

PRIMARY 'DAWG' RATED 'ROUN' BY TAFT MEN

Attempt to Filch Nomination Bone From President's Camp Ends in Failure

Spokane and St. Louis Republicans Chase Canine Back to Progressive Ranks

SPOKANE, Wash., March 8.—The executive committee of the Spokane Taft club refused today the proposal of the Spokane Roosevelt club for a preferential ballot of the republican voters of Spokane county.

In refusing the proposal, the Taft committee said:

"As such a vote would have no binding or legal significance, it seems to us that a large portion of the electors on both sides would be indifferent, and the result would not be indicative of the true sentiment of the people. Therefore it would be unwise."

C. B. Kegley, master of the Washington State grange, sent to William McKinley, chairman of the Taft campaign committee, a demand for a direct primary. After explaining that the National grange at its last convention endorsed this method of choosing candidates, the telegram says:

"We hereby demand that you take immediate steps for the securing of an expression by a primary vote from the electors of Washington State as to the presidential preference for republican nominee for president and vice president of the United States."

According to the telegram, 500 organized bodies are represented in this demand.

Gets Toe of the Boot

ST. LOUIS, March 8.—Managers of President Taft's campaign in St. Louis refused today to accept the proposal of the Missouri Roosevelt club to hold a direct primary to settle the Taft-Roosevelt contest in St. Louis.

The Taft forces say the Roosevelt followers want primaries only where they are in control and that the proposal was not made in good faith.

Michigan Is Whistling

LANSING, Mich., March 8.—The senate this afternoon by a vote of 20 to 12 passed the bill providing for a presidential preference primary in April to instruct the national convention delegates to be elected by the state convention.

The senate today is debating whether to pass the bill immediately. The house passed the measure yesterday.

Ohio Trip Ended

TOLEDO, O., March 8.—After a day spent for the most part on the rear platform of his private car, President Taft finished his "campaign" through eastern and northern Ohio here tonight with a speech on "The Judiciary and Progress," at the Coliseum.

On the way north from Pittsburgh Toledo the president made more than a dozen speeches from his private car. President Taft twice referred to the refusal of the senate yesterday to ratify as they were framed, the arbitrary treaties with Great Britain and France, making it plain that while he had been disappointed at the senate's action, he had not given up the fight for the treaties.

"The cause is a just one and we are bound to win," said the president at Mansfield and later at Tiffin he amplified this statement.

"I have not given up, but I am going to rely on the people to help on."

The president did not indicate he intends to ask the people to help in the fight.

Leaving Toledo late tonight, the president is due in Chicago early tomorrow for a two days stay.

Champ Takes the Field

WASHINGTON, March 8.—Speaker Champ Clark left Washington today for Frankfort, Ky., where before the Kentucky legislature tomorrow he will make one of the first set speeches of his campaign for the democratic presidential nomination.

Senator elect Ollie James of Kentucky will preside over the house in the speaker's absence.

La Follette Speaks

MADISON, Wis., March 8.—Senator La Follette in a statement here today broke silence on the presidential candidacy of Colonel Roosevelt by the declaration that "if Roosevelt is elected, the problems personal attacks on candidates should have no place."

That La Follette, however, will subject Colonel Roosevelt's public record to close scrutiny is indicated in the statement.

The statement was called forth by reports in several newspapers that Colonel Roosevelt had urged La Follette as "the ideal man to make the fight against President Taft."

"It is not a matter of great importance to the public why I became a candidate," the statement said.

Delegation to Be Split

SANTA FE, N. M., March 8.—The republican state convention, in session here, will tomorrow morning elect eight delegates to the Chicago convention. Four will be instructed for Taft and four for Roosevelt.

The evenly split delegation was suggested by the "progressive" wing, and after an extended conference was accepted by the "regulars."

PRINTED DATE LINE MAKES WILL ILLEGAL

Holographic Testament of L. A. Spitzer Invalidated

"CIVIC SALESMANSHIP" FOR CITY New Phrase Coined at Commerce Chamber Dinner

Speakers at Chamber of Commerce publicity and advancement dinner, who aroused great enthusiasm by suggesting program guaranteeing brilliant future for San Francisco.



Hugh Chalmers Points to Brilliant Vistas of Prosperity and Advancement

San Francisco was given a new phrase to juggle with last night—"Civic Salesmanship." Her opportunities, her climate and her future, including the exposition, are her wares, publicly the world over is to advertise them and her citizens are the salesmen who ultimately will realize profit through the redirection of her energies.

Hugh Chalmers of Detroit, guest of honor at the publicity dinner of the San Francisco Chamber of Commerce at the St. Francis hotel last evening, talked the common sense of civic business before the most interested audience that has gathered in San Francisco for a long time. He announced his famous maxims of success, applied them to the vital problems of the community and left his hearers gasping for along new vistas of prosperity and advancement, to which he had pointed the way.

There were other speakers at this banquet, which was held for the purpose of discussing San Francisco's need for winning the attention of the world, but it was Chalmers' task to sketch the city's part—the part of every loyal citizen in the movement and his address had an appeal to every member of the chamber.

"PAID SPACE" SUBJECT

Advancement of the interests of the city through advertising—"Paid Space" for you, the citizen, we can do, said William Woodhead, president of the Advertising Men's association, Frederick G. Athearn of the Southern Pacific and the president made more than a dozen speeches from his private car.

President Robbins explained the object of the publicity dinner before resigning the chair to the toastmaster for the evening. He said:

"This meeting is being held for the purpose of keeping our members posted on what we are doing. In our board of directors we have many activities, and you, the citizen, we can do to advance the interests of the city and its people, and at such a time as this we can let you know how we are handling them.

"The workers are few, and I appeal to all of you to give of your time and effort in helping the Chamber of Commerce. It is not what it can do for you, but what you can do for it, that will help San Francisco.

"We have lately held a campaign for new members. A month ago today they were 1,800 men in San Francisco and today they are 2,006, and the number is growing."

PAUL CARROLL'S ADDRESS

As toastmaster of the evening and chairman of the publicity committee of the chamber, Paul Carroll opened the discussion with a general address. He said:

"The board of directors of the Chamber of Commerce is complimented by your attendance here this evening, and the publicity committee is grateful for the interest and attention of every member of the chamber. Men that give their time and talents to the advancement of the city, are the backbone of our efforts.

"The city is engaged in a great campaign for commercial supremacy. The opening gun was fired in our Merchants' Exchange building, the day millions were subscribed to the world's fair funds. The next day the Chamber of Commerce was the organization of competent group of city officials.

"Let us capitalize these events. We must create an atmosphere, a sense of force in this community, that will make all of our men, women and children boost the city and its attractions. Each and every one of you should be a qualified salesman of our city."

"Paid space and columns of free publicity in the public press are not to be compared with the individual efforts of our citizens at home and abroad.

"At this is an informal dinner, the Chamber of Commerce is the actual clearing house regarding its activities. The work of the numerous committees is reviewed and the news distributed. The newspapers generously accept our copy and give the publicity to the world.

"To the press of the city is due the thanks of our Chamber of Commerce and of our entire community. Without their co-operation our efforts would be wasted. Competent writers edit the monthly journal, reviewing the work of the board of directors. This journal is mailed to every member, also to every agent in the consular service of our country.

"As this is an informal dinner, I have the pleasure of announcing that you all are informally elected to membership in the publicity committee.

"Whether at home or abroad, talk



Paul T. Carroll



F. G. Athearn



M. H. Robbins

Leading San Franciscans Hear Speakers Outline Sound Policies to Pursue

Instead of trying to "sneak" into the columns with free publicity, Woodhead insisted that it was better far to squarely pay for what you have to say, and be able to say it, than to attempt to sandwich an ounce of publicity into a ton of alleged news. His argument, in brief, was:

"Advertising is not a matter of luck. It is an art. It is a study of human nature. To be successful it must interest, inspire and inform, and above all it must create desire.

"There is no mystery or magic about advertising. It is not an experiment. It is simply good salesmanship, and that postmaster of more or less than making the other fellow feel as you do about the goods you have to sell."

"Perhaps the greatest development in recent years has been its application to communities—the advertising of the cities, towns, resorts and opportunities of a country to the traveler and especially to the home-seeker of our country has this community advertising attained such dimensions or produced such results as in this Pacific coast country of ours."

"Paid advertising is direct—it is one speaking to one person. Free publicity is an attempt to get something for nothing and is usually worth what it costs.

"The story of the startling manner in which the people of San Francisco advertised four or five million dollars in an hour for the exposition was good news and good publicity, but it won't bring the people to the exposition.

"Straight out of the shoulder, honest, intelligent paid for advertising, running what you want, where you want and when you want, will bring them more than any other method as will make for success."

Plan Your Vacation Now

San Francisco

than all the "free publicity" you can beg, borrow or steal.

ATHearn TALKS OF RAILROAD

What part the Southern Pacific is playing in the California publicity was told by Fred G. Athearn, manager of the railroad's bureau of economics. In part, he said:

"Yearly, monthly, daily and hourly in the Southern Pacific, the praises of the Pacific slope through various publicity channels. Newsletters, souvenir postcards, booklets, folders and leaflets of various kinds are being sent out over the land, from Japan and China on the west to Europe on the east.

"In fact, the Southern Pacific California were printed and distributed last year. Eight million pieces of literature were handled and 4,000,000 postcards were sent out depicting California scenes. A corps of lecturers has been kept constantly in eastern fields, coming before audiences in churches and theaters, appealing to the eye, as well as to the ear, by means of slides."

"Thirty thousand feet of moving picture films that depict most realistically the varied industries of this state, together with 7,000 stereoscopic slides, are telling the tale of the world's playground all over the United States. They are to be found in moving picture houses, lecture halls, and nickelodeons. A California slide library is maintained, from which lecturers and tourists can borrow all their talks on California."

"Last year the Southern Pacific placed on the walls of hotels, business houses, public buildings and the like 3,500 views of various attractive resorts of the state. These are pictures of which we are proud and of which you may well be proud as they are an ornament even in a most esthetically appointed home."

"Seventy-four thousand farmers of California are interested in the crops, soil, irrigation, birds, entomology and other economic last year. These lectures were held in the cars of the Southern Pacific company's agricultural demonstration train. The train traveled 4,000 miles and 275 meetings were held."

KEEP THE HEARTH CLEAN

The last speaker of the evening was Edgar D. Peixotto, who held that while the city is advertising in far lands it must keep its own hearth clean or publicity will become only notoriety. He said in part:

"Publicity is often a balloon that comes down faster than it goes up. Men too frequently mistake the transient voice of the press for celebrity and mistaking notoriety for that sound advertising we are seeking.

"The press is one of the greatest means of our publicity. To gain what we desire through this means, we must set it right when it goes wrong, and keep it right. We get what we demand in our newspapers."

"Emerson said that if a man can write a better book, preach a better sermon or build a better mousetrap than his neighbor, even though he live in a forest, the world will wear a path to his door. So it is with San Francisco. If you can write a better history, hold up before the world a better moral tone and can build a better reputation than was ever built before, then the world will make a pathway to your city's gates."

ESKIMO WANTS PALE—St. Louis, March 8.—A national park, the supervisors recently announced, is proposed. It is desired to have Mount Shasta featured as one of the wonders during the Panama-Pacific exposition

ABSENTEES OF HOUSE LAGED UNDER ARREST

Sergeant at Arms Drags Missing Members From Theater Parties and Dinners

Long Filibuster on Private Pensions Bill Results in a Search of Capital

WASHINGTON, March 8.—As the result of a long filibuster on the private pensions bill in the house the sergeant at arms and his assistants are searching the capital tonight to arrest members absent from their seats without leave.

The filibuster is being conducted by Representatives Roddenberry and Tribble, democrats of Georgia. Many theater parties and several dinners were invaded and members attending were hurried to the house under arrest. The house was 68 members short of a quorum.

At the day session Roddenberry renewed his one man filibuster of two weeks ago against the usual Friday consideration of private pension bills.

"DILATORY" RULES CLARK

Repeated divisions, calls of the house and other parliamentary tactics were employed, but Speaker Clark, amid applause, finally ended the situation by ruling that the Georgia representative's tactics were "dilatory."

Governor Albert W. Gilchrist of Florida entered a protest today against the so called discrediting of his state by the investigation of the everglades reclamation project.

The governor complained that the scope of the inquiry now was being limited, and much to the discredit of Florida and its everglade lands had been put in the record. He came here to present the other side, if possible, but is chafing under the limitations of testimony.

Representative Clark described before the Moss committee investigating the everglades situation a visit with constituents to Secretary of Agriculture Wilson.

WILSON ASTONISHES CLARK

"Mr. Secretary, we came to talk everglades with you," Clark said. "The mention of the word everglades kind of riled the old man. He told me he had suppressed the circular about the everglades, and said, 'I think I did right; don't you?'"

"I said: 'You did right, Mr. Secretary, if the circular was untrue, but you did not do right if it was true.'"

"We talked for some little time, and when the secretary told me he had suppressed the everglades report because he had been requested to do so by men selling everglade lands I was astonished."

NEW ROW OVER TOLLS

The house committee on interstate and foreign commerce, after tentatively having reached an agreement to report to the house today a bill on the government of the Panama canal, was forced to abandon its purpose owing to a new disagreement in the committee over the question of tolls for American railroad owned ships.

Chairman Adamson said it would be a week probably before the committee again would be ready to report the bill, explaining its members seemed to have begun the debate all over again. In the meantime, a subcommittee will take up the matter in dispute and endeavor to reach an agreement.

A clause was put in the bill yesterday that would compel payment of tolls for American ships controlled by railroads. Members of the committee today refused to say whether it was proposed to permit the passage through the canal free of tolls of all other American vessels.

COMMITTEE BACKS DOWN

The house committee on public buildings and grounds met today and took action which amounts to somewhat of a backdown from the threat made a few days ago to demand a general public buildings bill if the naval committee reported in favor of a battleship appropriation. The committee adopted a resolution providing for hearings before subcommittees, each congressman to designate one particular bill he desired to have considered.

Free raw wool to follow free sugar was reported today to be on the program of the house demands.

Although Chairman Underwood of the ways and means committee has been for a downward revision bill such as was passed last summer and vetoed by the president, it is declared that a majority of the democrats of the committee insist that a free raw wool bill be submitted to the camera, and indications are that such a bill will be ratified.

Senator Bristow's bill for presidential preference primaries in the district of Columbia was reported adversely from the senate committee on the district today.

COST OF LIVING UP AGAIN

An international inquiry into the high cost of living was proposed in a bill introduced in the senate today by Senator Crawford of South Dakota. The bill would appropriate \$20,000 to enable the president to extend invitations to other nations to participate.

Indications of the determined fight that will be made in the senate for the retention of many of the army posts which would be abandoned under the war department plan so far as accepted in the army appropriation bill became apparent today when senators arose and made inquiries as to the status of the army bill.

Want to Trade, Buy or Sell? Use CALL Want Ads

TIME CHANGES

Effective Sunday, March 10th

Coast Line—Third and Townsend Sts.

Train No. 48, leaving San Francisco at 5:20 p. m. for San Jose, will leave at same hour, but run through to Los Gatos via Mayfield and Los Altos, stopping at San Mateo, San Carlos, Redwood, Palo Alto, Mayfield and all stations on Los Altos branch.

Train No. 50, leaving San Francisco at 5:25 p. m. for Los Gatos via Los Altos, will leave at same hour, but run direct to San Jose, stopping at Easton, Burlingame, Beresford, Belmont, Redwood, Fair Oaks, Menlo Park, Mountain View, Sunnyvale and Santa Clara.

Train No. 45 will stop at Easton.

Train No. 46, leaving at 5:05 p. m., will stop at Mountain View.

Train No. 17, Los Angeles Passenger, will arrive at 8:25 a. m., instead of 8:30 a. m. as heretofore.

LOMITA PARK SERVICE

Effective above date, additional stops will be made by trains from San Francisco as follows: 6:30 p. m., 10:00 p. m., 11:45 p. m.

Northbound train No. 39 will stop on flag at 7:33 a. m. daily except Sunday.

Market Street Ferry Station.

Train No. 506, leaving at 5:00 p. m. daily, will run to San Jose direct, instead of via West San Jose to Los Gatos.

For details see agents.

SOUTHERN PACIFIC

THE BEST LOW PRICED PIANOS

Not alone in high priced artistic pianos is our stock superior to that of any dealer on the Coast, but in medium and low priced instruments as well, are we better prepared to supply the needs of San Francisco piano buyers than any other store.

For years we have given especial attention to the demand for the less expensive pianos and by reason of our splendid organization for buying and distribution, we are able to offer to discriminating buyers the very best of piano values at the lowest possible prices, in both pianos and player pianos.

THE WELLINGTON PIANO \$275

THE EUPHONA PLAYER \$485

Here are two splendid instruments from the great factories of The Cable Co. THE WELLINGTON PIANO has for years been the highest standard at its price, \$275. It is made in both mahogany and the new Stickle oak cases, now so popular. It is well made, of most excellent tone and superior finish, and it is sold on very easy terms.

THE EUPHONA PLAYER PIANO is the highest development of the player piano possible at the price asked. It is full eighty-eight note scale, easily operated, very simple of control and capable of the very finest musical effects. It embodies the very latest ideas, including automatic sustaining pedal and perfect control separately over bass or treble registers.

Altogether, the Euphona is a distinctly superior player piano at an exceedingly low price and on unusually easy terms. It is shown in Stickle Oak and Circassian Walnut cases of the very latest design.

SEE THESE PIANOS. THEY ARE THE BEST LOW PRICED INSTRUMENTS IN THE CITY.

They are shown at all our stores.

The Wibley B. Allen Co. HIGH GRADE PIANOS

VICTOR TALKING MACHINES—SHEET MUSIC

135-153 Kearny and 217-225 Sutter Street

OAKLAND—510 TWELFTH AND 1105 WASHINGTON. SAN JOSE—117 SOUTH FIRST ST.

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Baker's Breakfast Cocoa

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For delicious natural flavor, delicate aroma, absolute purity and food value, the most important requisites of a good cocoa, it is the standard

Sold in 1/2 lb., 1 lb., 1/2 lb., 1 lb. cans, net weight

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