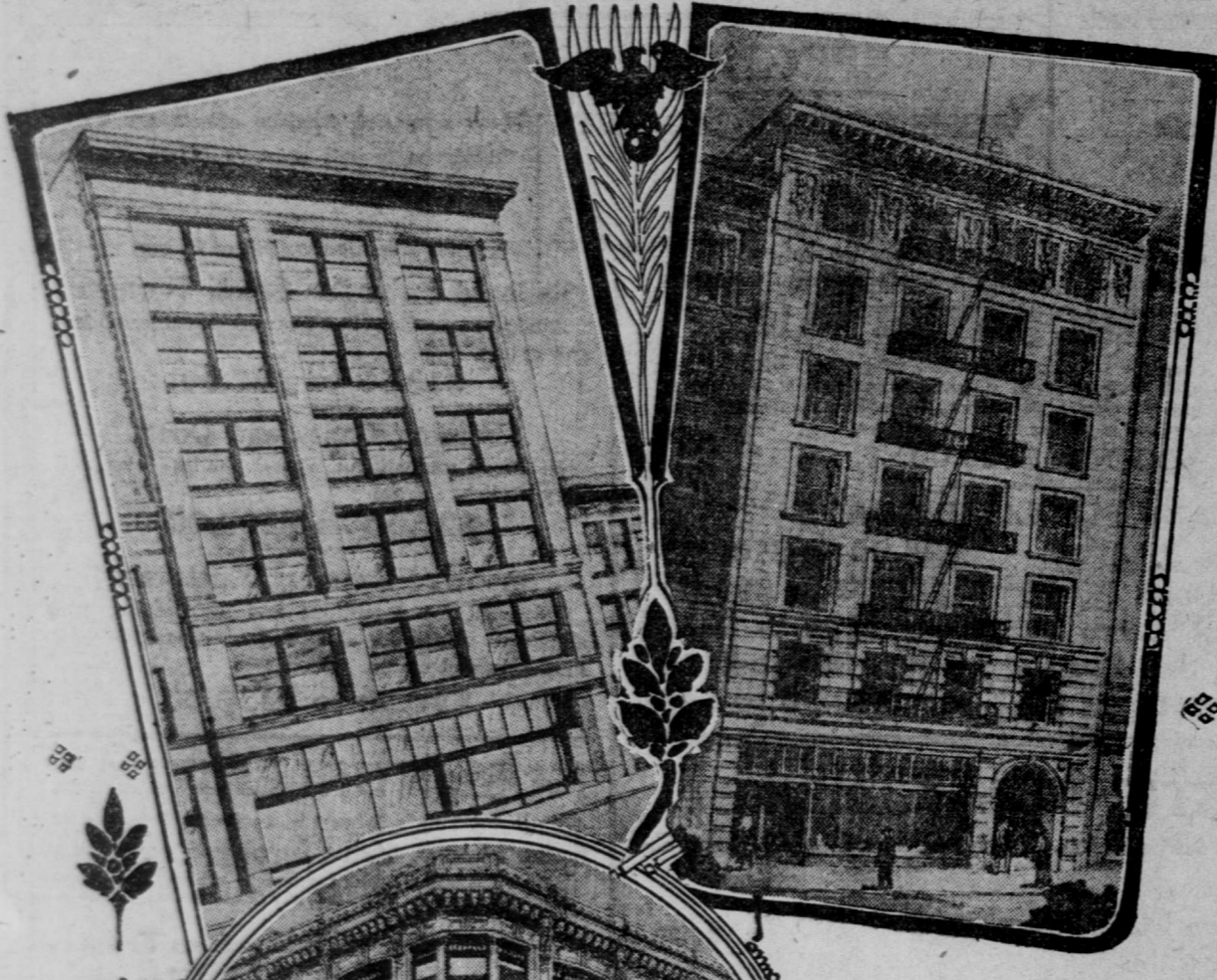


### Three New Structures of Latest Type Will Be Erected in Business District



The accompanying pictures show the three new buildings as they will look when completed. Elkus building (upper left), St. Paul building (right) and Pacific Realty company's building (lower).

### ADOPT NEW PLANS FOR CLIFF HOUSE

Will Cost \$50,000 and Contain Many Unique and Attractive Features

Arrangements were completed yesterday for the erection of the new Cliff house. The structure will be of reinforced concrete, of simple design, with one story rising above the cliff and two below, looking out upon the ocean. It will be operated by John Tait as manager of the corporation which has leased the building. Although the sum available for building purposes is only \$50,000, Reld Brothers, the architects, have planned a commodious fireproof edifice.

The contract for the new building will be let Tuesday by Dr. Emma L. Merritt, executrix of the Sutro estate, and work will be begun Wednesday. Elaborate furnishings will be provided by the lessees, who plan to make the new Cliff house more of a distinct feature of the life of San Francisco than ever before.

Many unique features will be introduced to give the place a special name among the restaurants of the country, among them a roof garden and a large fish pond.

Associated with Tait in the new management are San Francisco and New York men, who will operate under the corporate name of Cliff House. In the corporation are George Jones, F. M. Fenwick and John Rothchild, of San Francisco; W. E. Miller, W. E. Hughes and J. Rose, of New York, and Joseph Carey of San Jose.

It was only after months of negotiations that the arrangements between all the parties concerned were perfected. Provision was made in the lease of the old Cliff house for its reconstruction in case of fire. The available insurance money amounted to \$40,000. Through an agreement with the other Sutro heirs \$10,000 was taken from the estate and added to the building fund. The deal for the erection of the structure was negotiated by Attorney J. C. McKinstry, acting for Mrs. Merritt, and Attorney William F. Humphrey, acting for Tait and his backers.

### WORK ON BUILDINGS WILL BE RUSHED

#### Seven Story Structure to Be Erected in Geary Street Opposite Union Square

A seven story building is to be erected on the south side of Geary street opposite Union square on the site of the former St. Paul building, by Mrs. Mary Kohl Pillsbury, the owner of the original St. Paul building.

It is to be a class C structure, covering the entire lot, 50 by 55 feet. The ground floor will be occupied by one large store, and the upper floors will be divided into offices. These offices are to be of a high class finish, with oak floors and mahogany trimming. Corridors will be floored with tile and wainscoted with marble. All modern conveniences will be provided and the building will be equipped with two high speed passenger elevators. The exterior facing will be in Kyrene sandstone, the entrance hallway elaborately finished with marble and ornamental plaster. The architects are Meyers & Ward.

Another empty lot in the burned district, that was formerly covered by the White House, at Post and Kearny streets, is at last to be covered with a handsome modern building. The Pacific Realty company has leased the entire structure to Alfred Littenfeld & Co. The contracts have been let and the ground broken, and the building is to be completed before the first of March of next year.

The building will have a handsome exterior of glazed terra cotta and will be appropriately finished on the interior.

Fredrick H. Meyer, the architect, reports that the contract will cost in the neighborhood of \$125,000 when completed.

Mrs. Elizabeth Hancock, widow of the late Samuel Hancock, is improving the site of the old Hancock house, well known to San Franciscans, on the south side of Mission street between Third and Fourth, with a modern six story and basement business block, which will run from Mission street through to the rear street.

The front of the building will be finished in latest modern glazed terra cotta. The I. Elkus company has leased the principal part of the building, comprising the store, basement and second floor, and also a portion of the rear building running through to Mission street. The remainder of the building is being offered by Baldwin & Howell, the agents for Mrs. Hancock.

It is to be especially constructed for manufacturing agencies or jobbing houses, such as are filling up the Mission street buildings. The architect is L. M. Gardner.

### MEMBERS OF POCAHONTAS HOLD ENJOYABLE SOCIAL

#### Good and Welfare Committee Arranges Interesting Program

An enjoyable social was given Friday night in Golden Gate hall under the auspices of the good and welfare committee of the Degree of Pocahontas, order of Red Men. An unusually interesting program was the principal feature of the social. It included an address by Dr. C. M. Toppmann, a series of impersonations of historical characters by Edward W. Burrows, a reading by Miss Pauline Hess and a song and dance sketch by Miss Gladys Murray and Master Ralph Gardner.

The committee in charge of the social, of which Mrs. Edward W. Burrows was chairman, included in its membership Mrs. Leah Hoffman, Mrs. Josephine Geeser, Miss Ella Bodermann, Edward W. Burrows, H. S. Charnak, Dr. C. M. Toppmann, M. L. Keller and R. Winters.

### Personal Mention

- J. E. O'Sullivan of Reno is at the Hamlin.
- E. H. Franklin of San Pablo is at the Majestic.
- E. T. Cotton, of New York, is staying at the Holland.
- E. T. Whelan, of St. Louis, is staying at the Fairmont.
- W. L. Morgan, of Portland, is staying at the Fairmont.
- Charles Miller, of Seattle, is registered at the Holland.
- J. E. Martin, of Chicago, is a guest at the Pacific Grand.
- C. S. Pitkin, of Kansas City, is registered at the Stewart.
- A. H. Edwards, of Los Angeles, is staying at the Stewart.
- M. J. Shoop, an attorney of Idaho, is staying at the Grand.
- W. S. Fitcher, of Los Angeles, is staying at the St. Francis.
- Richard Walton Tully, of Alma, is registered at the Fairmont.
- George H. Clark, of San Diego, is registered at the St. Francis.
- Mr. and Mrs. E. L. Allen, of New York, are guests at the Stewart.
- Mr. and Mrs. George H. Peck, of Los Angeles, are guests at the Grand.
- Mr. and Mrs. J. L. Allen, of New York, have apartments at the St. Francis.
- Webb Seaball of Ohio and C. B. Andrews of Maryland are at the Jefferson.
- Charles Miller of Seattle and L. E. Keeler of Sacramento are at the Holland.
- J. C. Carlton of Santa Cruz and J. L. Murphy of Callifornia are at the Baltimore.
- J. F. Pixley and J. W. Hyatt, of Columbus, are staying at the Pacific Grand.
- A. R. Blum of Belmont and C. E. Wright of Monterey are at the Dorchester.
- Mr. and Mrs. Robert Morris of Philadelphia, have apartments at the St. Francis.
- Recent arrivals at the Imperial are

**INSIST upon getting Pragers' Cash Stamps.** You are entitled to one with every ten cents you spend here.

**PRAGER'S CASH STAMPS** are exchangeable for merchandise and equivalent to cash for anything we sell.

### STYLISH, ORIGINAL NEW FALL MILLINERY



**\$5** WE offer a collection of some 200 beautiful new Fall Hats, representing almost as many styles, that differ as much from those seen elsewhere as last Spring's styles do from this season's. Every hat bears the stamp of distinctiveness and individuality that every woman so eagerly seeks. This week is an especially advantageous time for selection, as the assortment is now more complete than ever before and offers a wide variety of the smartest models and most beautiful color combinations that will be seen this season.

Some are trimmed with two ostrich plumes, flowers and velvet. Others with handsome Marabout feathers; beautiful designs in ribbon and pretty ornaments of which no duplicates can be found in the city under \$7.50. At \$2.98 we offer charming little Dutch Bonnets for children. French felt shapes, trimmed with floral taffeta and satin ribbon, and at \$3.98 we will include a splendid showing of Misses' hats—French felt shapes with Corday velvet crowns, trimmed with ribbon, wings and flowers.

**\$5**

### BEDDING COSTS LESS NOW—SO DO CURTAINS

- California White Blankets—A heavy weave, soft grade, with borders of pink and blue; \$4.00 values. Now **\$2.50**
- Pillows—Filled with pure feathers, covered with fancy art ticking; worth \$1.50. Now **\$1.00**
- Bed Spreads—Heavy honeycomb weave, double bed size; worth \$1.25, now **95c**
- Marselles Bed Spreads—Heavy shrunken grade, double bed size; many patterns; worth \$2.00. Now, each, **\$1.50**
- Pillow Cases—A heavy linen finished grade; size, 42x36 inches; regularly 12 1/2c. Now, each, **9c**
- Unbleached Sheets—Double bed size, 81x90 inches; a closely woven grade; worth 60c. Now, **47c**
- White and Arabian Curtains in Battenberg, Cluny, Lace, Irish Point and Brussels Effects—Double thread weave, with overlock stitched edges; worth from \$1.75 to \$2.00; about 40 designs from which to choose. Tomorrow, **\$1.25**
- Kashkar Couch Covers—Made of extra heavy reversible Oriental Tapestry. They come 60 inches wide and are long enough for any couch. The color combinations include some of the most pleasing schemes produced this year, and the regular price is \$4.00. Special, while they last, each, **\$2.45**

### YOU WILL SAVE \$7.25 ON THESE LADIES' SUITS AT \$12.75 Regular \$20 Values

SURELY this is a saving that every woman will appreciate. And at the price named they are, without a question of doubt, the best Suit values shown this year. It is, indeed, seldom that such splendid all-wool Broadcloth Suits as these with jackets 30 inches long and trimmings of satin bands and fancy braids are offered at such a radical reduction. The linings are of guaranteed satin; the skirts are gored and plaited models and the sizes range from 34 to 44. All colors. They were previously marked "special" at \$16.75, but are worth every nickel of \$20.00. THINK IT OVER.

### Silverware Novelties Clocks, Etc., Reduced

NO, it certainly is not too early in the season to begin making your holiday purchases. Many begin even earlier in the year and many save much by doing so.

We have arranged a special display of heavy quadruple plated ware—fruit dishes, lemonade pitchers, pickle castors, etc., worth up to \$2.50, which have been specially priced at **\$1.48** each.

Combs, Brushes and Mirror Sets of heavy quadruple plated ware; in the French gray finish; each piece is handsomely patterned, and all are enclosed in an attractive case. Set complete, **\$2.45**

Four Piece Tea Sets—Consisting of tea pot, sugar bowl, creamer and spoon holder; satin finished and engraved, and priced formerly at \$7.50. Special, complete, **\$5.95**

Mission Alarm Clock—Ornamental and decidedly useful convenience, is offered at the price of an ordinary alarm clock. The picture shows the style. Each one is fully warranted; the alarms are unusually persistent; they stand 9 inches high, and are encased in a weathered oak frame. **\$1.48**

### INDIAN LIFE TOLD BY CLEVER SPEAKER

#### Mrs. John Bidwell Delivers an Address Before the Women's Auxiliary of Pioneers

A most interesting talk on "The Indian and His Needs," by Mrs. John Bidwell of Chico gave a great deal of pleasure yesterday afternoon at Pioneer hall. It was under the direction of the women's auxiliary of the Society of California Pioneers. Mrs. Bidwell, who was introduced by a graceful little speech of the president, Mrs. Charles J. Deering, described her experiences with the race. She has had unusual opportunity of studying Indian life because of the fact that she has an Indian village on her place at Chico, "Rancho Chico," and she takes a personal interest in their necessities and wants.

The installation of the new president and a review of the work of the last year occupied the attention of the Association of Collegiate Alumnae at their meeting yesterday. The day's entertainment began by an elaborate luncheon at the home of Miss Estelle Young in Guerrero street and was followed by a business meeting. Miss Helen Wooster Peckham presided, resigning her office to Miss McKinstry at the close of the meeting. It was a matter of congratulation that the membership of the club had been increased by

more than a hundred during the last year. The report of the treasurer showed that in spite of the unusual expenses that the club has had to sustain owing to the national convention of collegiate alumnae having been held here this year, there is still a large sum in the treasury. The new president then took her place and outlined the plan of work for the coming year, after which the meeting adjourned.

### PROF. W. T. CLARK TO TEACH AGRICULTURE

#### Scientist Is One of Chief Instructors of University Farm Course

One of the chief instructors in the short courses which will be given at the university farm from October 3 to the 10th will be Warren T. Clark, who is assistant professor in horticulture and superintendent of the university extension in agriculture. Professor Clark's long and varied experience in the study of entomology will make his instruction one of the features of the course.

Professor Clark graduated from the college of agriculture in 1903, but prior to that time had given much thought and study to the cultivation of peaches in the Newcastle and Placerville districts. After occupying the chair of entomology at the college of agriculture in Auburn, Ala., he returned to California a year ago to accept his present position.

Many of the papers published by Professor Clark bearing on important agricultural subjects are accepted as standards.

### WIFE BEATER ARRESTED

Osea Burnett, a painter, was arrested yesterday afternoon by Police-man Young on a bench warrant from Judge Shortall's court charging him with failing to provide for his two little children. Burnett's wife and chil-

dren were taken care of by the associated charities. The children were placed in a home at 919 Elizabeth street and Mrs. Burnett got employment in a factory at Brannan and Japan streets. Burnett found out where she was working and on Friday he went there and gave her a beating. He was waiting to repeat the performance yesterday afternoon when arrested.

### SEEN PICKING POCKET

Hugh Stephen, salesman, 53 Olive avenue, was in a saloon at 514 1/2 Pacific street early yesterday morning when he discovered Frank Deaver, a habitue of the Barbary coast, trying to pick his pocket. Police-men Cameron and Clark arrested Deaver on a charge of attempt to commit grand larceny.

Do You Want \$5.00? Read The Call's weekly offer on page 41.

**Two Dollars for ONE**

Eilers Music Co. announce a big sale of choicest pianos at greatly reduced prices. Double credit will be given for payments up to \$50. See announcement page 22.

### Climax of Our September Selling Campaign

## 130 Tailored Suits

Embodying the Latest Innovations In Style. Ten Different Models

(One As Illustrated)

# \$19.75

### Alterations Free

Values \$37.50 and \$40

We called attention early in the month to our September selling campaign. One big value has followed another. THIS is the climax. Our only reason for pricing these Suits at \$19.75 is that they are broken lots. However, in the many beautiful models now offered, every individual taste and size can easily be satisfied.



### Description

In this assortment will be found fine quality broadcloths, manish mixtures, stripes and fancy weaves; the jackets incorporate only the newest fashion effects; all are lined with guaranteed satin. The skirts show only the most approved style features. These suits are the best values so far offered this month. All we ask is that you see them.

NO CONNECTION WITH ANY OTHER STORE

MARKET AT TAYLOR

## Scalp Specialists

Use and Recommend

# NEWBRO'S HERPICIDE

"I am sending you my photograph to show what Newbro's Herpicide has done for me. "Since I first tried Herpicide upon my hair I have used it exclusively in giving scalp treatments to others, and I would not think of trying to get along without it." (Signed) MRS. ANNA CONNER. 2807 Archer Av., Chicago, Ill.

Hundreds of lady scalp specialists and hair dressers use and recommend Newbro's Herpicide instead of products of their own manufacture, upon which a much larger profit could be made. They claim that Herpicide makes friends for them and gives much better satisfaction. Some hair dressers use Herpicide for obstinate cases only, but why not use the best first?

Herpicide is a delightful dressing that can be used when there is no disease of the hair or scalp, and as an actual remedy for dandruff, itching scalp and falling hair it stands in a class singularly its own. Many ladies object to a gummy and sticky hair dressing or one that is full of sedimentary chemicals intended to dye the hair. The marked preference for a clean and dainty preparation, particularly one that overcomes excessive oiliness and leaves the hair light and fluffy, is reflected in the enormous sale of Newbro's Herpicide. Discriminating ladies become enthusiastic over its refreshing quality and exquisite fragrance. It stops itching of the scalp almost instantly.

Two sizes—50c and \$1. At Drug Stores—Send 10 cents in stamps to The Herpicide Co., Dept. N., Detroit, Michigan, for a Sample.

Guaranteed under the Food and Drug Act, June 30, 1906. Serial No. 915.

Some druggists boast of their ability to sell substitutes to mild mannered customers. Get Herpicide. FOR SALE AT ALL DRUG STORES. APPLICATIONS AT PROMINENT BARBER SHOPS.

