

THE DAILY RECORD-UNION.

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THE DAILY RECORD-UNION

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For extra copy of this paper, 10 cents.

HALE & CO., CRITERION STORE.

"Surely you don't suppose that little place up on K street can do better for you than we can!"

Such was the remark made a few days ago by a Merchant in Sacramento to one of his patrons, the result being that the lady so addressed decided to visit the store of HALE BROS. & CO., and be convinced to her own satisfaction, either for or against us.

THE LADY REPEATED THE REMARK TO US, and seemed surprised because we did not start in to preach a sermon, such as is customary in some Sacramento Business Houses, to prove that we can sell lower than others.

We simply said in reply, that WE WOULD NOT JOIN IN THE ABSURD CHORUS that is kept up by the Stores in town—each House claiming that they have the Lowest Prices on record; but, instead of doing so, we would ask her to

Examine Our Goods,

Compare Our Prices,

And if she found we could not carry out what we advertised, then certainly we could not expect her trade.

WE DON'T BELIEVE IN TALKING OUR FRIENDS TO DEATH,

And instead of preaching them sermons when they visit us, we shall endeavor to meet their wishes in a business-like manner, postponing our special explanations of the "Why and the Wherefore" to be placed before the public in the double column reserved for us daily in this paper.

Therefore, if any lady desires to test us and examine our prices, we shall be glad to pay her every attention, allowing her to quietly form her own judgment on the results of the visit.

No visitor is asked to buy or urged in any way, and OUR SALESMEN ARE NOT JUDGED BY THE AMOUNT OF GOODS THEY SELL. Our aim is to make known our prices and methods, for we are sure that

PRICES WILL TELL,

Straightforward Dealing will Succeed!

We fear no competition; we are here to meet it, and we will now volunteer a few suggestions that the unwise Merchant may reflect upon, in reply to his remark which heads this column:

DOES HE KNOW that though we don't keep a heavy stock, we do keep a well-assorted one, and it is rarely any lady need leave us unsatisfied, which is more than can be said by others who claim more than we?

DOES HE KNOW that though our Store now is only 20x100 feet—that it is only the thin end of a big wedge; and we shall yet grow larger?

DOES HE KNOW that if our own Store—now in active and healthy operation in FIVE COUNTIES in California—were placed together, they would be larger than the largest Wholesale or Retail House in Sacramento?

DOES HE KNOW that we aim only to make a fair rate of interest on the Capital invested, and that our Capital is as large as we can readily use?

DOES HE KNOW that to supply all our Houses we have to buy heavily, and that we buy them for CASH ONLY, which he cannot do?

DOES HE KNOW that most of our goods are from the Eastern Market direct, while his are mostly from San Francisco, where he pays an extra profit to the Wholesale sellers beyond what we do?

DOES HE KNOW that we did not enter Sacramento to be undersold, but to undersell?

DOES HE KNOW that we are Eastern men, with Eastern push, vigor, and some mixture of prudence? And, finally—

DOES HE KNOW that in spite of his envy our business is steadily increasing, and the public are proving us worthy of confidence? And they will have reason to have faith in us while we continue to be

MECHANICS' STORE.

OUR

Fall and Winter Stock

FOR ALL DEPARTMENTS.

IS NOW FAIRLY SHELVED,

AND READY FOR SALE OR INSPECTION.

Every Department has its inducements, and all are replete with the

NEWEST AND CHOICEST GOODS

THE MARKET AFFORDS.

For the present week we propose to give our many lady friends and the public generally the benefit of the following bargains:

Curtain Netting.

A line of Patterns, full width, at 15 cents a yard. A large assortment of Very Handsome Patterns—special bargain—(be sure and see them) at 25 cents a yard.

RIBBONS!

Satin and Gros Grain Ribbons, in all colors, 1 inch wide, 7 1/2 cents a yard. Satin and Gros Grain Ribbons, in all colors, 1 1/2 inch wide, 10 cents a yard. Satin and Gros Grain Ribbons, in all colors, 2 inch wide, 15 cents a yard.

LACES.

Pillow-case Lace, 2 inches wide, 25 cents a dozen yards. Pillow-case Lace, 2 1/2 inches wide, 30 cents a dozen yards. Pillow-case Lace, 5 inches wide, 7 1/2 cents a yard. Pillow-case Lace, 7 1/2 inches wide, 10 cents a yard.

TIDIES.

20-inch Square, Lace Tidies, 20 cents each. Printed Felt Skirts, all colors, 60 cents each. Felt Skirts, braided and ruffled, 70 cents each. Felt Skirts, handsomely embossed, 80 cents each.

SKIRTS.

Hosiery.

A very large line of Ladies' Fancy Cotton Hose, in numerous colors and combinations (splendid value), 10 cents per pair.

Ties.

A limited quantity of Ladies' handsomely brocaded Silk Ties, in all colors, 15 cents each.

Velvets!

We call special attention to our present line as being the Choicest Goods for the money ever offered at any counter. We know they will be appreciated at the prices marked, hence we shall take great pleasure in showing them. Embossed Old Gold and Black Velvet, 75 cents a yard. Silk-faced Black Velvet, 85 cents a yard. 20-inch Black Silk Velvet (excellent quality), \$1.25 a yard. Silk and Satin Corduroy Velvets, \$1.50 a yard. Very fine Garnet Silk Velvet, \$1.75 a yard. 27-inch Black Silk Velvet (excellent quality), \$2.00 a yard. 27-inch Black Silk Velvet (a rare bargain), \$2.50 a yard.

Brocades.

Black Satin Brocade (good quality), 50 cents a yard. Black Satin Brocade, 22 inches wide (handsome design), \$1.00 a yard. Black All Silk Brocade, 23 inches wide (splendid value), \$2.00 a yard.

Linens.

Splendid Qualities, Half Bleached Table Linens—25, 30, 32, 35, 40 cents a yard. 33-inch Square, Colored Damask Stand Cover (don't miss it), 25 cents each.

DRESS GOODS!

A Handsome Assortment of Dress Goods (in all colors), 10 cents a yard. Brocaded Dress Goods, 20 cents a yard. 45-inch All-wool Middy Clothes (in solid colors), 50 cents a yard. 45-inch Stripe All-wool Serges, in all the leading shades, 50 cents a yard. Middy Clothes—Polka Dot—something new, 45-inch wide (splendid styles), 75 cents a yard.

All of the above goods are special lines, many of which we ourselves cannot duplicate at the prices marked. Our lady friends, from past experience, no doubt realize the importance of calling early whenever we have special inducements to offer. Hence, those who desire to benefit by this opportunity should call as soon as possible.

ONE PRICE.

Hon. C. Schurz, Secretary of the Interior: As there is no telegraphic communication to Gunnison City, I am unable to get accurate and reliable reports from there. I have no advice to you concerning the State militia having started for the reservation, and the rumor. The information which reached me is that the Sheriff arrested Berry over a week ago; that he is now in the custody of the Sheriff at Gunnison. This will allow the reservation to be taken care of. Although his efforts to escape have strengthened the conviction as to his guilt, I have no objection to his being sent to the State Prison at Carson, if you desire to have the military commander deliver him to the Sheriff. I should like to be informed of the decision.

WEINSTOCK & LUBIN - Sacramento, Cal.

GENERAL NEWS.

LAST NIGHT'S DISPATCHES TO THE RECORD-UNION.

ADDITIONAL STORM REPORTS.

Probable Loss of a Steamer with Sixty or Seventy Passengers.

CONTINUATION OF THE RAILROAD WAR.

Four Persons Drowned in Maine by the Upsetting of a Boat.

MISCELLANEOUS ITEMS OF FOREIGN NEWS.

Gladstone Now Said to be Unpopular with the Powers.

Chicago, October 19th.—The Inter-Ocean's special says: Solon Humphrey, of the Washburn, says regarding the passenger of the Washburn, that the Washburn was virtually shut out of Chicago by having its passenger depot two miles from the heart of the city. The roads the Washburn are now hunting are responsible for this.

Chicago, October 19th.—Many new "cuts" of the Washburn, says the Inter-Ocean, are being made. The Washburn is now hunting are responsible for this.

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