiritual and material influence, as all successful modern corporations are learning to be, gathering together the architectural beauty of different periods, making it practicable as well as ornamental, moulding it into a safe and splendid harmony, bringing a fabric of loveliness even into city streets, the Telephone building stands today expressing vividly Keats' thought in his exquisite "Ode":

"A thing of beauty is a joy forever."



## "The Roos Label adds Value to the Gift"

From England, France, Scotland, Ireland, Austria and Italy — as well as from America — the Roos buyers have gathered here for you a truly wonderful assortment of Christmas gifts. You'll find at the Roos stores a great variety of beautiful gifts, useful gifts, novel gifts, for men, women and children. And all of them bear the stamp of Roos quality—at sensible prices.

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To better serve our many friends and patrons over 2400,000 has been expended in reconstruction to maintain this famous hostelry as

One of America's Leading Hotels  
ACCOMMODATING 1000 GUESTS

Large rooms with unusually high ceilings and good ventilation absolutely essential to the Southern climate make for perfect comfort.

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PHOENIX, ARIZONA  
"Where Winter Never Comes"  
OPENING OCTOBER 1928  
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On the Coast Highway, Half-Way Between  
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An Inn of Unusual Excellence

Wire or write for reservations on your  
next trip south

## Agua Caliente Springs

Why? It's the Water and the Table

New Dance Hall, Special Attractions, Radio-active, Hot Sulphur Water, Tub Baths and Swimming Pool, Fireproof Hotel.  
Write for Booklet.

T. H. CORCORAN, Agua Caliente,  
Sonoma Co., Calif., or see Peck-Judah

## EL DORADO HOTEL

SONOMA, CALIF.

The Finest Meals in the  
VALLEY OF THE MOON

Clean Rooms—Clean Linen—Clean Everything  
Rates Exceptionally Reasonable  
TELEPHONE 110

WHEN IN PANAMA  
MAKE

## HOTEL CENTRAL

Cathedral Plaza

YOUR HEADQUARTERS

A Hotel With An Atmosphere  
Andrew Johnston, Manager

## Authentic Antiques

To Miss Elizabeth Rankin, whose shop at Fulton and Bancroft Way, Berkeley, Calif., has delighted those who are searching for authentic antiques, belongs the distinction of having started the first shop of this kind in California.

Long before the fire of 1906, Miss Rankin established herself in the Martin and Ingelsby firm of antique dealers, in San Francisco, and from this beginning, she has become associated in this part of the State with all that is authoritative in historic relics.

A residence in South Kensington, England, where antiques abound, and where she studied this interesting profession, has gained for Miss Rankin an experience which enables her to gauge and appraise the value of the articles in which so many collectors are interested.

In the Bancroft shop, Miss Rankin has a wonderful collection of antiques in china, mahogany, silverware and jewelry, oriental rugs and old lace.

\* \* \*

## Performance of Valvoline

Going 1265 miles to the gallon,—that is the accomplishment of **Valvoline** used in the engine of the "Pride of Detroit," on its record breaking flight from Harbor Grace, Maine, to London, England. Two gallons of Valvoline carried the plane and its crew between these far distant points, over the Atlantic Ocean.

Another trans-Atlantic flyer, with engine of identical construction, consumed a gallon of oil (**not Valvoline**) every 730 miles of flight—73% greater consumption than the amount of Valvoline used in the "Pride of Detroit's" trip.

You can trust your life as well as your engine, to Valvoline motor oil; the oil that does most of its advertising in the engine!

A minute lost at a railroad crossing may save all the rest of your time.—*Minneapolis Star.*

A New York theatrical critic says that only one play in a thousand is worth producing. Well, we'd certainly like to see it produced.

A burglar who attempted to hold up a Detroit restaurant was chased and captured by one of the waiters. We can think of nothing more humiliating.

When a Man Sees Red.—When a man sees red he ought to stop and wait until he sees green or else he's liable to get a ticket.



**New Poodle Dog**  
HOTEL AND RESTAURANT  
ESTABLISHED 1888

PHONE  
GRAYSTONE 240

N. W. CORNER  
POLK AND POST STS.

## Park Lane Maisonnettes

5 to 8 Rooms with 2 to 5 Baths  
Magnificent view. Every service, from doorman to valet. Furnished or unfurnished. Garage. Class A steel frame building.

"Maisonnette" has the elegance of a mansion with all conveniences of an apartment house.

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Diagonally Across from Hotel Fairmont

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Between Powell and Stockton

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HOWARD T. BLETHEN, Proprietor



**HOTEL MARK HOPKINS**  
Nob Hill

A Smart Town House for a  
Day or a Year  
500 Rooms  
Tariff: From \$4 per day

## NEW LINERS FOR PANAMA MAIL

Two palatial liners will be added to the New York-Spanish Americas and California service of the Panama Mail Line in March.

The vessels, the liners Santa Teresa and Santa Ana, are similar to the Colombia, Ecuador and Venezuela, and they will provide a semi-monthly service.

With the addition of the two liners, the Panama Mail Line will operate a total of eight passenger lines out of San Francisco and Los Angeles to the Spanish Americas and New York. Five vessels, the Colombia, Venezuela, Ecuador, Santa Ana and Santa Teresa, will operate between California and New York by way of the Spanish Americas, the liners City of San Francisco, City of Panama and Corinto maintaining service from San Francisco and Los Angeles to Latin-American ports.

Popularity of the Panama Mail Line has so increased business in both passenger and freight demands during the year 1927 that decision to augment the fleet with the Santa Teresa and Santa Ana was decided.



Panama Mail Liner in Panama Canal Locks

These two vessels were built in 1918 and they were especially constructed for the semi-tropics. The vessels, like the Colombia, Venezuela and Ecuador have broad deck space, with all outside rooms and are luxuriously appointed.

The sailing dates, with the addition of the two new liners, will be announced early next year, officials of the Panama Mail Line announced.

The Santa Ana and Santa Teresa will make all calls that are maintained by the Colombia, Ecuador and Venezuela.

The present year was the largest in passenger volume between the Spanish Americas and California in the history of ocean transportation. These "Lands Between" are welcoming American tourist and business interests and the beauties and recreations of these lands, that were until a few years ago so little visited by travelers, are now the meccas for tourists from all parts of the world.

Hotel and restaurant operators, tourist agencies and all businesses that cater to the visitor, are making provisions throughout the Spanish Americas to receive the largest number of tourists in the history of these countries.

Representatives of these hotels and resorts have been making a survey of the leading hotels and resorts in the United States to glean first hand knowledge and ideas to incorporate in their countries.

(Continued on Page 125)

## "Better Vision"

Properly fitted glasses are attractive. Forty-one years' experience in fitting glasses have made us experts in selecting the styles that look best.



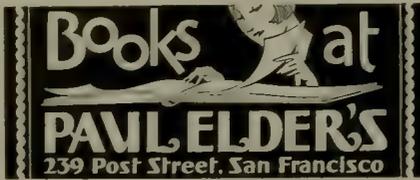
*Have your eyes examined NOW!*

### HIRSCH & KAYE

Optometrists and Opticians

239 GRANT AVE.

SAN FRANCISCO



## PORTRAITS IN OIL

(See Page 62)

Painted from Life by  
**WILLIAM BARR**  
STUDIO: 311 LYON STREET

Phone West 1081

San Francisco, Calif.

## CALIFORNIANA COLLECTORS ATTENTION !!

Programme of opening night performance of  
BALDWIN THEATRE in 1876  
featuring Barry Sullivan with David Belasco in the Cast  
Lincoln School Performance Programme  
featuring David Belasco.

If interested, make offer.

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Rare Books — First Editions — Fine  
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dorf, Root, Morrell, etc., of London.  
Commissions in London Executed.  
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## Western Pipe and Steel Co. of California

Manufacturers of  
RIVETED STEEL PIPE, TANKS, CULVERTS, PENSTOCKS,  
FLUMES, GASHOLDERS, SMOKESTACKS, ETC.

San Francisco, Calif.  
444 Market Street

Los Angeles, Calif.  
5717 Santa Fe Avenue

# Library Table

By Josephine Wilson

California writers have brought as much fame to the State as its proverbial glittering gold.

In the world of letters are emblazoned in imperishable script such illustrious California names as Bret Harte, Mark Twain, Charles Warren Stoddard, Robert Louis Stevenson, Frank Norris, Joaquin Miller and George Sterling.

A scroll of today's famous men and women writers, in California, pronounces anew the criterions established by early contributors to literature.

\* \* \*

### Poet Laureate

Ina Coolbrith, "Poet Laureate of California," still writes with the same poetic power which proclaimed her fame many years ago. "The Vision of St. Francis," which she wrote for the recent observances in this city, will be placed in the commemorative volume of the St. Francis celebration.

\* \* \*

### Novelists

Gertrude Atherton, author of "California, An Intimate History", as well as "The Immortal Marriage", (her novel dealing with Aspasia, which brings new laurels to this brilliant novelist's name) consistently finds something new in her beloved California by way of immortalizing its peoples and its historical episodes.

\* \* \*

Charles Norris, author of "Brass", "Bread", and "Iron", has written a new book, "Zelda Marsh," adding luster to the brilliant name of Norris. In this new novel, Charles G. Norris tells the story of a capricious woman, so subtle, so capitivating and so appealing that it would seem that we are justified in expecting this incomparable story from a Norris. "Zelda Marsh" is published by E. P. Dutton & Co.

"The Call of the House" by Ruth Comfort Mitchell, whose novels have also won, for this California author, international fame, reveals her deep valuation of the great out of doors, as well as giving a keen insight into legislative matters in California. "The Wishing Carpet", "The White Stone", "Corduoy", her novels; and her "Narratives in Verse", matchless in their poetic lure and delicacy, have placed Ruth Comfort Mitchell as one of California's foremost writers.

\* \* \*

"Barberry Bush," one of the latest novels written by Kathleen Norris, whom we shall always cherish as "The Beloved Woman", is a courageous story—like most of the stories from the pen of this best-beloved Californian. Each novel aims to better equip the reader for life's battles; there is always a motive behind each story—and always holding aloft a radiant torch. Kathleen Norris has just completed a new motion picture story, "My Best Girl," in which Mary Pickford will star.

\* \* \*

"The Man Unafraid", by Herbert Bashford, published by Harr Wagner, of San Francisco, tells the story of heroic General Fremont. This book rightfully belongs in the libraries of every school and college of the civilized world, as well as in the home of every book-lover.

\* \* \*

Paul Elder, publisher and book-seller, is author of "Mosaic Essays," "California, the Beautiful," "Old Spanish Mansions in California," and is no doubt one of the best-known book men in this country and in Europe. Paul Elder believes in hobbies, especially if that hobby means a book of exceptional value.

**BOOTH'S**



**SARDINES**

*A California Product that has satisfied  
the most discriminating for  
nearly twenty years*

A 20-cent Tin Contains Sufficient  
for a Meal for Four

**F. E. BOOTH CO.**

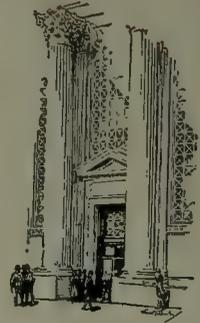
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*Associated for Three Generations  
with the Best Progress  
of the West*



**F**OR three generations The Bank of California, N. A., has handled large financial transactions. It has big-business experience; it has big-business judgment.

Our organization, trained to fulfill its banking responsibility with dispatch and exactness, can contribute its knowledge and equipment toward any worthy financial enterprise.



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*National Association  
(A NATIONAL BANK)*

COMPLETE  
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COMMERCIAL  
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SAVINGS ACCOUNTS

**San Francisco Law School**

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Organized 1909

**EVENING SESSIONS**

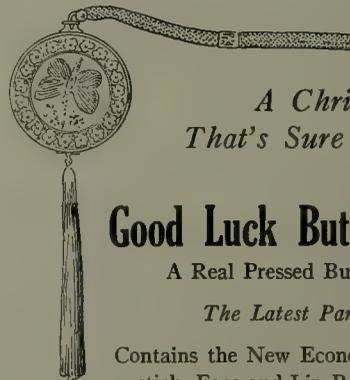
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*Annual Announcement  
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*A Christmas Gift  
That's Sure to Please Her!*

**Good Luck Butterfly Compact**

A Real Pressed Butterfly in the Case

*The Latest Parisian Novelty!*

Contains the New Economy Powder Sifter, Lipstick, Face and Lip Rouge, and an Eyebrow Pencil, concealed in the tassel.

Prices: \$3.50, \$5.00, \$6.00 and \$7.50

AND REMEMBER!

The Only Place in San Francisco to Get Them Is

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*Jewelers and Silversmiths*

208 POWELL ST.

*Exclusive Showing of All Kinds of Butterfly Jewelry—  
as well as Many Other Attractive Christmas Novelties*

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## SUTRO & COMPANY



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SAN FRANCISCO

*Excellent Music*

Only Two Places To Eat  
HERE and at HOME

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STOCKS, BONDS  
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and Bond Exchange*



## Maskey's

THE HOME OF  
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Antique Furniture, Jewelry  
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ANTIQUÉ EXPERT AND APPRAISER

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AVOID THE RUSH—DO YOUR CHRISTMAS  
SHOPPING NOW!

## Sing Fat Company

*The Leading Chinese Bazaar*

CHINATOWN

S. W. COR CALIFORNIA ST. AND GRANT AVENUE

*Mail Orders Attended to Promptly*

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*Gantner & Mattern Co.*

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**Distinctive Sport Apparel**

Moderately Priced

A smart shop for women who desire the newest and exclusive styles in Coats, Suits, Dresses, Hats, Sweaters, Slip-ons, Hosiery and Luxurious Underwear



*A Glimpse into our Sports Saloon, Second Floor*



*A Forty-Niner*

**The SPRINGFIELD**

*Fire and Marine Insurance Co.*

*Incorporated April 24, 1849*

From the days of the covered wagon to the present time, the Springfield's record has been one of continued progress.

**The SPRINGFIELD**

Has never failed to meet the full measure of its obligations.

**The SPRINGFIELD**

Was among the first to insist on prompt adjustment and prompt payment of losses incurred in the SAN FRANCISCO CONFLAGRATION APRIL 18, 19, 20, 1906

*It Pays to Insure in the Springfield  
It Pays*

**The Springfield Fire and Marine Insurance Company**

PACIFIC DEPT., 225 PINE ST., SAN FRANCISCO  
 GEORGE W. DORNIN, Manager      JOHN C. DORNIN, Assistant Manager

**MILADY GOES A-GOLFING**

Clad in a smart two-piece Knitted Frock from the Sports Salon of Gantner & Mattern, she steps from her new roadster for an early round of the links. What if the piping breeze that sweeps in from the blue Pacific is decidedly nippy, there's cozy warmth in her natty costume. Only one thing troubled this feminine follower of the old Scotch game when she made her selection at the Sports Shop the previous day—which one to choose from among so many charming frocks. For Gantner & Mattern are noted for the variety and completeness of their stock; one would be hard to please indeed, if from the gay array of pretty colors, novel designs and pleasing styles there would not be at least half a dozen which make decision difficult.



And note the trim little Sport Hat that snuggles so jauntily on her bobbed, auburn tresses. Of soft, pliable felt, with but a simple ornament, it harmonizes admirably with the smart simplicity of her costume. It also was selected at Gantner & Mattern's, whose Millinery Department, though but a recent addition to this pioneer establishment, has already achieved favorable recognition from women whose style demands are most exacting.

Not shown in our picture, but essential to every woman's wardrobe is a new Sweater; it may be a Coat or Cardigan Jacket or a trim little slip-on with "V" or "U" neck; but it must be gay with stripes, in pretty combination of colors, although solid colors are also au fait. Sweaters have for more than a quarter of a century been a big specialty with Gantner & Mattern; so when next you seek a warm, perfect fitting and somewhat different sweater that is the last word in correct style, you need but wend your way to their big second floor to find just what you want.

### Power Progress (Continued from Page 73)

the purchase by the Pacific Gas and Electric Company from the Byllesby interests of Chicago of the Sierra and San Francisco Power Company, Western States Gas and Electric Company and the Coast Valleys Gas and Electric Company, all three public utilities operating in central California.

The Sierra and San Francisco Power Company's operations extend over ten counties of California, including San Francisco. The company serves electric consumers in the upper San Joaquin valley, particularly in the counties of San Joaquin and Stanislaus. In San Francisco it serves power to the Market Street Railway Company's system under an exclusive contract running until 1953, and from a sub-station in Visitacion valley it maintains high-tension power transmission lines running down the San Francisco peninsula south as far as Salinas. From the operating standpoint the acquisition of this company is no new thing, for its properties have been operated by the Pacific Gas and Electric Company under lease since January, 1920.

The Western States Gas and Electric Company serves electric consumers in eight counties in California. It controls electric service in the city of Stockton and from that point northward as far as Sacramento. This territory, as well as portions of Eldorado, Calaveras and Amador counties is served from hydro-electric plants on the American river. This company maintains a steam electric plant in Stockton, controls the distribution system in the city of Richmond, Contra Costa county, owns and operates water power plants in Humboldt county and owns and operates gas generating and distribution systems for the cities of Stockton and Eureka.

The Coast Valleys Gas and Electric Company owns and operates small steam electric plants in Monterey and Salinas valley.

The territories served by the three merged companies are adjacent to that of "Pacific Service," and, in some instances, extend within its boundaries. The merger which their purchase has effected is expected to result in the rendition of low cost electric service and an added effectiveness resultant from the management of the properties under unified direction.

All through the year the Pacific Gas and Electric Company's engineers have been kept busy in their task of extending and improving service to the consumers. In the Pitt river region the diversion dam at Pitt Four development was completed and put in active service last May. In the Sierra-Nevada territory the dam at Lake Fordyce, the parent reservoir of the company's Spaulding-Drum system was raised forty-seven feet and the capacity of the reservoir increased thereby from 20,000 to 46,662 acre feet. The additional storage so provided will not only furnish additional kilowatt hours to the company's consumers in that region but will prove a substantial aid to agricultural expansion in the valleys below. Traveling over to the Mother Lode region in Calaveras, Amador and Alpine counties, the way has been cleared for work upon the Salt Springs dam, on the Mokelumne river close to the border line of Alpine county. This will be the largest rock-fill dam in the world and will create a reservoir of 130,000 acre feet capacity. In connection with this a power house of 72,000 horsepower capacity will be constructed at the junction of the Mokelumne river with Tiger creek. This is an enterprise of no small importance, for it entails considerable strengthening of the company's Electra system and means much in the way of improved service to electric consumers and irrigationists in that section of the "Pacific Service" territory.

In addition, much has been accomplished during the

(Continued on Page 119)

## Fast Freight and Passenger Service

via

## McCormick Steamships

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### Intercoastal

(Munson-McCormick)

### Gulf-East and West Bound

(Redwood Line)

### Havana and Jacksonville

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### South America

### Coastwise

(Pacific Argentine Brazil Line)

### McCormick Steamship Company

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SAN FRANCISCO  
Davenport - 3300

## Hotel Sutter

Fireproof

European Plan

SAN FRANCISCO, CALIF.

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o o o

**S**ITUATED at the great crossways of Kearny and Sutter Streets, the only hotel in the city having street car service at the door (without transfer), to both Third and Townsend and the Ferry stations, stands the SUTTER, San Francisco's modern, popular-priced, fireproof hotel.

It is located in the center of the city, in the heart of the best retail shopping district and banking section, and near all places of amusement. It is noted for its elaborate equipment, fine furnishings, splendid service and reasonable rates.

GEO. WARREN HOOPER, MANAGER



*Always the best  
part of the Meal*



# Caswell's NATIONAL CREST Coffee

Sold exclusively by us  
Order by Telephone Sutter 6654

**1,800,000 cups were served  
at the PANAMA-PACIFIC  
International EXPOSITION**

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- 4 Because IN ORDER to meet these tremendous liabilities its stockholders paid the large amount of \$1,830,000.
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- 6 Because THIS Company is as strong as the strongest. Every policy contract is not only a guarantee by its assets but also by the individual wealth of its stockholders (estimated at \$50,000,000) under the iron-clad unlimited personal liability law of the State from which it has received its charter.
- 7 Because HUMAN gratitude and admiration for square dealing and strict business integrity will prompt the insuring public to demand the indemnity offered by the policies of this worthy company.

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INCORPORATED JANUARY, 1915

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SAN FRANCISCO, CALIF.

### Redwood Empire

(Continued from Page 53)

Del Norte county has been termed "The Last of the West." Up to only a short time ago, this hardy western area was accessible only via a narrow, crooked, almost impassable wagon road, or by small lumber schooner. (No railroad enters Del Norte county).

Seventy-eight per cent of the county is owned by the U. S. government. Some of the most magnificent scenery in the Redwood Empire is found in Del Norte county, including hundreds of groves of giant redwood trees, many miles of ocean shore, hundreds of miles of fishing streams—some of them never having been viewed by human beings.

Josephine county, northern terminus of the Redwood Empire, offers many diversified attractions, the leading feature being the Oregon Caves. These are marble halls of stalactite and stalagmite, leading for miles into the heart of the Grayback mountains.

This entire Redwood Empire is rapidly becoming popularized—with the rapid improvement of highways, transportation facilities, etc., together with the erection of many new hotels and resorts, the improvement of those already there, and the conducting of a first class, practical program of advertising and publicity.

### The Study of Law

The value of a legal education is immeasurable. The law students of today are those who in future years will take their place in the ranks of the legal profession and carry on the ideals and traditions established by a host of eminent predecessors who have made American history.

A legal education is within the reach of everyone. Those who are not so fortunate as to be able to attend a university or college during the daytime, nevertheless may attend an evening institution which will school them in the rudiments and fundamental principles of the law in the same manner and with the same type of instruction. The San Francisco Law School is such an institution and it is filling a real need in the community. It offers a four year evening course in law, confers the degree of bachelor of laws (LL.B.) upon completion of its curriculum and prepares its graduates for the biannual state bar examinations. Its faculty is composed of fifteen lawyers of outstanding ability, all of whom are actively engaged in the practice of law.

The San Francisco Law School was organized in 1909 under the laws of the state of California and is now entering upon the nineteenth year of its existence. Its growth has been a substantial one. It maintains a spacious library for the benefit of its students, which shelves some 3000 law volumes and which is always open to them. Its students are recruited from all walks of life: it is co-educational. Age is not a deterrent to entering the school, for a goodly percentage of its student body is composed of men and women who for years had been engaged in business before they had given any attention to the study of law.

The winter term of the San Francisco Law School commences Wednesday, January 18th; the fall term commences August 15th. First year students are admitted to the winter term and their applications for enrollment should be made before January 18, 1928. General information regarding the institution may be obtained by addressing the Registrar of the San Francisco Law School, 700 Call Building, San Francisco.

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### Anniversary

On December 6, 1927, Hotel Mark Hopkins rounded out its first year of service to San Francisco. Located on beautiful Nob Hill, it was erected on the site of the old Mark Hopkins mansion and for many years later the site of the Mark Hopkins Art Institute. The name carried on by the hotel is one that figures prominently in the early history of California and San Francisco. Mark Hopkins was one of the pioneer railroad builders of the west. A stranger on the streets of San Francisco still hears bits of conversation of the Mark Hopkins mansion and the days when the aristocrats had private homes on Nob Hill.

The Hotel Mark Hopkins was completed one year ago at a cost of \$5,000,000. When it was opened to the public, it was acclaimed as one of the finest of modern times and some doubts were expressed as to the feasibility of such an outstanding institution at the present time. The appointments were evidence that no expense had been spared to make it an admirable monument to the name it bears and a thing of beauty for San Francisco.

In "The Room of the Dons" is some of the finest mural work in the West; the creations of Maynard Dixon and Frank van Sloun, well known California artists. These paintings depict the early and mythical history of the state, centering around Califia, the mythical queen of California. The theme was taken from an old Spanish legend of the days before the New World was really known. Although these works have been in the public view for a year, comment as to their unusual beauty is heard more frequently than at the beginning.

The tower of the hotel is 578.6 feet above sea level, the highest point in the city. In conceiving the idea of Hotel Mark Hopkins, Mr. Geo. D. Smith, President and Manager, states that he had felt for some time that San Francisco needed such an hotel. A "Home" for which visitors to San Francisco could enjoy the wonderful view of the Bay and surrounding territory from every room; so operated that it would add to the growing popularity of the Golden Gate City.

After one year of operation, Mr. Smith states emphatically that his judgment was right. Hotel Mark Hopkins is now doing as he expected it would at the time of its conception, demonstrating that his faith in San Francisco was not misplaced. In building the Mark Hopkins, he has not only added beauty to the impressive skyline of the city, but also to the whole bay district inasmuch as that beauty is available to every visitor from his bedroom window.

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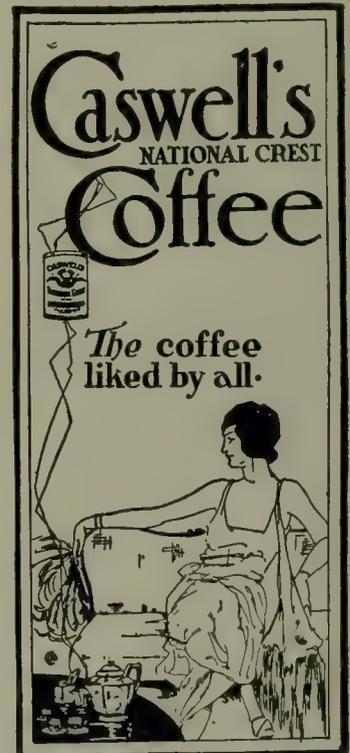


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## DO YOU LOVE MUSIC?

By V. de Arrillaga

It is a wonderful thing to follow out a work in life that you naturally love. For an individual to do something that he dislikes is really work and hardship for himself, as well as for all those with whom he comes in contact. Men or women who find out that they have a musical nature would do well to instruct themselves in this most agreeable of fields, for what is more delightful in youth, middle-age, or in old-age, than ability to play, sing or otherwise express themselves in music?

Music always indicates that there is harmony in the one who interprets it. Atmosphere is an absolute essential in producing a good musical result. By atmosphere, we do not mean exactly surroundings, as much as we do the idealism that breathes in the student or school, and the people with whom the pupil has to form contacts. The Arrillaga Musical College is conspicuous in this respect. The ideal that has ever been held by V. de Arrillaga, the director, and A. Artigues, the president of the college, has been communicated to their associates so that the minute one enters the school, one becomes aware that there is a difference in this house of music.

The college is an old institution. It has tradition. The personality of its founder, the late Santiago Arrillaga, constantly lives and has become a part of the school. Recitals that are often held by the pupils, and the monthly recitals by the members of the faculty, bring to the students and their friends, a love and appreciation of the classics and form an association between the faculty and students that is enduring.

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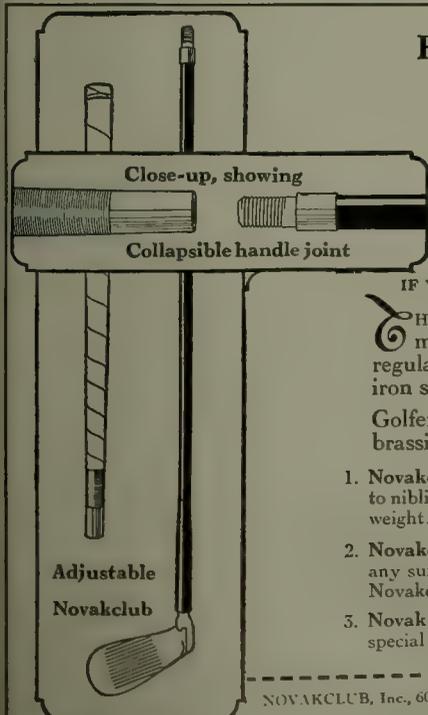
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(See Page 51)

By WILLIAM BARR

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Charles S. Howard, well known automobile merchant, clubman and yachtsman of San Francisco, is celebrating, this month, his twenty-second anniversary as Buick distributor on the Pacific Coast.

Starting in the automotive business when that industry was in its infancy, Howard opened his first establishment in 1905 on Golden Gate avenue. That little sales-room was just large enough to exhibit three of the old two cylinder Buicks. Today the Howard organization maintains large buildings in San Francisco, Oakland, Berkeley, Los Angeles, Portland and other cities. With these key cities acting as distributing points as well as maintaining immense sales and service departments, there has been built up throughout the Howard territory one of the most complete and representative dealer organizations to be found in the United States.

Howard's long period of unbroken association with Buick, as distributor, has in itself, few parallels in the industry. But the outstanding distinction that the Howard organization bears is that of being the largest distributor of automobiles in the world.

When the Buick distributor first began operations in California there were less than 5,000 motor cars in the entire State. Few envisioned the automobile business as anything other than a mechanical contraption, handy as a legislative and humor target. But Howard brought vision into Coast merchandising along with service foresight, and it was only a few years afterward that he had the entire automobile world sitting up and taking notice, for he began shipping entire trainloads of Buicks to the Coast, a procedure that was regarded as the extreme of optimism and daring.

Even when, within a year after his start, Howard's place of business in this city was in ruins after the earthquake and fire, he displayed that same faith which has so characterized his progress.

The motor car chieftain of today admits that it took all the capital he could raise to start his first sales store. But when 1905 had become 1906 he found that he had sold 87 Buicks. When 1926 became 1927 he discovered that his firm had delivered nearly 20,000 Buicks in the preceding twelve months.

Asked recently how he did it, Howard said:

"I didn't do it. Telling the people what we had for sale, proving that we gave them dollar for dollar on every sale, keeping our word with every customer down to the last letter of that word, giving every customer service until he was completely satisfied—those rules strictly adhered to, and backed by a car which every one of us always has believed is the best car in the world, put us ahead. But service kept us there."

## Society

(Continued from Page 94)

## Sponsor of Literature

Mrs. William Beckman, author and world traveler, whose wholesome philosophy of life places her in the small circle of women philosophers, has endowed the University of California with a chair for the study of American literature.

A leader in Sacramento society and a founder of the Saturday Club in the Capitol city, Mrs. Beckman's influence toward ideals make her a prominent leader in state-wide circles of learning.

\* \* \*

## "Florence Nightingale"

"San Francisco's Florence Nightingale" is a title well earned by Mrs. A. W. Scott, foremost war worker of the city, dearly beloved and honored by thousands of soldiers as well as by her associates. "Everybody loves Mrs. A. W. Scott!"

\* \* \*

## Women's Building

Mrs. Edward Dexter Knight is president of the San Francisco Women's Building. Dr. Mariana Bertola, Mrs. Charles Hawkins, Mrs. Minna McGauley are vice-presidents. Popular Mrs. D. E. F. Easton is treasurer; Mrs. Gaillard Stoney, auditor; Mrs. Katharine Smith, executive secretary. To these women and their constituents, monuments for vision and courage belong!

\* \* \*

Mrs. J. E. Butterfield, "the little president of the big federation" has more than 12,000 club women under her jurisdiction. She presides with commendable poise, considering the responsibility resting upon her young shoulders.

Like a big clearing-house, the City Federation receives reports of individual clubs and co-operates with each prescribed plan, presented by able executives.

They shall prove their mastery when they shall possess: "Seraphic intellect and potent force."

## Insurance Against Crime

(Continued from Page 93)

The automobile, according to police authorities, plays some part or other in the commission of or escape from 90 per cent of all crimes of violence. In addition to what life and accident companies pay for loss of life and limb caused by the hit-and-run driver and what the casualty companies pay for the burglaries, robberies and other crimes made possible because of the easy means of approach and escape offered by the automobile, our modern favorite vehicle of transportation lays up a few more cool millions paid under automobile liability policies by the casualty companies, where law-breaking is involved. It is estimated that the casualty companies will pay out this year under automobile liability policies not less than \$100,000,000 in settlement of claims for damages. How much of the aggregate loss is chargeable to violation of traffic laws and the prohibition statutes is impossible to determine. It is the experience of claim departments, however, that violation of one or both of these types of laws, in a minor or flagrant degree, is alleged in 9 out of 10 automobile liability claims presented. It is doubtful if anyone familiar with the subject would estimate lower than half of the \$100,000,000 aggregate insured liability loss arising out of personal injuries as chargeable to ordinary every day violation of traffic and prohibition laws.

On the whole, insurance suffers less for its own "crimes" than it does for crimes against and crimes of its policy-holders.



## Sail to Hawaii...

## on the new MALOLO

Sailing from San Francisco every second Saturday, the new Malolo brings a completely new conception of speed, luxury and safety to the Pacific. The most luxurious American-built passenger ship, she makes the voyage to Honolulu in the astonishing time of *four days*—thirty-six hours saved! Seven decks are devoted to passengers' comfort. Two electric elevators serve all decks. The sun deck is devoted to promenade and deck sports. One entire deck—public rooms exclusively. The great dining saloon seats all of the passengers at once—a feature seldom found. Two motion picture theatres. Children's dining room and playroom. Gymnasium. The Roman plunge, with special dressing rooms, is a permanent feature of the ship. Photographic dark room. Beauty parlor. Turkish and electric baths. Original etchings of California or Hawaiian scenes in all staterooms. One hundred rooms with private tub bath, and fifty with private shower. Her extreme width makes for steadiness at sea. ¶ The Malolo provides a wide variety of accommodations. For \$125—a wide, long, comfortable bed, with reading lamp and telephone within easy reach, in a large, high-ceilinged stateroom, which has a spacious clothes closet and running hot and cold water.

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*Nurseries*

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and SAN MATEO

New "OWNERSHIP LEVELS" at  
practically the same "Price Levels"

for a negligible increase over the usual  
run of delivered prices, you can drive a

# LOCOMOBILE

\$2295 **8-70** Here

"One of the industry's most successful  
8-in-line motor cars."



\$3250 **8-80** Here

"The finest automobile in  
the \$3000 class."

See these masterly Locomobiles at  
**230 FULTON STREET**

Salon of the LOCOMOBILE COMPANY OF CALIFORNIA—Telephone Hemlock 3800

## The Stock Exchange and Industrial Development

(Continued from Page 56)

### Second Only to New York

Our local security market, the San Francisco Stock and Bond Exchange, has taken its place among the leading security markets of the nation and now stands first among stock exchanges, outside of New York. The price of memberships on this Exchange has reached \$100,000, which is second only to the price of seats on the New York Stock Exchange.

### Future Outlook

The significance of the situation as outlined above, lies in the fact that the entire Pacific Coast, lead by California, is becoming more and more financially independent, and constitutes an industrial empire. The center of population is continuing its march westward with a degree of rapidity which is commanding national attention. Our natural resources, our advantageous outlook on the expansive and developing Pacific, our favorable climatic conditions, and the variety and beauty of our surroundings, are all potent factors which insure to California and the entire Western Coast a continuation of the rapid increase in its population and expanding industries. That city which, through energy, foresight and planning, is best equipped to serve the needs of this new order, will prosper most. We are challenged by the progress that stands at our door to continue energetically building, for the entire Pacific Coast area, a securities market that meets its every financial need and insures to industry and commerce the marketing service for their securities which is essential to development and expansion. In meeting this obligation to progress and development we must ever be mindful, too, of the moral and ethical requirements that are involved, and in so doing, insure permanent growth and prosperity.

### Power Progress

(Continued from Page 105)

year in reinforcement of the company's electric distribution systems. New sub-stations, both high-tension and local, have been placed in operation, increased equipment installed and new transmission lines built.

The company suffered a severe loss in August last in the death of its president, Mr. Wigginton E. Creed. His passing was a severe blow not only to the Pacific Gas and Electric Company but to the cause of development and progress throughout the country. Mr. Creed has been succeeded by Mr. A. F. Hockenbeamer, formerly second vice-president and treasurer. Mr. Hockenbeamer is known to fame as the pioneer of customer ownership, a method of company financing now in almost universal practice among the public utilities of the country.

Pacific Gas and Electric Company is making an excellent showing financially. Its gross operating revenues for the nine months ending September 30th last amounted to \$40,805,215, an increase of \$2,999,765 over the corresponding period for the previous year. The large expenditures made during recent years in both gas and electric departments, in the installation of additional generating plants of large capacity and modern type and in the improvement of transmission and distribution facilities, coupled with a season of favorable water supply, enabled the company to transact the larger volume of business with a relatively small increase in operating expenses. As a result the company's net income increased during the first nine months of this year by \$2,664,624.

The numbers of customers connected to the company's distribution systems at September 30th last was 955,498. This figure includes 75,750 consumers of the recently acquired Western States and Coast Valleys companies.

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Can secure thorough training for theatrical or church positions.

Also instruction in sight singing, ear training, harmony and all courses in theoretical and applied music.

All Instruments Taught.

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Surrounded by its own 12-acre Park

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Now offers new and more enticing attractions. A warmth of welcome awaits the transient as well as the permanent guest

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The center of social life in San Jose. Plenty  
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RECEPTION

## WILLARD POWER UNITS

Hear the Difference  
at  
YOUR RADIO DEALER'S

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**WADE AND RUEGG**

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## EPICUREAN DELIGHTS

### Marquard's

The Continental Follies, a bevy of beautiful girls, clever dancers, sweet singers, will fascinate you at the nightly revue at Marquard's, Geary and Mason streets, adjoining Lurie and Curran theaters.

Reminiscent of some of the best New York's roof gardens, trained by masters in the dance, exquisite of form, dressed in fanciful and costly apparel, the ballet performed every evening at this popular cafe, is a whole vaudeville show in itself.

We doubt if there exists a finer cabaret in any city in the United States than can be found nightly at Marquard's. The faces and figures change; the vocalists are migratory; but the standard of excellence is always kept up, and one marvels at the combination of theatrical show and splendid cuisine which Harry Marquard secures for the entertainment of his guests. The costumes are especially lovely and the ballet of pretty girls entrance the eye; dainty little figures, beaming faces, fitting around the dance arena and off again, like a flock of pastel-colored butterflies.

And then the Neopolitan Singers come on, and delight the ear with classic numbers from Verdi's operas, or indulge in some comical Italian folk song.

Lee Carroll's dance orchestra weaves a spell for those who like to dance in between courses, and even the middle-aged and corpulent respond to his strains, with light and youthful steps.

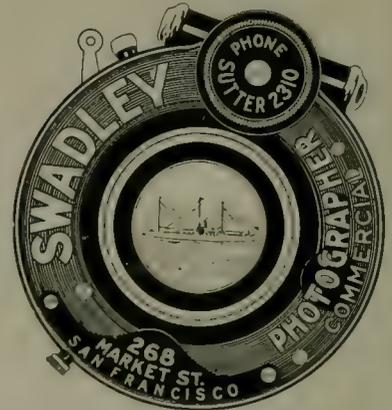
An evening of gastronomical as well as artistic pleasure,—this defines Marquard's.

\* \* \*

### The Bib and Tucker

Not often does one lunch away from home, with the "at home" feeling. The quiet, refined surroundings, genial hostess, pleasant service, and airy, sunny, daintily-furnished room, engenders a home-like atmosphere in the Bib and Tucker, at 334 Sutter street. Mrs. Caroline Jones, owner and manager of this lunch-room, personally supervises the cuisine, and the Bib and Tucker apple pies, in particular, are fit food for the gods. The Bib and Tucker caters especially to club luncheons, and also to dinner parties in the evening. When giving the latter, telephone Douglas 7118, and make reservations beforehand, as only lunch and tea are served daily.

(Continued on Page 122)



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Phone Sutter 3278

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CLOCKMAKERS AND WATCHMAKERS  
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Call and Deliver in San Francisco, Alameda  
and San Mateo Counties

## NEW LUXURIOUS STEAMER

Discriminating travelers will not find their wishes unfulfilled when the new liner California, of the Panama Pacific Line, begins operation between San Francisco, Los Angeles and New York, via the Panama Canal and Havana, in February. For this new steamer is one of the most modern and luxurious ever constructed.

As the largest commercial vessel ever built under the American flag, and the world's largest with electric drive, the California will challenge the attention of travelers the world over. As an American product, created to ply in the strictly American and relatively modern intercoastal trade, she should prove gratifying evidence to patriotic citizens that progress is being made toward bringing into being a privately owned and privately operated business fleet under the American flag that can show the way in modern ideas to the merchant services of other countries.

The California is the first vessel of transatlantic proportions to be built for the intercoastal trade. Some of the best features of leading modern liners plying the Atlantic are embodied in her plans, combined with special features in construction and equipment, adapting the ship to voyages that are largely through sub-tropical seas.

She is 601 feet long, 80 feet wide, has 52 feet depth of hull, and has a displacement of 30,230 tons. The ship has eight decks that, with the floor of the lower hold, have a superficial area of 7.2 acres.

The outstanding novelty in the California is her driving machinery, which is unlike that in any other liner. She has no engines such as are found in other liners, but derives her power from high-speed turbo-generators, that transmit their electric energy by cables to two giant motors, attached directly to the shafts which drive the vessel's twin propellers.

The new liner will make a speed of 18 knots, equal to 20.75 land miles an hour, though on her intercoastal voyages she will be driven at a regulated pace, to insure convenient arrival at Havana and the Panama Canal.

Another original feature in the California is her capacity for carrying perishable cargo in refrigerators and cooled air space, which exceeds that in any other liner. A garage with a capacity of 100 cars is among the conveniences aboard the vessel. Large side ports will permit automobiles to be driven aboard.

In her passenger-carrying arrangements, the California will represent a development typically American. All the public rooms aboard the vessel will be of colonial style taken from models at the Metropolitan Museum of Art at New York. These rooms will be decorated with murals representing romantic historical scenes connected with the early Spanish discoveries in California, the voyages of the famous clipper ships to this State during the gold rush, and the transit across Panama before the Canal was constructed.

Every stateroom aboard the steamer is outside, many have private baths and showers, and all are luxuriously furnished.

There are playrooms for children, gymnasiums both indoors and outdoors, and two outdoor swimming pools.

THE PANAMA PACIFIC LINE INTRODUCES

THE NEW

# S.S. California

Largest Steamer Ever Built Under the American Flag



*In regular service via Panama Canal and Havana*

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*Beginning February 18 from San Francisco  
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and thereafter alternating with the popular MANCHURIA and MONGOLIA in a semi-monthly service on *The Recreation Route*.

**Comfort • Beauty • Luxury**

Every room an outside room, forty-four with private bath. Two open-air, built-in deck swimming pools. Driven and operated throughout by electricity. 30,000 tons displacement. 601 feet long, 80 feet wide. Accommodations for 400 First Cabin and 400 Tourist passengers. Built entirely of American materials. Decks of unusual width with every provision for outdoor recreation. Handsome public rooms. Electric elevators, gymnasium, children's playroom and many other notable features.

*For full details regarding this greatest achievement of American steamship building and booklet "30 Days of Pleasure," special rail and water "Inclusive Cost Tour" on maiden trip of S. S. CALIFORNIA, apply to*

**Panama Pacific Line**  
INTERNATIONAL MERCANTILE MARINE COMPANY

460 Market Street, San Francisco

or your local Railway or Steamship Agent

## EPICUREAN DELIGHTS

(Continued from Page 120)

## Camille's

Of the old-time cafes which survived the fire, and retained their patronage all through the rebuilding period of San Francisco, Camille's, on Pine street, between Montgomery and Kearny, might head the list as having kept up the original high standard of its inception, never deviating from the excellence for which it has been known during two generations of epicures. Aside from the regular dinner at Camille's, a "mixed grill" is served, and also Camille's "Rex sole", two dishes which are adding fame to the popular Pine street cafe.

\* \* \*

## Casa Bigin

When Bigin moved from Columbus avenue to Stockton street, near the tunnel, he brought with him that indefinable atmosphere of Bohemia which must be instinctive, rather than affected, and which, during the past two decades, seems to have lost something of its flavor and strength among the bran-new skyscrapers of the "good gray city".

It is left to personages like Bigin to revive and rejuvenate the Bohemian spirit, so often falsified and misunderstood among those not conversant with its intrinsic value. Here is a definition of the word "Bohemian" which Webster gives:

"In highly-civilized communities, one who makes a livelihood by, or is much interested in, art, literature or other intellectual pursuits and takes an attitude of protest against, or indifference to, the common conventions of society, in favor of freedom from care, naturalness and originality, especially renouncing the conventions and formalities in social relations."

But aside from the spirit of Bohemianism, haven't you a liking for Bohemian dinners? Or Bohemian lunches? Go up to Casa Begin, at 441 Stockton street, some day and find out.

\* \* \*

Appropriate — Customer: I hear Jones has selected six bankers to act as pallbearers.

Richards: Well, they've carried him for years; they might just as well finish the job.

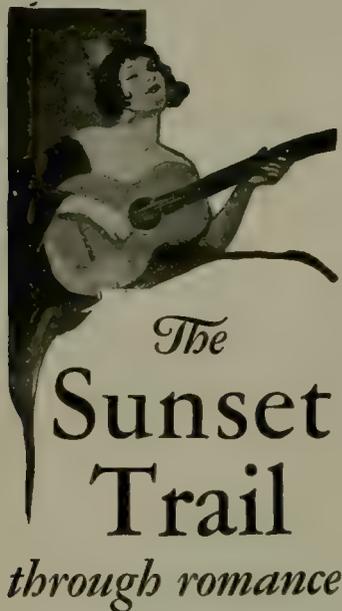
\* \* \*

On Duty—A Jewish soldier was doing guard duty.

"Halt?" he challenged. "Who goes there?"

"A friend," came the answer.

"Advance," said the soldier, "And give the discount."



The  
**Sunset  
Trail**  
through romance

You may see the picturesque Southwest and old South at no additional fare on your trip East.

The colorful route of "Sunset Limited," through the picturesque Southwest and the romantic Old South will delight you. Arizona, New Mexico, Texas, luxuriant Louisiana; everywhere reminders of stirring history of the nation's southern boundary.

Apache Trail Highway trip if you wish; strange mesa lands; El Paso with quaint old Mexico just across the river at Juarez.

"Sunset Limited," famed round the world, carries you swiftly and comfortably over this fascinating route. Its appointments are superb; as fine as a first-class hotel or club.

Ask for Sunset Route pictorial booklet. From New Orleans, you can continue to Chicago or points east by train or go to New York aboard Southern Pacific steamship.

Return, if you wish, via another of Southern Pacific's routes—Overland, Golden State or Shasta.

4 Great Routes 12 Famous Trains

For transcontinental travel  
A choice offered only by

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Pacific**

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make appreciated and valued  
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The First National Bank

PHOENIX

Hotel Adams

PORTLAND

Meier and Frank Co.

SEATTLE

1212 Fourth Ave.  
(The Olympic)

Beating swords into plowshares won't help if they keep on beating twisted versions of history into the heads of children.—Beaumont Enterprise-Journal.

## THAT FEELING OF SECURITY

Have you ever stopped to consider what a "feeling of security and safety" can mean to a motorist?

Have you ever paused to think what it would mean to a motorist to travel the roads of the state free from worry and care?

And yet no motorist who is a member of the National Automobile Club need heed either of these questions for a single moment.

### WHY?

Because he has at his command a state-wide, 650 or more garage unit system of roadside emergency service which at all times stands ready to take care of him **NO MATTER IN WHAT SECTION OF THE STATE HE MAY BE TRAVELING.**

These 650 or more garages have but one thought and that is to serve the members of the National Automobile Club, day or night, to the very best of their abilities.

And behind them constantly encouraging them to better service and more courteous treatment of its members, who may be in trouble, stands the Service Department of the National Automobile Club.

Here are some of the things this most comprehensive of services is prepared to do for the 50,000 members of the National Automobile Club:

#### EMERGENCY ROADSIDE SERVICE

1. **Mechanical First Aid (30 minutes labor on your car).**
2. **Towing, if car cannot be started on the road, to nearest N.A.C. service unit.**
3. **Delivery of gasoline and- or oil.**
4. **Tire changes NOT restricted to women drivers.**

### ARE YOU A MEMBER?

If you aren't then you are not enjoying the advantages of this great service organization. Remember that it is state-wide and that wherever you may be within the boundaries of California there you will encounter the red, white and blue National Automobile Club Service Emblem high over the door of the leading garage of the city or town.

And don't forget that by being a member you will always, wherever you may be, have

## THAT FEELING OF SECURITY

---

Your Insurance Agent Will Gladly Give You Additional Information

---

## NATIONAL AUTOMOBILE CLUB

218-228 PINE STREET  
SAN FRANCISCO

2020 GRAND AVENUE  
LOS ANGELES, CAL.

District Offices in SACRAMENTO · OAKLAND · STOCKTON · FRESNO · BAKERSFIELD · SAN DIEGO

**Sports**

(Continued from Page 76)

The football fan is a queer type of homo sapiens. He picks his team and he wants them to win. Witness the excursions of 20,000 University of California supporters to Los Angeles, over 500 miles away, to cheer for a team.

We of the Bay Cities are often accused of a geographical and civic ego. We accept the accusation and are proud of it. San Francisco is a sport-loving town. We have the best baseball attendance on the Pacific Coast. We support not one but two teams. Oakland, right across the bay, supports a third.

We attend poor (sometimes) boxing matches and continue to attend them after we have been hoodwinked. Every line of sporting activity has its followers in this little old town.

What other locality has sent 20,000 people 500 miles to support a football team? Spending money for fare, tickets of admission to the game, hotels, meals, peanuts and er—gingerale. The bank clearings in the southern metropolis took a decided jump the Monday after the Trojan-California game.

We have in San Francisco the Olympic Club. This is an organization that is a tribute to San Francisco's sporting ideals. It enters into, and participates in, nearly every category of sporting activities, turning out teams that are comparable to the best in the country. The Olympic Club was the pioneer of club activities on a large scale in the United States. Now there is another club in the process of formation in San Francisco along the same lines.

It is of interest to note that the members of the Olympic Club play for the love of the game. There is no financial reward for the love of the game. There is no their auspices.

\* \* \*

There have appeared articles in recent publications that opine we Americans play to win, no matter how we win, but "to win". It is stated that we call in sharp practices, by infringing upon the rules and the courtesies of the game. It is said that we term ourselves justified in doing so if we can get away with it. Whether we win honorably, or dishonorably, it is said that we must win.

We do play to win. We give all that we have to win and why not? If we lose we are not delighted about it and do not pretend to be. Maybe that is why we are called poor losers. We may be beaten, yet we are never subdued. In many places, particularly on continental Europe, it is considered good management to default or give up if one of the contestants falls very far behind in any contest. We do not give up. We fight to the bitter end. If we lose we are "sore" about it. In the final analysis it is a whole lot more satisfactory for the victor to beat a sorehead than a jellyfish.

**Costa Rica**

(Continued from Page 20)

2. The agricultural development of the Pacific region of Costa Rica, especially the large banana plantations recently planted, which are already producing, and those which are at present reaching a state of completion, will evidently look forward to the Western markets for a vaster outlet for their products.

3. The very favorable acceptance that the Costa Rican coffee, considered as the best in the world, has had in California.

It is also proper to consider as important factors in the intensification of the mutual commercial relations of both countries, the remarkable interest that Western business men are placing in Latin America. Also, the very effective activities of such institutions as the Chamber of Commerce of San Francisco and the Foreign Trade Club of California, which have made arrangements to the effect that an Exposition of Foreign Commerce and Travel be held yearly.

OVER  
**CARQUINEZ**  
BRIDGE

to Lake County, the "Switzerland of America"; to Jack London's beloved Valley of the Moon; to Stevenson's wonderful Silverado country and the Redwood Empire beyond.

Reached via  
SAN PABLO AVE.  
OAKLAND

OVER  
**ANTIOCH**  
BRIDGE

to the superbly beautiful Sacramento River country—the "Netherlands of America"—the famous land of Sutter's gold and the State capital. Fine paved highway all the way.

Reached via  
TUNNEL ROAD  
OAKLAND

**BRIDGES OPEN**

**ALL DAY and ALL NIGHT**

**No Time Tables! — No Delays!**

**SAIL TO NEW YORK**



SISTER SHIPS  
SS VENEZUELA  
SS COLOMBIA  
SS ECUADOR

See MEXICO, CENTRAL AMERICA, PANAMA CANAL and GAY HAVANA, en route

Panama Mail Liners Are Specially Built for Service in the Tropics

**T**WENTY-EIGHT days of pure delight aboard a palatial Panama Mail Liner with seven never-to-be-forgotten visits ashore at picturesque and historic ports—Manzanillo, Mexico; San Jose de Guatemala; La Libertad, Salvador; Corinto, Nicaragua. Two days in the Canal Zone. See the great Panama Canal; visit Balboa, Cristobal and historic old Panama. Every cabin on a Panama Mail Liner is an outside one; each has an electric fan, and there is a comfortable lower bed for every passenger. There is music for dancing; deck games and sports and salt water swimming tank.

**Costs Less Than \$9 a Day**

The cost is less than \$9 a day for minimum first-class passage, including bed and meals on steamer. Go East by Panama Mail and return by rail (or vice versa) for as little as \$350. (This price does not include berth and meals on trains.) Panama Mail Liners leave San Francisco and New York approximately every 21 days. Next sailings from San Francisco: SS VENEZUELA, December 17th; SS ECUADOR, January 7th. From New York: SS COLUMBIA, December 31st; SS VENEZUELA, January 21st, 1928.

For illustrated booklets and further details ask any steamship or ticket agent, or write to

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LOS ANGELES SAN FRANCISCO NEW YORK

### Theatrically, Where Do We Stand?

(Continued from Page 65)

bought for 65 cents! A vast difference when you consider the programs and what is reported to be the "overhead" of the movie theaters. A feature film, plus a news weekly, a comedy and a presentation; this latter, by the way, a California innovation that has caught on, nation-wide. Presentation, as we see the word, means a glorified vaudeville show with the conductor of the theater orchestra acting as master of ceremonies.

No star of the legitimate or the vaudeville field, has been too big, or temperamental for the movie folk to go after, and with contracts that spelt enormous sums of money, many of the big ones of the stage have fallen for the call of cash.

A few months ago Al Jolson signed a contract with West Coast Theaters—the giant of the present-day theater circuit—that called for \$17,500.00 for a seven days' engagement at the Metropolitan Theater in Los Angeles. The Duncan Sisters played their first picture engagement in San Francisco and profited \$9,000.00 thereby. Mae Murray, after leaving the films, took a personal sally into the picture theaters for \$8,000.00. Now Nora Bayes is doing the "five a day" that the movie schedule calls for and it is said her salary is \$5,000.00 per week. Will King and Kolb and Dill are also touring the West Coast Theaters circuit with the Victor Record artists to follow.

The legitimate theater may talk of a "Pacific Coast producing center," but the movies establish one. West Coast Theaters, with Fanchon and Marco in charge of their production activities, have a scenic and costume studio in Los Angeles and San Francisco; and they offer an artist a season of 40 weeks on the Pacific coast, have more than 1,500 performers and out of this number are 800 girl dancers, engaged at all times in addition to a working crew of carpenters, painters, electricians, scenic artists, designers and seamstresses, numbering another 300.

Another institution of the movie theater with which the legitimate brother has not kept up, is the orchestra leader. Paul Whiteman, Paul Ash, both nationally known, came from San Francisco, the latter originally leading the band at the Granada. Ash is now the biggest sensation in the East and earning close to \$5,000.00 a week. Others approaching the thousand dollar a week mark are Rube Wolf, Abe Lyman, and Walt Roesner. Al Lyons, Gino Severi, Owen Sweeten, Max Bradfield, Frank Jenks, Georgie Stoll, Jay Brower, all young men and excellent musicians, are orchestra leaders who are earning more money than any member of the President's cabinet.

All in all, the motion picture houses are filling that need in California for all that is finest in the way of varied amusement, staged superlatively, in palatial surroundings; the need which everyone feels at times, from the highest to the lowest.

### New Liners for Panama Canal

(Continued from Page 99)

Daulton Mann, general manager of the Panama Mail Line, said:

"Decision to augment our service with the liners Santa Ana and Santa Teresa is the result of the increased travel from the East and the West to the Spanish-Americas as well as the demand for travel accommodations from the people of Latin-America.

"Desirous of affording the best possible service which the increased trade demands, and confident of the growing future of the passenger and freight business between the United States and the Spanish-Americas, the Panama Mail Line will increase its service to these countries and between California and New York next March with the liners Santa Teresa and Santa Ana."

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1916	\$18,615,498	521,553,000	8,174,225,000	421,794	7,880
1921	36,939,474	1,021,821,000	11,483,551,000	599,113	18,204
1922	38,593,562	1,098,123,000	12,353,849,000	645,410	25,265
1923	39,321,535	1,199,063,000	13,674,794,000	710,034	26,294
1924	44,451,586	1,334,035,000	15,277,478,000	763,617	31,859
1925	47,729,079	1,351,798,000	16,200,951,000	813,698	34,863
1926	50,960,571	1,514,981,000	17,482,206,000	874,724	39,149
Gain in Ten Years	\$32,345,073	993,428,000	9,307,981,000	452,930	31,269
Increase, %.....	173.8%	190.5%	113.9%	107.3%	396.8%

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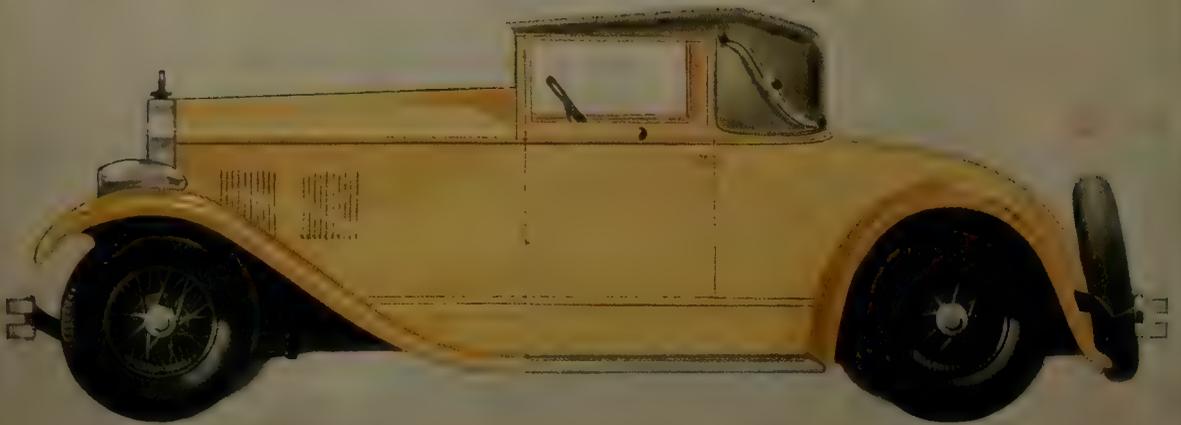
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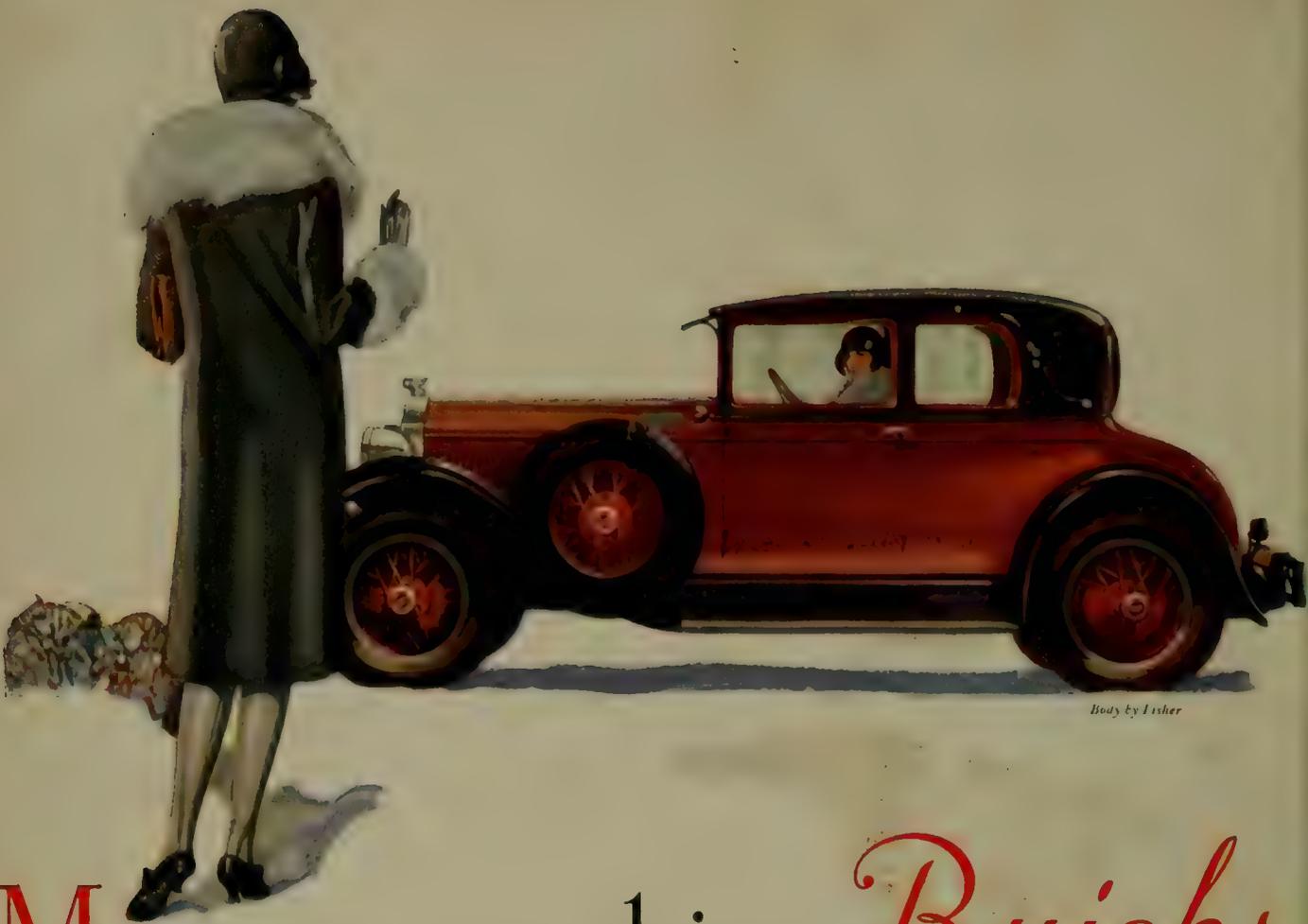
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