

CORPORATION TAX ASSESSED BY BOARD A \$12,091,810.07

Public Service Bodies' Assessments Exceed Last Year's Record by \$2,069,403.35

FIGURES COMPILED UNDER NEW LAW

Business Growth as Well as Legislature's Rate Increase Is Evident

(Special Dispatch to The Call) SACRAMENTO, June 15—Having finished its work of assessing the public service and other corporations, the board of equalization today published figures of the first assessment made since the increase of rates passed by the legislature. These figures are not final, because the corporations still have the right to appeal for equalization before the first Monday in July.

The total assessment amounts to \$12,091,810.07, which is an increase over last year of \$2,069,403.35. Early in April the board, at the request of the governor, estimated the prospective revenues, based on reports filed by the various classes of corporations. They estimated the total of the assessment roll at \$12,984,725. The actual figures now reported exceed the estimate by \$7,034. Some changes are expected to be made during the period of equalization.

Assessments for public service corporations for 1912 and for 1913 compare as follows:

Table with 3 columns: 1912, 1913, and Grand total. Rows include Railroads and street railways, Electric light and power companies, Telephone companies, etc.

RAILROADS AND STREET RAILWAYS

Table with 3 columns: Gross Receipts, California Tax, and Federal Tax. Rows include Southern Pacific, Atchafalaya, Toledo and Santa Clara, etc.

LIGHT, HEAT AND POWER

Table with 3 columns: Gross Receipts, California Tax, and Federal Tax. Rows include Pacific Gas and Electric, Southern Cal. Edison, Los Angeles Gas and Electric, etc.

TELEGRAPH AND TELEPHONE

Table with 3 columns: Gross Receipts, California Tax, and Federal Tax. Rows include Pacific T. & T. Co., Union T. & T. Co., Western Union Tel., etc.

EXPRESS COMPANIES

Table with 3 columns: Gross Receipts, California Tax, and Federal Tax. Rows include American Express, Globe Express, etc.

CAR COMPANIES

Table with 3 columns: Gross Receipts, California Tax, and Federal Tax. Rows include Pullman Company, Pacific Fruit Express, Santa Fe Refrigerator, etc.

Support the State Which Supports You BUY GOODS MADE IN CALIFORNIA

WANTS MONEY KEPT HOME League Would Retain Steel Contract Efforts Supplemented by Labor Organizations, Which Maintain That Charter Has Been Violated

A desperate effort to keep \$500,000 of the people's money from going east for steel for the new San Francisco city hall is being made by the Home Industry League of California. The efforts of the league are being supplemented by the labor organizations, who have raised the point that the specifications for the steel have been drawn up in direct violation of the charter provisions governing such matters, and in a manner designed to give a decided preference to the eastern bidders.

ACTIVITY SHOWN BY WOMEN'S CLUBS

The widespread interest in the subject of California home industry aroused by the Call's big label collecting campaign has received credit for an unprecedented activity in this direction among the women's organizations in and about San Francisco, according to Miss M. B. Wilkin, special commissioner of the Home Industry League and directing organizer of the Women's Auxiliary Home Industry Club.

The Call's label campaign confronted the consumers with the serious lack of support of California industries that existed. It opened the eyes of thousands to conditions that had not heretofore been realized. The result was that scores of clubs, organized for civic, social, economic and fraternal purposes, have taken up the subject of patronizing home products in conjunction with the Call's label work and are doing a tremendous amount of good in boosting the products of the California factories.

Miss Wilkin reports that during the current month enthusiastic home industry meetings have been held by the Mothers' club of the Girls' Recreation League, San Francisco Settlement house, South Park club, Bryant Street school, St. Ann's club of San Francisco, the Philomathean club of Stockton and the Civic club of Hayward.

The rally for home products given by the Philomathean club of Stockton was organized by Mrs. Fisher Clarke, president of the club, assisted by S. P. Elliott, representing the Stockton business interests.

The lowest eastern bid is by the United States Steel Products company for \$476,283. The lowest local bid is

Note—THE CALL'S label gathering campaign is open to all persons and the premiums will be paid promptly on presentation of CERTIFICATES.

Rules for The Call's Label Gathering Campaign

- Rule 1—Labels and Sales Slips must be of goods advertised on this page, have their cost price marked on the margin, and must be presented at THE CALL'S label department Saturday afternoons, only. Rule 2—Labels and Sales Slips representing \$1.00 worth of purchases will entitle their owners to one CERTIFICATE, \$10.00 worth ten CERTIFICATES, etc. Rule 3—Labels and Sales Slips must be gathered in the process of legitimate consumption among families.

EXTRA TALLIES. The value of each label or sales slip can be increased 20 per cent if it is accompanied by its ad clipped from this page. So keep THE CALL'S label page and clip the ads.

RULES FOR THE COMPETITIVE PRIZES

- (The competitive prizes comprise a motorcycle, gold watch, \$50 in gold, etc.) Rule A—All persons desiring to try for competitive prizes must enter their names with THE CALL, so that the standing of contestants may be published. Rule B—Contestants will be credited with all CERTIFICATES cashed in for premiums except when no increase in their standing has been shown for three months—they must then begin anew. Rule C—Contestants may enter their names and begin working for competitive prizes at any time.

GOVERNMENT APPEALS DIRECTLY TO CAMPERS

Warning Notices Posted on Grounds Where Fires Are Usually Built—Circulars Sent Broadcast. Personal appeals to each camper in the government forest reserves to put out their campfires and prevent the starting of big fires are being made this year by the forest service by means of new forms of placards.

"Did you put out your campfire?" reads the notice, which will be put up at the most used camping spots. "Twenty small fires made this year—a few more and the tree will fall," is the title of another which will be tacked on trees against the bottom of which careless persons are inclined to build fires.

A third notice is as follows: "To campers: The ranger's duty is to put out fires. You have a duty, too—to prevent them." One thousand copies of each of these warnings have been distributed.

VERONICA WATER FOR Headaches and Constipation. It is for the relief of any foreign water or drugs we will put a case in your home on a 10 days' trial.

A Perfect Shortening. Pies, Cakes, Pastry, Doughnuts, Mayonnaise. U. S. Gov't Insp'd.

Using Goods "Made in California" Makes the State Prosperous. Always Look for the Maker's Name.

THE CALIFORNIA BLEND Coffee. Sold only in this country. GEO. W. CASWELL CO.

PACIFIC SURETY COMPANY. Liability, Automobile, Plate Glass, Burglary, Elevator, Accident, Fire, etc. C. H. GRANTON, Pres.

When Buying Shingles. Insist on This TRADEMARK. THE REDWOOD SHINGLE ASSOCIATION.

BOOTH'S CRESCENT BRAND SARDINES. The Sardine that is distinguished from all by its superior food value and flavor. A Pound Can 20c Everywhere.

QUEEN LILY SOAP CLOVER LEAF BORAX SOAP KLEENO WASHING POWDER.

EAT PURITY SODAS. They Please—They're Better—They're Made in California by you and your neighbors. MUTUAL BISCUIT COMPANY, SAN FRANCISCO.

WATER—WATER—IRRIGATION—IRRIGATION. DON'T WORRY about a dry season. Insure against it by boring wells, thereby securing a bountiful supply of pure water. GET THE BEST. WELL CASING. W. W. MONTAGUE & CO.

1915 BOOSTER TIES. Every patriotic Californian should wear a BOOSTER TIE, and by mailing them away to friends you'll soon have the entire world constantly reminded that the PANAMA-PACIFIC INTERNATIONAL EXPOSITION will be held in SAN FRANCISCO IN 1915.

Brilliantshine Polishes All Metals. E. W. BENNETT & CO.

IMPERIAL Liquid Glue. Use this splendid Pure White Borax Soap For Washing Clothes and Dishes. The Standard Soap Co., San Francisco.

"Pearson" Nails (Cement Coated). MAKE BETTER BOXES. COST LESS—MOST ECONOMICAL. Used by California manufacturers. A. C. RULOFSON CO., 315 MONADNOCK BLDG., San Francisco, California.

Photo Finishing AT CUT RATES. BEST WORK. LOWEST PRICES. PROMPT SERVICE. "WHY NOT LET US DO IT?" Sunset Photo Supply Co., Inc., 800 MARKET ST., Next to Fifth.

XL TAMALES ENCHILADAS CHILI CON CARNE PORK & BEANS CONDENSED SOUPS. Save I X L Labels. ADME PRODUCTS.

Photo Finishing AT CUT RATES. BEST WORK. LOWEST PRICES. PROMPT SERVICE. "WHY NOT LET US DO IT?" Sunset Photo Supply Co., Inc., 800 MARKET ST., Next to Fifth.

MIKADO SOAP FOR THE LAUNDRY. STRYKER'S KITCHEN. MADE HERE. SINCE 1872.

BORADENT The Milk of Magnesia TOOTH PASTE. Best for Your Teeth.

ROSE BUD Cream Wheat. It is a flaked wheat—manufactured from the cream of the California wheat—and guaranteed by H. GOULD COMPANY. Sold by Grocers. 10c pkg., 3 for 25c.

When Buying Shingles. Insist on This TRADEMARK. THE REDWOOD SHINGLE ASSOCIATION.

USE MO-KO-NO NOT COFFEE AND. You will always praise it to your friends. Ask your grocer for it. No-Ko-No is strictly a home product. Manufactured by MO-KO-NO PURE FOOD CO., San Jose, Cal.

KLEENO KLEENO. No better washing powder for clothes, dishes, etc., made anywhere. Made in California. Sold by All Grocers.

LIST OF PREMIUMS (Premiums Made in California When Possible)

Table with 3 columns: 100 CERTIFICATES, 125 CERTIFICATES, 15 CERTIFICATES, etc. Lists various household items like Dish Soap, Tooth Powder, Razor, etc.

In addition to the above premiums any article of merchandise advertised on this page will be given by The Call to the extent of 2 per cent of the amount of labels turned in. In addition to the regular list of premiums the following competitive prizes will be offered: A GOLD WATCH, donated by A. C. Rulofson, president of the Home Industry League of California. FIFTY DOLLARS IN GOLD, donated by the Home Industry League of California. A MOTORCYCLE, of standard make, donated by The San Francisco Call.

THIS PAGE ALWAYS CHANGING Watch for It Next Week