

PUBLICITY OF THE HOME INDUSTRY LEAGUE TO ADOPT A POLICY OF PERSISTENT ADVERTISING

Home Industry League to Adopt Policy of Persistent Advertising
Manufacturers to Be Taught How to Create Demand for Products

A policy of persistent advertising to increase California manufacturing by the creation of a steady demand for articles of home production was outlined in the "campaign of awakening" submitted to the Home Industry League of California at its regular luncheon in the Palace hotel yesterday in the report of the publicity committee, of which R. E. Queen is chairman.

The report advises manufacturers to advertise independently in the fashion of the big successful eastern concerns. The need of building up the industries of the state by the success of consumers must be impressed on the public mind. The committee said that manufacturers must put forth an article equal to the eastern product and then let the people know about their production.

COMMITTEE'S REPORT
Following is Queen's report in full: Your committee on publicity and advertising, appreciative of the responsibility which you have assumed in it and regarding it as work as continuous in its character, wishes to present for your careful consideration a statement of the demand for California products, reserving for a future meeting our report upon general publicity plans, which may be adopted collectively for the upbuilding of public sentiment in favor of the consumption of home products.

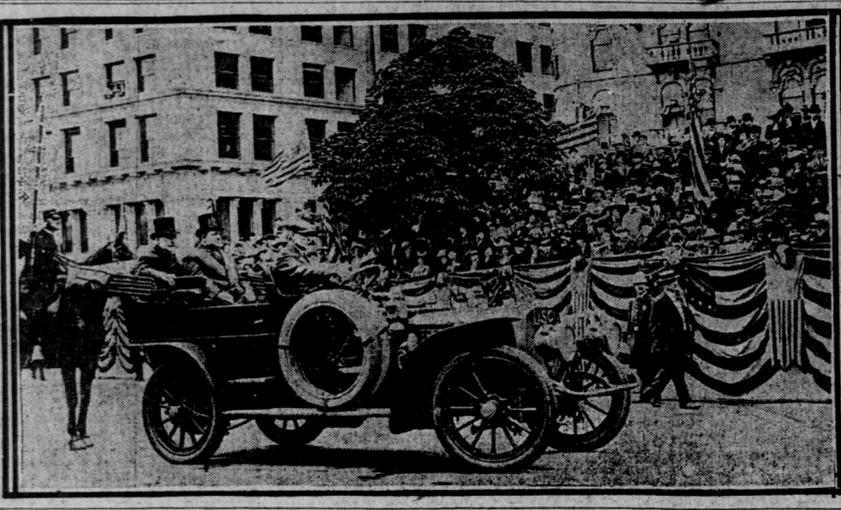
To advertise successfully, is to make known to prospective purchasers the articles which you produce and presupposes the ability to supply the demand to be created at prices which will enable the manufacturer of this city and state to compete on equal terms with our fellow manufacturers of neighboring states in the adjoining states. We must assume, in advance, that the committee on manufacturing and advertising will investigate and report upon the possibilities of and requirements and facilities for the sale of our products on a satisfactory basis and that the committee on salesmanship will advise our manufacturers as to the best methods of interesting the dealers in and agents for their products. The committee is not in a position to advertise until prepared to supply promptly the demand which is being created, and half the battle has been won when that has been accomplished.

LOCAL PRODUCERS ALIVE
Fortunately, many of our manufacturers are already alive to the competition with which they must contend and have interested not only the trade of California but of other states, and even foreign countries in the sale of their products, and have entered, with most gratifying success, upon advertising campaigns which are being carried elsewhere. With ample capital, long experience and large facilities they are not in need of direct information from your committee, although gladly co-operating for the general welfare of the state and even interested in enlarging their sales; consequently the statements of the publicity committee in this first report are intended mainly for the benefit of those who have not availed themselves of the opportunities which are open to them, not only of acquiring for themselves, but also of providing employment and recreation for many of our people.

We shall speak, therefore, in the simple and direct manner of only a few of the fundamental truths which are well known to all general advertisers, and we shall attempt to deal at present with complicated problems, not enter upon those details which require attention and direction of competent advertising men, skilled in all the specialties of the art and capable of designing new and attractive advertisements and properly placing them, as it is our intention to put our manufacturers in touch with the advertising agents who are in a position to devote to individual concerns the time and talent required for a successful issue. The leaders in the various fields of advertising are well known to you, and we will, at all times, deem it a part of our duty to inform correctly and to make inquiry of us in regard to their methods.

METHODS ADVISED
Having prefaced our statements with the principles upon which we have deemed essential to a correct understanding of our views on advertising in general and the special field assigned to this committee, we would now state that there are many ways of advertising, and that the value and efficiency of each depends, to a large extent, on the character of the product to be advertised and the class of customers to be informed; that is, indeed, the keynote of general publicity.

MAYOR OF NEW YORK GREETES AUTO TOURISTS FROM LOZIER CAR



Mayor Gaynor and Street Cleaning Commissioner Edwards in a Lozier car, welcoming the Atlanta-New York Good Roads Tourists.

In order to obtain his share of the business which is now going elsewhere, we will endeavor to present other phases of the subject. Respectfully submitted, R. E. QUEEN, Chairman.

DUTY TO INSTRUCT
We deem it one of the most important duties of this committee to awaken to a realization of the above facts all of those manufacturers and producers of California for whose products there has not as yet been created an active general demand and from time to time, to give to them such information and advice as may be requested of us, for we are daily confronted with the immense efforts of our competitors to sell more and more of their products to our people, and, in view of that fact, our manufacturers can not afford to rest inactive individually while seeking ways and means of concerted action.

SUCCESS OF EXHIBITS
D. J. Alberga, head of the exhibit committee, reported on the success of the California City exhibit in Hale Brothers' store during the holidays. Between 80,000 and 100,000 persons saw the display. At the request of the Oakland chamber of commerce the exhibit is being arranged in Oakland with additional booths. It will draw patronage from six transbay cities.

"TEX" RICKARD DENIES OWNERSHIP OF COWS
Mistake Made in Entering the Charge on Calendar
"Tex" Rickard, fight promoter, appeared in Police Judge Shortall's court yesterday on the charge of violating ordinance 761, new series, by exhibiting and operating moving pictures of the Jeffries-Johnson fight at the Valencia theater. He was represented by Attorney Joseph Taaffe, who asked for a continuance to September 19, which was granted.

LECTURER TO SHOW PALESTINE PICTURES
Savant Will Talk of Time Before Hebrew Conquest
Prof. Lewis Bayles, Paton of the Harvard technical seminary will address the San Francisco archaeological society Wednesday evening, September 21, in the red room of the Fairmont hotel, on "Palestine Before the Hebrew Conquest."

BAIL SET AT \$10,000 FOR POCKET PICKING
Charge of Stealing \$19.75 Goes to Superior Court
Frank Burns was held for trial before the superior court yesterday by Police Judge Shortall, charged with taking a purse containing \$19.75 from Tomaso Besso on a Market street car, September 8. His bonds were fixed at \$10,000.

NEWSPAPERS INVALUABLE
Collectively they cause life and energy into the general sale and growth of California products, but the successful and continuous development of each industry depends ultimately upon the efforts of the individual manufacturer and producer personally interested in the results of his enterprise, strengthened and supported by the Home Industry League, and would therefore recommend to manufacturers of products for daily consumption that they procure individual "writeups" in the newspapers, to be followed, in the leading publications, by attractive and original advertisements and re-enforced by whatever billboard posting, painting or streetcar advertising their respective lines will justify.

CAMINO SIERRA TO RIVAL "REAL"

First Section of Scenic Highway on East Edge of State Is Dedicated
By R. R. L'HOMMEDIEU
El Camino Sierra, the first section of which was dedicated by Governor Gillett recently, will be one of the most beautiful scenic routes in the world. It is designed as a companion road to El Camino Real.

When both of these proposed highways become actualities the autoist can make the circuit of the state—south from San Francisco by El Camino Real, by way of the old missions to Los Angeles, and north by El Camino Sierra, skirting the east bank of the high Sierras, thence across the Mojave desert.

Will Tour South in Locomobile
Animals, and Frank H. Harris, manager of the Van Arsdale Harris lumber company, who is a trustee of the society, will start on their tour tomorrow morning in the latter's Locomobile, accompanied by their wives and staff, to attend the annual convention of the State humane association at Pasadena September 19, 20, 21 and 22.

More Cars With Nobby Tires
The local branch of the Winton motor car company is in receipt of a carload of 1911 Winton six cars, which are extremely striking, being of the light mohair top, the bows of which are covered with tan leather. This with seat covers of the same material as the top, bound in tan leather, makes an extremely striking appearance.

More Wintons Have Arrived
Chandler & Lyon, agent for the Hartford tires, received a two truck load of tires yesterday consisting of 46 cases. This is the first part of a big order with the factory. The company also received a shipment of winter automobile coats, which are of the latest design and material.

Chapman's Salesrooms
The statement sometimes made that an automobile is necessarily an expensive possession to maintain is a striking refutation in the figures obtained in the cost of maintaining Cadillac. Records were obtained in various parts of the country of repairs required by Cadillac owners. In New York, for instance, this record was obtained from 75 owners. The aggregate mileage for these 75 cars, in the everyday goings and comings, was 338,844 miles. The total repair expense of the 75 cars for this great mileage was \$53.21, an average of only 71 cents per car for the season. The records at Dayton, O., show a repair cost even lower. In that city 50 Cadillac owners drove their cars 163,840 miles and the total cost of repairs for the season was but \$57.10, so that the average per car for the season is down to the surprising figure of 12 cents. Sixty-six Cadillac users in Indianapolis drove 252,589 miles and spent \$71.30 for repairs, or an average of \$1.08 per car. Reducing the figures to a general average it is found that 69 cents covered the expense for each car for the season, or less than 16 cents for each thousand miles for each of the 191 cars, which were driven a total of 820,064 miles.

PSEUDO REVENUE OFFICER CAUGHT

J. C. H. Pringle, Who Evaded Authorities for Long Time, Charged With Extortion
John C. H. Pringle, formerly captain of the steamer Corcoran and well known along the Sacramento and San Joaquin rivers, is in the hands of the United States marshal after a search of more than a year on charges of impersonating an internal revenue officer and extortion. He was arrested late yesterday afternoon by Deputy Marshal B. F. Towle at Granada on the line of the Ocean Shore railroad.

In July, 1909, Pringle went into the saloon of John Petero, at Benicia, represented himself to be an internal revenue inspector and found fault with Petero's license, but said he would remain silent if he were paid \$5. The money was promptly paid and then the former steamer captain operated the same ruse successfully on several other saloonmen.

A few days after Petero gave up \$5 for supposed protection Joe Perrier was visited on board his launch near Benicia by a man in blue uniform with brass buttons, who told him the boat did not comply with the government regulations. The launch owner was informed by Pringle, for it was he, that if \$25 were forthcoming it would be "all right." Perrier paid the \$25.

MATE SWEPT OVERBOARD—Algiers, Sept. 16.
Second Mate Funnell of the steamer Swazi was swept overboard and lost during a fierce gale on September 4. The Swazi, in command of Captain Abby, sailed from New York on August 31 for Marseilles and other ports.

Franklin Automobile Company
We announce the arrival of the 1911 Franklin Motor Car, and extend you a cordial invitation to inspect same at our salesroom, 402-406 Golden Gate Avenue
Orders Now Being Booked for Rotation Delivery

VENUS PERFECT-PENCILS
FOR ANY USE AND EVERY USER
17 Black Degrees—5B to 9H
2 Copying Degrees—Soft and Hard
FREE
Send your business card or letter head and dealer's name for a free trial sample
AMERICAN PENCIL COMPANY
40 West 4th Street, New York

COURT MARTIAL TO MEET AT PRESIDIO

Trial of Army Cases Set for Monday With Major A. W. Chase Presiding

A general court martial has been appointed to meet at the Presidio, San Francisco, at 10 o'clock Monday morning, or as soon thereafter as practicable, for the trial of such persons as may be brought before it. The detail for the court follows:
Major Arthur W. Chase, coast artillery corps.
Captain Pierce A. Murphy, First Cavalry.
Captain Conrad S. Babcock, First Cavalry.
Captain Theophilus B. Steele, coast artillery corps.
Captain Henry B. Casey, coast artillery corps.
First Lieutenant James M. Fulton, coast artillery corps.
First Lieutenant Albert H. Barkley, coast artillery corps.
Second Lieutenant Robert E. M. Goorlick, coast artillery corps.
Second Lieutenant Rollin L. Tilton, coast artillery corps.
Second Lieutenant Raymond E. Lee, coast artillery corps.
Second Lieutenant Francis P. Hardaway, coast artillery corps.
First Lieutenant George L. Wertenbaker, coast artillery corps, judge advocate.

Leave of absence for three days has been granted Captain Elmer J. Wallace, signal corps, Honolulu.
Lieutenant Colonel James D. Glennan, medical corps, general hospital, Presidio of San Francisco, has been detailed as a member of the board of officers appointed September 9 to conduct a general department of California, during the physical examination of the latter.

Army and Navy Orders
[Special Dispatch to The Call]
WASHINGTON, Sept. 16.—Army orders—Major Blanton Winslow, judge advocate, is relieved of duty at headquarters, department of the east. He will report to this city and report to the judge advocate general at San Francisco and will then proceed to San Francisco and report to the chief of the department of California, for duty as judge advocate of that department.
Major John B. Porter, judge advocate, is relieved of duty at headquarters, department of California, and will proceed to San Francisco, thence to Washington and report to the judge advocate general for duty.
Navy orders—Passed Assistant Paymaster T. J. Bels, is detached from duty as accounting officer, navy yard, Puget sound, to duty as assistant to the accounting officer of that yard.
The following cables have been received from the commander in chief of the Asiatic fleet: "Shanghai—Lieutenant E. S. Robinson detached Helena to Albany, Midwayman, 7, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000.

PUBLIC WELFARE FUND MAKES FIRST REPORT

Members Are Appealed to for Larger Subscriptions
The first report of the Public Welfare fund has just been made, giving a review of its activities since its inception. The report closes with an appeal to its members for increased subscriptions to finance a number of new projects.

SIEVERS LEAVES NO BEQUEST TO DAUGHTER
By the will of the late John H. Sievers, one of the pioneer forists of the city, who died September 7, filed for probate yesterday, his interests in the business go to his son, John R. Sievers, and the remainder of his estate, estimated at about \$100,000 in value, is divided among his son and three daughters, Mrs. Katie L. Iis, Mrs. May C. Clausenius and Mrs. Sophie M. Antz. No provision is made in the will for his fourth daughter, Miss Louise E. Sievers, the will stating that she had received her share during the testator's lifetime.

The White House

COMPLETE STOCK OF BOYS' AND YOUNG MEN'S CLOTHING FOR FALL AND WINTER WEAR NOW BEING SHOWN.

BOYS' OVERCOATS; CHIN COLLAR; LONG CUT; LATEST STYLES AND FABRICS; SIZES 2 1/2 TO 8 YEARS
\$5, \$7.50, \$8.50, \$10, \$12.50, \$15
BOYS' OVERCOATS; CONVERTIBLE COLLAR; LONG CUT; LARGE ASSORTMENT OF STYLES FOR SCHOOL OR DRESS WEAR; SIZES 8 TO 17 YEARS
\$6, \$7.50, \$8.50, \$10, \$12.50, \$15
YOUNG MEN'S OVERCOATS AND CRAVENETTES; CONVERTIBLE COLLAR; NEW MODELS; ALL SIZES
\$12.50, \$15, \$18, \$20, \$25
BOYS' AND CHILDREN'S BEAVER HATS; NEW SHAPES IN ALL COLORS
\$3.50, \$4, \$4.50, \$5
BOYS' SWEATERS; ALL COLORS AND COMBINATIONS
\$1.50, \$2, \$2.50, \$3.50
INFANTS' CROCHET SACQUES IN WHITE, LIGHT BLUE AND PINK, 50¢ UP
EIDERDOWN WRAPPERS FOR CHILDREN; 1 TO 5 YEARS
\$2 TO \$3.75
MAIDS' DRESSES IN STRIPED GINGHAMS; WAIST LINED OR UNLINED; FULL WIDTH SKIRTS; ALL SIZES
\$2.50

A SPECIAL DEPARTMENT FOR MISSES' AND CHILDREN'S MUSLIN UNDERWEAR
SECOND FLOOR
CHILDREN'S SERGE DRESSES; RUSSIAN MODEL; TRIMMED IN PLAID SILK, NAVY BLUE OR BROWN; SIZES 6 TO 12 YEARS, \$6
CHILDREN'S DRESSES OF BLUE AND GREEN PLAID PANAMA CLOTH; RUSSIAN MODEL; RED SAILOR COLLAR AND CUFFS; BLACK FOUR-IN-HAND TIE; SIZES 6 TO 10 YEARS, \$10.50
CHILDREN'S CHEVIOT COATS; FLANNEL LINED; NAVAL MODEL; BLUE ONLY; SIZES 6 TO 14 YEARS, \$8.50
FALL STYLES IN SHOES AND SLIPPERS FOR WOMEN, MISSES AND CHILDREN
WOMEN'S BUTTON AND LACE SHOES IN PATENT, TAN, GUNMETAL CALF, AND KID, SHOWING THE LATEST SHORT VAMPS, FULL ROUND TOE AND HIGH CUBAN HEEL; WELTED EXTENSION SOLES, \$4
YOUNG LADIES' LACE AND BUTTON SHOES IN PATENT, TAN, GUNMETAL CALF AND KID; MEDIUM AND HIGH TOP; WELTED SOLES AND FOOTFORM LASTS
\$3.50 AND \$4
WOMEN'S HIGH GRADE BUTTON AND LACE BOOTS IN PATENT, TAN, AND GUNMETAL CALF, SUEDE, CRAVENETTE, BRONZE, VELVET AND SATIN, HAND TURNED AND WELTED SOLES
\$5, \$6, \$7 TO \$10
MISSES' AND CHILDREN'S BUTTON AND LACE SHOES; MEDIUM AND HIGH TOPS, IN PATENT, TAN, GUNMETAL CALF, KID, BRONZE AND SUEDE; TURN AND WELTED EXTENSION SOLES; BROAD FOOTSHAPE LASTS
5 TO 8, \$1.50 TO \$2.50
8 1/2 TO 11, \$2.25 TO \$3.50
11 1/2 TO 2, \$2.50 TO \$4

FRANKLIN
TRADE MARK REG. U.S. PAT. OFFICE
The Car Beautiful

Franklin Automobile Company
We announce the arrival of the 1911 Franklin Motor Car, and extend you a cordial invitation to inspect same at our salesroom, 402-406 Golden Gate Avenue
Orders Now Being Booked for Rotation Delivery

VENUS PERFECT-PENCILS
FOR ANY USE AND EVERY USER
17 Black Degrees—5B to 9H
2 Copying Degrees—Soft and Hard
FREE
Send your business card or letter head and dealer's name for a free trial sample
AMERICAN PENCIL COMPANY
40 West 4th Street, New York

MINUTES
This's going some.
SEE PAGE 10

Raphael Weill & Co. Inc.
SUTTER, GRANT AVE. AND POST STS.