Let's Tell the Title of the Cows for an \$1,800 Car

Sit Down With the Contest Editor and Figure Out This Picture

Draw up your chair and sit down next to the Contest Editor. He is going show you a picture like one of the regular Booklovers' Contest pictures now appearing in The Call daily. He will explain how that picture is made, and how you can pick it to pieces.

Now, the Contest Editor, in preparing for this contest, takes up the catalogue and looks over the 5,000 book titles it contains. He reads down one of the pages of the catalogue and comes across a book title: "Cows and

"That can be well represented by a picture," the Contest Editor says to himself. So he orders an artist to draw a picture of three cows in a patch of cucumbers. A farmer is rushing through a broken place in the garden fence and saying: "Get out of those cucumbers."

Well, in due course of time, that picture appears, let us suppose, in the Booklovers' Contest, and contestants try to reason backward from the picture to the book title it was drawn to represent.

A contestant looking at the picture should go at it in this way: Let me see. That picture might represent such a title as 'The Broken Fence, or 'In the Cucumbers,' or 'The Intruders,' or 'Helping Themselves,' or 'The Exasperated Farmer,' or 'Cucumbers and Cows', or 'Cows and Cucumbers,' or some such title as those. Now, the only thing for me to do is to get bers, or some such title as those. Now, the only thing for me to do is to get Improvement club, E. Keammerling out my catalogue and run through it. I must test out each one of those attempted forcibly to extract answers possible titles I have thought up, to see whether or not there are any such to his questions from Williamson.

book titles, and whether or not they are listed in the catalogue." So the contestant opens his catalogue and turns to the titles beginning with the letter "B," where he looks for some such title as "Broken Fence, with the letter "B," where he looks for some such title as "Broken Fence, The"; he looks among the titles beginning with the letter "I" for "In the Cucumbers," and "Intruders, The"; he looks among the titles beginning with the letter "H" for "Helping Themselves"; he looks among the titles beginning with the letter "E" for "Exasperated Farmer, The"; and he looks among the titles beginning with the letter "C" for "Cucumbers and Cows," and FINDS

THERE the CORRECT title "Cows and Chaumbers" "and he looks among the titles beginning with the letter "C" for "Cucumbers and Cows," and FINDS cumbers," and "Intruders, The"; he looks among the titles beginning with the letter "H" for "Helping Themselves"; he looks among the titles beginning THERE the CORRECT title, "Cows and Cucumbers."

The contestant exhausts every sort of title he can make up as a POS-SIBLY CORRECT title, until he finds the correct title. Remember always that each one of the 77 correct titles is in the catalogue, and that all you have to do is to find it. And, of course, do not forget that ten of these correct titles are marked for you in the catalogue by having stars printed opposite them! So, you see, that if a contestant uses his ingenuity, and KEEPS AT IT, he will WIN A PRIZE. Perhaps YOU will not win the first prize, but there are \$8,750 prizes in all, and you can get your share of them. The catalogue costs 35 cents, or 40 cents by mail, and with each catalogue

goes, free, seven certificates, redeemable for the pictures from No. 1 to No. 35 inclusive. Redeem the first two certificates today for the ten pictures which have

HOME RULE CHEAT

pudiate Bill on Robert

Emmet's Birthday

Anniversary

be an independent nation, and repudi-

ating the home rule bill as a fraud and

a cheat aimed to cripple Ireland with

oppressive legislation, several hundred

Knights of the Red Branch concluded a

nationality. He outlined the wars in which the Irish have been engaged

and Irish nationalism have survived

through all and that the progress has ever been upward, nearer independence.

He vividly portrayed the part which Emmet played in the evolution of the Irish spirit of independence.
Following Father O'Ryan's oration

the following resolution was adopted

REPUDIATE REDMOND STATEMENT

BASEBALL FIELD DAY

Then clip out today's picture, and save and solve the balance of the 77 pictures as they appear day by day.

MEXICANS LEAVE

Troops Surprises Authorities at Border and Washington

Continued From Page 1

expected to assume his post before the last week in march.

The altars of almost every church in the federal capital were hung with black today while the priests pronounced a service for the late Francisco I. Madero and those who were killed during the 10 days' battle in a strong set of resolutions. The cele-the streets of Mexico City. bration was held in K. of R. B. hall,

the streets of Mexico City.

"Tuorto" (cross eyed) Morales, a noted Zapatista chief, placed today his light the disposal of the light songs born of the rebellions.

Trish songs born of the rebellions of the light songs born of the rebellions. Morales volunteered his services as government messenger to take peace proposals from the government to Emilio Zapata, the rebel leader, whose exact whereabouts are unknown.

Morales, wearing an enemy to the golden harp enlivened the program. The speech of Robert Emmet at the dock, delivered by Assistant District Attorney James F. Brennan, stirred the feeling of independence and developed the crisis. An oration by Father Physics and the crisis are unknown.

brero and in otherwise typical ban-dit garb, called this morning on Pro-visional President Huerta, who greeted He told of how the Irish traditions the Zapatista chieftain with a Mexican embrace. The rebel leader spent the remainder of the day sightseeing

gress interferes, the organization of the customs service will be revolutionized, beginning July 1. As one of his last acts. President Taft today sent a message to congress announcing the re-

The existing 165 districts will be reduced to 49, formed largely along state lines, and 116 collectors of customs will be abolished. Several ports of entry and a number of subports will

Congress has stipulated that the new tolan must reduce the cost of the cusof \$700,000 as compared with the current fiscal year.

Some treasury officials claim that the plan adopted by the president will not eet that condition. COLLECTOR FOR EACH DISTRICT .

Under the reorganization, each customs district will have a collector customs. All ports, even the head-quarters of collectors, will be directly

charge of a deputy collector.

The terms ports of delivery and subports of entry will be abolished, and all subports which will be retained will be made ports of entry. The new plan terminates the historic

privilege given collectors at certain ports, especially along the Canadian border, to sell manifests and receive other emoluments, the proceeds from which in many instances far exceed their salaries. Collectors will receive only salaries.

JURISDICTIONS CREATED

The names of the new western districts and the ports of entry continued or created in those sections are as follows, the first port mentioned in each instance being the headquarters of the

collector:
lowa—Des Moines, Sioux City,
St. Louis (embracing Missouri, Kansas, Arkansas and Oklahoma and part of Illinois)—St.
Louis, Kansas City, St. Joseph, Cairo,
Omaha (embracing Nebraska and Wyoming)—
Omaha, Lincoln,

Omaha (embracing Kebrasaa and Wyoming)—Omaha, Lincoln.
Colorado—Denver.
Utah and Nevada—Salt Lake City.
Sabine, Texas—Port Arthur and Sabine.
Galveston, Texas—Galveston, San Antonio,
Dallak, Huoston, Port Lavaca.
Laredo, Texas—Laredo, Downsville, Rlo
Grande City. Corpus Christi, Roma, Santa Maria.
El Paso, Texas—El Paso and Columbus, N. M.
Eagle Pass, Texas—Eagle Pass, Bequilias, Del
Rio, Presidio.
Arizona—Nogales, Naca, Yuma, Douglas,
Southern California—Los Augeles, San Pedro,
San Diego, Calexico, Campo and Tia Juani.
San Francisco—San Francisco, Eureka. Port
darford.

ord.

gon-Portland. Astoria, Newport, Empire.
shington-Seattle. Port Townsend, AberAnacortes. Beilinghem, Blaine. (Loopaka,
lie, Everett, Ferry, Friday Harbor, Laurier,
o and North Port. Port Angeles, Roache
r. South Bend, Spokane. Sumas, Tacoma.
ska-Juneau, Eagle, Ketchikan, Cordova,

Fist Fights Narrowly Avoided at Hearing Before Legislative Delegation

That fist fights did not materialize at the hearing of the cemeteries removal question before the San Francisco delegation to the assembly at Scottish Rite hall last night was due solely to the coolheadedness of James Ryan, chairman of the San Francisco legislative committee, the manager of Scottish Rite hall and others who prevented belligerent exponents of differ ent sides of the question from physical

The meeting was punctuated with cries of "liar." "that's false," "shut up" and similar remarks, and the audience was on edge when, at the conclusion was on edge when, at the conclusion of a speech favoring the removal of the cemeteries made by Chester William-son, secretary of the Divisadero Street Rising from his seat in the rear the hall, Keammerling rushed to the speaker's platform shouting, "Answer

Keammerling, "and my father lies dead in one of those cemeteries. The man who says that his grave is neg-

Keammerling attempted to push his way to where Williamson was seated. The sergeant at arms was instructed to restore order and Keammerling was forced into a seat. Hundreds were on their feet and a riot seemed imminent when the hall manager jumped to the stage and threatened to put out the lights.

to the San Francisco legislative gation arguments for and against the Boynton bills now pending before the legislature. Speakers were frequently interrupted both by men and women, and Chairman Ryan's gavel repeatedly rapped for order.

Following a speech in favor of the measures by Thomas C. Havens, who framed the bills, William Hoff Cook declared that the bills were based on lies, that they were contemptible and unconstitutional and that the people who owned lots in the cemeteries were being persecuted by private interests that wished to make money out of real

estate investments.
Sentiment played an important part in the arguments of those against the bills, while arguments of the others Sudden Decampment of the Knights of Red Branch Re
Troops Surprises Author

Disk, while arguments of the stended to show that the health of the Richmond District was endangered by the maintenance of the burial grounds in the heart of the residence section. mong the speakers were George A. Gray, Thomas E. Havens, C. Williamson and E. J. Lynch for the bills, and L. H. Mooser, J. C. Klaus, William Hoff Cook and Madame Sorbier against the measures.

Voicing the cry that Ireland will soon MANILA PRELATE TO U. S. Philippines Apostolic Secretary Gets

Same Job in America ROME, March 4.—Very Rev. Vincenzo Misuraca, secretary to Knights of the Red Branch concluded a celebration of the one hundred and thirty-fifth anniversary of the birth of Robert Emmet last night by adopting a strong set of resolutions. The celebration was held in K of R R half in the Concluded a postolic delegation in the United States and was received today in private audience by the pope.

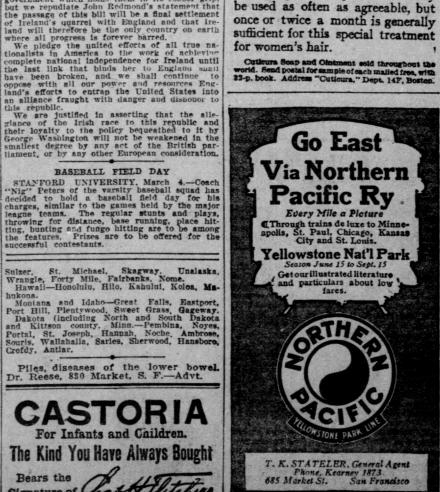
Dandruff and Falling Hair



Successfully Treated with Cuticura Soap

And Cuticura Ointment. Directions: Make a parting and rub gently with Cuticura Ointment. Continue until whole scalp has been gone over. Next morning shampoo with Cuti-cura Soap. Shampoos alone may be used as often as agreeable, but once or twice a month is generally sufficient for this special treatment for women's hair.

Cutieurs Scap and Otherment sold throughout the world. Send postal for sample of each mailed free, with 32-p. book. Address "Cutieurs," Dept. 14F, Boston



\$8,750 FOR NAMING 77 BOOK TITLES, AND HERE IS A LIST OF THOSE SAME TITLES

Each of the 77 Booklovers' Contest pictures will represent the title of a book. The 77 titles to be represented by the 77 pictures were chosen from a list of 5,000 book titles. This list, called the contest catalog, is now offered to contestants at 35 cents, 40 cents by mail. Read about it in today's contest story. It's a list containing the 77 correct titles.

Ten of the Correct Titles are Marked in the Catalog The Catalog is on sale at 3rd and Market Sts., San Francisco, and 1540 Broadway, Oakland. Catalogs can be purchased at either of these offices.

READ THIS CAREFULLY. IT IS IMPORTANT

CATALOGUES ARE 35 CENTS AT THE CALL FIRST PRIZE-Buick 5-Passenger Automobile. VALUE \$1,800.00 OFFICE, 3D AND MARKET STS., SAN FRANCISCO. 2D, 3D, 4TH, 5TH, 6TH PRIZES-Eilers Bun-CATALOGUES ARE 35 CENTS AT THE CALL

OFFICE, 1540 BROADWAY, OAKLAND. CATALOGUES ARE 35 CENTS AT THE CALL NEXT 32 PRIZES-Columbia Grafonolas and

CATALOGUES ORDERED BY MAIL ARE 40

CENTS.

EACH CATALOGUE CONTAINS SEVEN (7) CER-TIFICATES. EACH CERTIFICATE IS GOOD FOR FIVE PICTURES. THUS THE SEVEN CERTIFI-CATES ARE GOOD FOR THE FIRST 35 PICTURES.

Certificate No. 1 is good for Pictures No. 1 to 5 Certificate No. 2 is good for Pictures Nos. 6 to 10 Certificate No. 3 is good for Pictures Nos. 11 to 15 Certificate No. 4 is good for Pictures Nos. 16 to 20 Certificate No. 5 is good for Pictures Nos. 21 to 25 Certificate No. 6 is good for Pictures Nos. 26 to 30 Certificate No. 7 is good for Pictures Nos. 31 to 35

BUT YOU CAN NOT REDEEM A CERTIFICATE FOR PICTURES UNTIL THE PICTURES CALLED FOR BY THE CERTIFICATES HAVE BEEN PUB-LISHED IN THE PAPER. FOR INSTANCE, IF YOU WISHED PICTURES NOS. 11 to 15 YOU WOULD Itching Scalps HAVE TO WAIT UNTIL PICTURES 11, 12, 13, 14 and 15 HAD ALL FIRST APPEARED IN THE PAPER, AND SO ON. IF YOU SEND IN YOUR CERTIFI-CATES BY MAIL FOR PICTURES BE SURE AND INCLOSE A ONE CENT STAMP WITH EACH CER-TIFICATE TO PAY FOR POSTAGE ON THE PIC-TURES TO BE SENT TO YOU.

> TEN OF THE 77 CORRECT TITLES ARE MARKED IN THE CATALOGUE FOR YOU BY HAVING STARS SET OPPOSITE THEM. LOOK IN THE CATALOGUE, FIND THE 10 STARRED TITLES AND FIT THEM TO 10 PICTURES DURING THE CONTEST. SO 10 CORRECT TITLES ARE SHOWN YOU AND YOU HAVE ONLY 67 TO FIND YOURSELF.

IN THE CATALOGUE IS GIVEN THE AU-THOR'S NAME TO EACH BOOK, AND THE BOOKS ARE ALPHABETICALLY ARRANGED, SO IT IS VERY EASY FOR YOU TO PICK OUT THE TITLES.

No more valuable aid could be given to a contestant than the catalogue furnished. Suppose a picture represents a battlefield in which a company of cavarly is riding down an infantry command. Suppose that picture was drawn to represent the title "Overcome by the Cavalry." Well, if you have a Catalogue you will not have to know to begin with that such a title exists. Use your ingenuity in figuring out what titles that picture might represent. Then look in your Catalogue to see if such titles are listed there. If you do not find one of your possible titles in the Catalogue, then you can be sure that the title is not correct.

FOR ALL THE CORRECT TITLES ARE IN THE CATALOG

AN ANSWER BOOK WILL BE ISSUED SHORTLY

ENTER THIS CONTEST TODAY
You can enter the contest any time.
Order The San Francisco Call to be sent
ou three months, beginning with issue
if day your order is received.
GET IN THE CONTEST RIGHT
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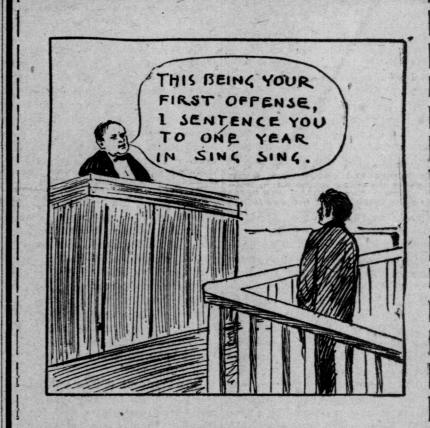
Daily or Sunday San Francisco Call, per copy from newsboy, 5c, a copy.

Daily and Sunday San Francisco Call, by mail, \$2.00 for three months.

7TH PRIZE-Columbia Regent Grafonola and RecordsVALUE \$ 250.00 RecordsVALUE \$1,330.00 NEXT 116 PRIZES-Consisting of Magnificent Sets of Books by Standard Authors, Published by Harper & Brothers......VALUE \$1,500.00 NEXT 350 PRIZES-Haas & Sons' Fine ChocolatesVALUE \$ 870.00

TOTAL PRIZES-More Than 500-Aggregating in all\$8,750.00 Radke & Co. Gift Orders\$ 300.00

THE SAN FRANCISCO CALL'S \$8,750 Booklovers' Contest PICTURE NO. 11. DATE-MARCH 5, 1913



WHAT BOOK DOES THIS PICTURE REPRESENT?

Write title and name of author in form below.	
Title	ele!
Author	
Your Name	o!o)
Street and Number	
City or Town TOTAL NUMBER OF PICTURES 77. Contest began Feb. 23. Enday a different picture appears in this space. Cut them out. Save the until the last picture appears on May 10. Don't send in partial liwait until you have all the answers to the 77. Read Rules, Daily Stand Special Announcements in another part of this paper. It will be	ach sts.

A four page pamphlet giving all details of this contest was printed in this newspaper some time ago. If you did not see it send a 2 cent stamp or call at the office.

USE THIS ORDER BLANK FOR CATALOG

If you cut this order form, fill it out and send or bring it in with the im designated, you will receive the Official Copyrighted Contest Catalog of about 5,000 book titles, and seven certificates redeemable for the first pictures in the contest. In the catalog are all the correct titles to the 77 pictures. Catalogs, 35 cents at this office, 40 cents by mail.

Booklovers' Contest Editor,

THE CALL, SAN FRANCISCO, CALIFORNIA.

Inclosed find 40 cents, for which send me a Booklovers' Contest Catog of about 5,000 book titles and the 7 certificates redeemable for the

City..... State...... State.....

Safeguarding the Contest

city's most eminent men, whose names will be announced later. These Book. lovers' Contest Judges will have immediate and personal charge of the contest game, certifying to the list of correct titles, conducting the checking of the sets of answers and approving the selection of the winning sets.

The principal features in connection with this contest are copyrighted by the Booklovers' Contest Co. San Francisco, Cal.