

WINE STOCKS ON RISE DUE TO RECENT CHANGES

Sudden Spurt on Exchange Due to Reports of Activity in Perfecting Great Organization

ANNUAL MEETING IS ANXIOUSLY AWAITED

Future of Concern Exceedingly Bright, Inferring From Many Activities

Sing a song of dividends. And possess full of gold: Four and twenty companies, Stowed in the hold.

And when the hold was opened, The brokers, and the crowd, And wasn't there an awful din? Stocks, stocks, who's got the stocks?—From the crisis of the Caliva.

The sudden spurt on the stock and bond exchange when the common stock of the California Wine association jumped up 10 points was apparently a premature display of that independent activity which was recently described in the New York Sun in a report of the examination of Frank K. Sturges by Mr. Untermyer of the Pujo committee, investigating the money trust.

Question—What is his purpose in making it appear that the market in stock is active, when it is not? For the purpose of inducing them to buy? Answer—Not necessarily. Perhaps to give them an opportunity to sell. It works both ways.

NEWS RUMOR SEASONED

The news that the California Wine association was perfecting deals to absorb most of the independent wineries and to control the products of others, followed by the certainty that prices on wines had been advanced after a long hard fought battle of cut-prices, was season by a rumor that the association at its annual meeting to be held February 27 would declare dividends on its common stock and continue quarterly payments.

The rumor of dividends to come was gently stopped by a vague statement from the manager of the association, who said he didn't think that the question could be considered at the next meeting.

A little more shouting on the exchange proved that the holders of the common stock were not yet ready to take advantage of an opportunity to sell.

DETAILS LEAKING OUT

Details of deals, finished and pending in the work of absorbing the resources of the independents, have been gradually leaking out to the public, but the magnitude of the transactions, which will come before the stockholders' meeting for ratification, is scarcely realized. Enough is known, however, to satisfy the public that the directors are yet adjusting accounts to determine how much surplus may be available for dividends.

STOCK WELL CONTROLLED

The common stock is well controlled in a few hands by those who have been planning a great financial organization, which aims at vast controlling power and elimination of competition, while carefully considering how to protect practical monopoly without violation of law.

Of course it is expected that the common stock may soon be worth par on the market, but it is even more probable that after a year of experience under new conditions the profits may justify hopes of stock values far exceeding par. Therefore it is plainly not to the interest of the inside operators to accept any premature invitations to sell.

Who own the stocks that may hereafter be offered is not easily answered. In the original organization it became known that several leading houses joined the association, conveying their independent rights to holding companies, one-half the stock of which came into possession of the association in exchange for large blocks of common stock.

VARIOUS STORIES CIRCULATED

This is what was that the association was reported to own one-half of the business of Lachman & Jacobi, while the latter acquired stock in the association and a place on the board of directors, a similar way the Italian-Swiss colony and C. Schilling & Co. became partners with representation among the directors.

Now it is generally understood that a deal was made to absorb the whole of the Lachman & Jacobi interest, the firm name and good will being kept alive as a department in distribution of merchandise. This, of course, required a reservation of cash surplus to complete negotiations.

PLANS FOR REORGANIZATION

Have any other negotiations been perfected to unscramble trust relations and get down to business within the limitations of lawful expansion? It is not known yet what has happened, but it is confidently believed that B. R. Kittredge, who has been president for two years, has been perfecting plans of reorganization acceptable to the government.

A report came recently from New York that Mr. Kittredge has had the financial assistance of W. C. Brown, president of the New York Central, in bracing up the affairs of the wine association.

This is not unlikely, because Mr. Kittredge is a wealthy New Yorker, with high standing in Wall street. The absolute control which has been granted to him in his work of liquidating debts and expanding the resources of the association, was undoubtedly a condition precedent when he unexpectedly consented to assume such onerous duties. His negotiations, therefore, must be presumed to have affected an entirely new distribution of the common stock, the ownership of which is the conundrum now puzzling the stock brokers.

STOCKS TO BE LISTED

When the proper time comes for declaring dividends it is to be expected that California Wine will be called on the New York Stock exchange, and that it will receive full value as a legitimate industrial. The holders of stock may not desire to show their hands until after the next vintage.

THREE SUCCESSFUL ADVERTISERS

Well Established in Business Since the 1906 Disaster

By LEWIS W. FARWELL

Among the notable Advertising Successes in San Francisco in recent years there are three distinct examples of just what can be done with the judicious use of Advertising as a means of bringing a newly born business to the front and putting it on an equal basis with competitors enjoying the prestige and 'influence of many years' establishment. These three specific cases are particularly interesting because of the prominence of these business houses today and the fact that they came into existence after the 1906 disaster. The names of these houses are as well known and as commonly spoken of as the oldest firm in any one of their respective lines, and probably few have thought but what these progressive stores have always been in the mercantile life of San Francisco.

At the very moment of their advent in this community they began to ADVERTISE in a manner that made their introduction quick and effective, and they are still advertising and keeping in close touch with their patrons and the public in general.

These firms plan their advertising with the assistance of an experienced advertising man, based on a percentage of their gross sales, and when a definite plan has been arrived at they adhere to it persistently and consistently. They are continuous and regular advertisers because they find that it pays.

THE JUVENILE, the little fellow's store, founded on the sentiment surrounding and permeating the atmosphere of every home where there are little folks, has experienced to its own satisfaction the value of high class publicity. The very idea of an exclusive boys' store was the very best advertising feature they had to work on. The boy liked the idea of there being a store he could call "his" store and became a voluntary booster, while mother declared it a "boon" to know of a store where she could find "everything for the boy." The Juvenile copy has not exceeded two or three columns width nor five or six inches depth, but it has been consistent copy, never failing to introduce a new, original idea in boys' apparel or to create a desire in the mind of the boy and his mother alike for that smart suit or coat advertised by The Juvenile. Sentiment, quality and persistent advertising have made The Juvenile what it is today.

THE HARRY J. MOORE FURNITURE COMPANY has made the name "Moore's" synonymous with "Home, Sweet Home." By the use of strong contrasts in black and white, using the best cuts they could buy, placed in space not less than fifty inches and more often seventy-five inches or a full page, attention has been attracted and interest created by the human sentiment of the copy. The tendency on the part of so many residents of San Francisco toward apartment house life, where in so many cases the apartments are but an excuse for a home and are rented furnished at exorbitant sums, has been met with a strong appeal to that home loving instinct which is inherent in all. Quite as forcibly has an appeal been made to the pocket book through the genuine economy offered and easy terms. It has been made very plain in the copy of the HARRY J. MOORE COMPANY that the same money paid for rented furnished apartments will pay for furniture selected at Moore's and the rent of a vacant apartment besides. Getting directly to the buyer contemplating the purchase of your particular line of merchandise greatly reduces the cost of advertising. Centering furniture advertising on the bride who is about to furnish her home, rather than devoting the same advertising space to telling an old bachelor he ought to get married and buy furniture, is a striking illustration of wise discrimination in the handling of copy.

THE GREATER SAN FRANCISCO CLOAK COMPANY has made itself a conspicuous factor in the Women's Cloak and Suit business of this city through its broad and bold advertising policy. Timely advertising has played the leading part in the "Greater" campaign from the very beginning, having the right merchandise at the right time and placing it before the public in an attractive manner. Here is a firm that knows the value of high class fashion cuts and uses them to the best advantage, always backing up its advertising with merchandise of a superior character and continually surprising its patrons rather than ever risking a disappointment.

Not one of these three firms mentioned attempts to dominate its Advertising man. They employ an advertising man as they do an expert systematizer or an attorney. An Advertising man's value to any advertiser increases with time, as he gets closer and closer to the business and absorbs its atmosphere. The advertiser who looks at Advertising or an Advertising man as something to be applied to his business only when he is down and almost out is a sure loser, as there are no miracles performed in advertising. Render what assistance you can to your advertising man in telling him your ideas, but don't go further. If you do, you don't need an advertising man. Remember that an Advertising man is thinking nothing but Advertising, while you are thinking of a score of different things, one after the other. The Advertising man for you to put on the job is the fellow who has made good in your line. Look at him as a business man adapted to this important branch of your business, not as a genius or a wizard. He simply knows things about Advertising that you have not had the time or opportunity to add to your own storehouse of knowledge.

SPECIAL TRAINS CARRY COLONISTS

Special colonist trains, in addition to the regular trains, will be operated by the Union Pacific and the Southern Pacific from Omaha to San Francisco on the following dates: March 16, 17 and 18 and April 13, 14, 15 and 16. These special trains will carry through tourist sleeping cars.

The express train known as the China and Japan mail is hereafter to be known as the California mail, according to an order just issued by the Union Pacific.

President William Sproule of the Southern Pacific, Mayor James Rolph and Thornwall Mully, assistant to the president of the United Railroads, have been invited by the Transportation club to speak at the annual banquet March 1 in the rooms in the Palace hotel building.

The American Refrigerator Transit company, with the approval of its president, B. F. Bush, the president of the Missouri Pacific-Iron Mountain, has just placed an order for 2,000 cars with

perishable goods on the Gould lines. The order just given, in conjunction with the contracts for new cars let in 1911 and 1912, after Mr. Bush came to the Missouri Pacific, means an increase in the equipment of the American Refrigerator Transit company of 157 per cent in the last two years.

ritory 200 miles long, was at El Pinal, adjoining the city of Stockton, with more than 3,000,000 gallons of storage capacity. The total storage capacity of the different George West & Son plants has not been reported, but it was estimated to be in excess of 10,000,000 gallons before the recent acquisitions.

When the lease was about to expire Mr. Kittredge became president of the California Wine association and the public is wondering whether George West & Son own the association or whether under a new deal the association owns George West & Son's resources.

SAN JOAQUIN WINERY The El Pinal winery is in the midst of the San Joaquin county vineyard of 35,000 acres, with many thousands of those acres under contract for grapes for 10 and 15 years and all the principal wine making plants. Recently they have purchased outright the Lodi Co-operative winery and the Victor winery, completing practical control of the whole district.

Going south, it is now said that the business of L. R. Rogers in Fresno has been absorbed by the association and that a 10 year contract for all the products of the Tarpey winery has been signed.

HOLDINGS IN LOS ANGELES In Los Angeles county it is said that the association has contracted for a term of years for all the output of the Casamonga Vineyard company and that some similar arrangement has been made with the Italian Vineyard company, which owns 3,500 acres of vines and buys also from growers.

The Italian Vineyard company, the Tarpey, Rogers and the Lodi co-operative plants were the big interests in what was called an organization of independents.

Growers, who have had reason to complain of low prices for grapes during the recent war of cut prices for sweet wines, are now signing up thousands of acres for delivery of grapes for the next 10 years at fair living prices and it is in this way that harmony of interests is being restored. The association, thus adding to its vast holdings and wineries in all sections, is approaching the next stockholders' meeting, loaded down like a mail carrier on Christmas eve. No doubt Mr. Kittredge will play Santa Claus and then take a rest, glad enough that Christmas comes but once a year.

The cruise for the Caliva ends in a big manifest of cargo, and the brokers may cry "Stocks, stocks, who's got the stocks" for some time before the auditors finish their labors and tell the public what has happened.

Held on Felony Charge—George Becht, 421 Ellis street, was arrested yesterday and charged with threats against life on the complaint of Bessie Melville, 409 Ellis street. She alleges Becht threatened to kill her with a pistol. Later she told the police Becht lived off her earnings, and another felony charge was placed against him.

STOCKS TO BE LISTED When the proper time comes for declaring dividends it is to be expected that California Wine will be called on the New York Stock exchange, and that it will receive full value as a legitimate industrial. The holders of stock may not desire to show their hands until after the next vintage.

The important new deals in enlarging vineyard, winery and distillery resources are most apparent in San Joaquin county, through the operations of George West & Son, in which firm Mr. Kittredge has been the principal partner for about 15 years.

In 1901 this firm leased its business for 10 years to a holding company, George West & Son, Incorporated, under control of the California Wine association. The properties of this firm were at various stations from Hanford to Acampo, which is just north of Lodi.

"77" FOR GRIP & COLDS

The doctors say, that Grip is unusually prevalent and great care should be used to avoid taking Cold.

We say, if you will take "Seventy-seven" at the first feeling of lassitude you will escape the Grip.

Don't wait till your bones begin to ache, and you begin to cough and sneeze, or it may take longer to break up.

It pays to keep "Seventy-seven" handy, it is a small vial of pleasant pellets, fits the vest pocket. At your Druggist, 25c., or mailed.

Humphreys' Homeo. Medicine Co., 136 William st., New York.—Advertisement.

GIRLS! GIRLS! SURELY TRY THIS! DOUBLES BEAUTY OF YOUR HAIR

All you need is a 25 cent bottle of "Danderine"—Hair gets lustrous, fluffy and abundant at once.

Immediate!—Yes! Certain?—that's the joy of it. Your hair becomes light, wavy, fluffy, abundant and appears as soft, lustrous and beautiful as a young girl's after a Danderine hair cleanse. Just try this—moisten a cloth with a little Danderine and carefully draw it through your hair, taking one small strand at a time. This will cleanse the hair of dust, dirt or excessive oil, and in just a few moments you have doubled the beauty of your hair. A delightful surprise awaits, particularly those who have been careless, whose hair has been neglected or is

scrappy, faded, dry, brittle or thin. Besides beautifying the hair, Danderine dissolves every particle of dandruff, cleanses, purifies and invigorates the scalp, forever stopping itching and falling hair, but what will please you most will be after a few weeks use of Danderine, when you will actually see new hair—fine and downy at first—yes, but really new hair growing all over the scalp. If you care for pretty, soft hair, and lots of it, surely get a 25 cent bottle of Knowlton's Danderine from any drug store or toilet counter and just try it.

Mission to Be Given—The Paulist fathers will give a mission at St. Rose's church, Brannan street between Fourth and Fifth, beginning this morning at 10:30 o'clock mass. Fathers Cullen, Weyman, McMillin and Stark will conduct the exercises. Masses during the week will be at 8:30, 7:30 and 9 o'clock. Evening devotions will begin at 7:45 p. m.



New Spring Suits

Hundreds of new styles are on our racks. We will esteem it a privilege to show you the charming models, whether you are ready to purchase or not. The tendency this season is toward decidedly shorter coats and fancy garments. The materials are of the newest Spring weaves and the workmanship perfect.

Prices Range from \$22.50 to \$85.00

27 Special Models at \$35.00

A price at which we will offer this season the acme of value and style. These models come in novelty weaves, Bedford cords, file cloth, etc., in all the newest Spring colors and combinations.

OUR GUARANTEE: That the fit and workmanship are satisfactory or the money promptly refunded.

New Spring Silks

CORRECT IN WEAVE AND STYLE—Values in high grade silks such as we have never before shown.

Rich Brocaded Crepe & Charmeuse Exquisite designs in a complete color assortment, from \$2.50 to \$7.50 yard.

Granite Charmeuse One of the new stylish crepe weaves; heavy and soft. Full 41 inches wide. In every available shade. Yard \$3.00.

Cheney Bros. Foulard Silks New shower proof silks. In the latest color combinations. 85c and \$1.25 yard.

A Few of Our Many Specials in New Silks

\$1.25 Brocaded Satin in all evening shades, including ivory white; yard \$1.50. Brocaded Crepe de Chine, 40 inches wide. All evening and street shades. Special... \$1.95. Double width Satin Charmeuse in every conceivable shade; exceptional at... \$1.50. \$1.00 quality fine Brocaded Foulard; navy blue and black grounds..... 68c

Extraordinary Underwear Sale

THE GREATEST EVENT OF ITS KIND IN THE HISTORY OF NEWMAN & LEVINSON

Hundreds of Imported and Domestic Garments will be sold at less than manufacturer's cost.

25c Low Neck, No Sleeve Vests for... 35c. 50c Fancy Yoke Lisle Vests for... 25c. 55c Fancy Yoke Lisle Vests for... 25c. \$1.00 Meringe High Neck, Long Sleeve Vests for... 50c. \$2.00 Silk and Wool High Neck, Long Sleeve Vests for... 75c. 50c Low Neck, No Sleeve Union Suits... 30c. 75c Low Neck, No Sleeve Union Suits... 35c. \$1.00 Low Neck, No Sleeve Union Suits... 50c. \$1.00 Silk and Wool Union Suits... 75c. \$2.00 Wool Tights... 75c.

Newman & Levinson, Stockton and O'Farrell Sts. Newman & Levinson

MODEL FARM HOMES IN SEMI-TROPICAL CALIFORNIA. Your Dream Can Be Realized in KERMAN. The Land of Sunshine, Health and Happiness. Kerman Soil is productive. It is a money maker for every person who farms it. Just think—over \$400 per acre net for Apricots, \$500 per acre net from a 5 year old Peach Orchard, \$200 per acre in producing Raisins or Table Grapes, and only three years to wait for such a crop. Figs will net \$300 to \$500 per acre. Olives bring the grower over 40 per cent net on his investment. Sweet Potatoes net \$200 to \$300 per acre; Berries, Poultry, Bees and many other byproducts produce big profits, besides furnishing pleasant employment for all members of the family. ALFALFA and DAIRYING is one of the leading industries of Kerman, and on account of the great adaptability of the soil, its character and depth, together with the combination of water and climate, Kerman produces wonderful crops of Alfalfa. Ten tons to the acre a year is a fair average. Many farms have produced 12 tons, and in one instance a record of 18 tons was reached; 5 to 6 cuttings each year, at an average price of \$7.50 to \$10 per ton in the stock. Alfalfa hay now selling for \$12.50 per ton. Dairy farms yield a return of \$120 to \$130 per acre annually. 62 1/2 Cents Per Acre Is All You Pay for Irrigation Water in Kerman—All You Want and All You Can Use. Don't fail to get our free booklet telling how easy you can obtain a model farm home in Kerman. Fill Out This Coupon and Mail Today. Fresno Irrigated Farms Co., 508 Kohl Bldg., San Francisco. Kindly send me your literature about Kerman, without any obligation to me. NAME: Ca ADDRESS: