

SUBURBAN LINES
LOST \$9,247,554
IN YEAR, SAYS S. P.

According to Railroad's Figures, Ferry System and Alameda Trolleys Cause an Immense Deficit

PUT LOSS ON EVERY PASSENGER 17 CENTS

Report Does Not Intimate Company Will Abandon Electric Service

For several days the Southern Pacific has had experts delving into its books to get some important figures on earnings for the public. A remarkable discovery has been made.

For more than a year the company has been spending 31-6 cents to carry each passenger per mile on the suburban electric system in Alameda county and charging less than 1 cent per mile. Nineteen million passengers were carried, the expense was \$4,613,282, the revenue was \$1,365,707.15, and the company lost just \$3,247,554.35.

These figures for the fiscal year ending June 30 last were made public in a statement issued yesterday. There is no reference in the statement to the financial report issued 12 days ago, in which the company reported that the gross earnings showed \$11,249,000 above the gross of the preceding year and the net earnings climbed \$4,795,100.

The Call, while going to much expense and trouble in providing the variety of splendid premiums for the reward of all collectors of labels, feels that these rewards are being given in exchange for "something" of far greater value and which will mean very much to the prosperity of all persons in California—that is, a spirit of state loyalty and fairness to California manufacturing concerns.

To the general public that has been in the habit of spending money on purchases and receiving no return whatsoever for their discrimination of goods selected, it does appear that the departure inaugurated by The Call is one in which a substantial reward is placed upon an object heretofore valueless, easily the equal of all competitors, and under The Call's plan they offer a means of acquiring cooking sets, foodstuffs and knickknacks and useful articles of all sorts.

However, The Call initiated the campaign with the object of bringing California to the front rank as a manufacturing state. This was done because of two considerations. One was that approximately a half billion dollars was being drained from the state by outside factories that might as successfully be located here, and the second was that the Panama canal, with its influx of population, made it imperative that we have factories in which to employ the newcomers.

It was clear that California was suffering from a dearth of factories. How to alleviate this condition was a problem that seemed to have but one solution. This was that the products of California be given preference by all persons within the state. Once this was done, it was reasonable to expect that the national factories rather than local business would erect a branch factory in California, and that new factories would be built to cater to the people's demand for California products of standard quality.

Now it is one thing to discover a remedy for a condition and another thing to put it into effect. The argumentative and the sentimental appeal early in the state has been made on behalf of the home industries. The condition required some new, unique and irresistible incentive to be embraced by the people as a whole, and with this object The Call decided upon the direct reward of boosters of California products. Premiums of every description were obtained to be given in exchange for the labels of certain California products of indisputable merit that appear advertised on The Call's label page every Monday.

The widespread enthusiasm that has marked the beginning of this label gathering campaign has testified to its efficacy. The campaign is to continue until the expiration year. As it is constantly gaining greater headway, it now appears that the impetus it will have attained during the third year of its existence will be unprecedented in the history of great public movements for commercial betterment. It is the hope and the object of The Call that when the visitors from all sections of the world attend the Panama-Pacific exposition in 1915 there will be an array of manufacturing establishments located in this state that will command the admiration of all people, and which will go far toward obtaining the coveted status of a world power. The Pacific markets for California industrial institutions, their logical source of supply.

"I am collecting labels of goods made in California for The Call's label campaign because I think it is a fine thing for this state, and it will make better times for everybody."

"One of the reasons why I am collecting your labels is because your premiums are nice to have and are easy to get, but the principal reason is that I have been reading your articles on buying home products and my husband and I have decided to buy all we could to encourage our factories. I believe they are entitled to the support of the people. Everybody ought to read The Call's label page and learn why they should save the labels."

"The Call's label gathering plan attracted me because it was fair to everybody. Two often only those making the highest number of points win prizes, while all the rest get nothing for their labors. In The Call's label campaign all amounts of labels win something. I have always believed in home industry, but it was never brought to my attention so forcibly as since I have been reading your label page."

In the three preceding paragraphs are statements from three women who have cashed in labels with The Call during the last week, and were made in answer to a query as to why they had entered The Call's label campaign.

"Why are you collecting labels and what do you think of Home Industry?" was the question put to them. The persons selected for interrogation had deposited more than the usual number of labels and were taken at random from scores of men, women and children who had been buying labels, getting certificates, registering

Support the State Which Supports You

BUY GOODS

MADE IN CALIFORNIA

MONEY RAIN FROM STATE LESSENS

Call's Label Gathering Campaign Proving Its Worth

"The Call is giving something for nothing," remarked one youthful member of The Call's label collecting army as he started to empty capacious pockets that appeared to be bursting with packs of varicolored labels, preparatory to receiving a first baseman's glove and a baseball bat in exchange for them.

Thus succinctly, though not altogether truthfully, appears the keynote of the tremendous success that has marked the label gathering campaign launched by The Call for the purpose of increasing the demand for goods made in California, and in this way promoting the material prosperity of the state.

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WOMEN EXTOL THE CALL'S MOVE FOR HOME GOODS

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TO THE TIE TRADE

unusual foresight in our purchases. The argument in given us a big advantage over all competitors, as we have a large stock of the silks from which we can deliver ties immediately, although all silk mills have been closed several months on account of strikes.

H. N. HEINEMAN SONS
123 Bush St.
San Francisco, California

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. Save against it by buying water, thereby securing a constant supply of pure water.

W. W. MONTAGUE & CO.
Manufacturers of
Water Systems
SAN FRANCISCO

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

VERONICA WATER

Headaches and Constipation
FOR
TO PROVE
It is for the purpose of any foreign water or drug we will put a case in your hands on a 30 days' trial. Write or phone
VERONICA WATER CO.
2126 Market St.

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

BUY CASWELL'S COFFEE

GEO. W. CASWELL
530-534 Folsom Street

A Perfect Shortening

Pies
Cakes
Pastry
Doughnuts
Mayonnaise

U. S. Gov't Insap'd

BYRON MAUZY GOLD MEDAL PIANOS

SOLD ON EASY INSTALLMENTS FOR PLAN
250 STOCKTON ST. UNION SQUARE

Del Monte

Canned Fruits, Vegetables,
Catsup, Preserves, Honey,
Asparagus, Etc.

SEEDLESS RAISINS
Superior Quality Reasonable Price

Keep a Supply in Your Home

H. N. HEINEMAN SONS
123 Bush St.
San Francisco, California

ROSE BUD Cream Wheat

is a baked wheat manufactured from the cream of the California wheat and guaranteed by

H. GOULD COMPANY
Sold by Grocers
100 pkgs., 3 for 30c

When You Sweep

Indispensable for sanitary dustless sweeping. Makes house cleaning a pleasure. Ask your grocer today. He has the cans for the floor carpet, \$1.50, \$2.50 and 35 cents for the floor. It cleans, protects and disinfects.

Cedar-Sweep Co.
718-17 Brannan St.
San Francisco.
Howard E. Parker
Sales Manager.

THE STANDARD SOAP CO.

San Francisco.

XL TAMALES ENCHILADAS GUILI CON CARNE PORK & BEANS CORNED SWISS

Save I X L Labels

Photo Finishing AT CUT RATES

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

"Save Our Sales Slips"

BORADENT
The Milk of Magnesia
TOOTH PASTE
Best for Your Teeth

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. Certificates are redeemable by THE CALL in premiums—see list.

Rule 3—Labels and Sales Slips must be gathered in the process of legitimate consumption among families. This rule will be strictly interpreted. Labels coming from improper sources, such as manufacturers, printers, etc., will not be accepted. This measure is taken for the protection of all participants.

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. Contest for competitive honors will cover a three-year period.

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.

MIKADO SOAP FOR THE LAUNDRY

STRYKER'S KITCHEN
For Hands, Pots and Pans.
MADE HERE. SINCE 1872

BOOTH'S CRESCENT BRAND SARDINES

The sardine that is distinguished from all by its superior food value and flavor. A Pound Can 30c Everywhere. A Home Product of the Highest Merit Packaged in the Famous Bay of Monterey

Betts Crescent Auto Springs

guaranteed not to break or settle
SPRING REPAIRS PROMPTLY ATTENDED TO
BETTS SPRING CO.,
885-890 FOLSOM ST.,
San Francisco

DIXON CERTIFIED MILK From Hutton Brothers

Dixon Certified Milk Farm. That's the brand that is superior to all others, because Dixon Ridge Highlands is the place famous for its sweet grasses, clean grain and choice hay. These make up the ration of the cows that produce this well known brand of milk. No tubercular or typhoid troubles imparted by using Hutton Brothers' Certified Milk. See that your dairymen supplies you with milk from this farm.

LIABILITY Automobile Plate Glass Burglary Elevator Accident Compensation

C. I. CHERRY, Inc.
Place Your Business With Your Own Home Company

When Buying Shingles

insist on this TRADEMARK

KLEENO KLEENO

No better washing powder for clothes, dishes, etc., made anywhere. Made in California.

"Pearson" Nails

(Greatest Combined) MAKE BETTER BOXES COST LESS—MOST ECONOMICAL Used by California Manufacturers

A. C. RULOFSON CO.
215 HOWARD ST. BLDG.,
San Francisco, California

LANE SEES GLACIER PARK

BELTON, Mont., Aug. 10.—Secretary of the Interior Franklin K. Lane, Mrs. Lane, Mr. and Mrs. Miller, and H. A. Myers, Mr. Lane's secretary, arrived here today after completing their tour of Glacier park. They will arrive in Tacoma at 10 o'clock next Friday night, the 13th, and will reach Seattle Sunday afternoon, August 15, and leave for Portland late that night.

QUEEN LILY SOAP CLOVER LEAF BORAX SOAP KLEENO WASHING POWDER

Use this splendid Pure White Borax Soap For Washing Clothes and Dishes.