

HALE BROS.

(INCORPORATED).

MODERN RETAILING!

HALE BROS.

(INCORPORATED).

Another Week of Sterling Values.

Special Selling for Each Day.

Even OUR Customers do not always Have Such an Opportunity.

The logic of this house calls for quick turning of all goods in their season. Goods simply MUST go. The enforcing of this rule makes

Hale's Frisco's Busiest Store.

We think more of dollars than we do of goods. We care more for large sales than large profits. We BUY FOR CASH. We go to headquarters for our goods, and take away in largest quantities. WE SELL FOR CASH. We give no discounts, and we every day give the biggest dollar's worth the good people of San Francisco ever knew. It's facts—three-quarters of the people in this vicinage know it. We're after the last quarter.

The offerings this week are clearly ahead of any yet submitted this season. The prices, though exceptionally small, are backed by unimpeachable values.

Monday Specials.

Great Selling Paves the Way to Special Offerings.

- A NEW LINE of Fancy Silks, two-toned colorings, in new designs, 19 inches wide, guaranteed all silk. MONDAY 50c Yard
- A NEW LINE of Fancy Changeable Silk, large designs in latest colorings, 19 inches wide, warranted all pure silk. MONDAY 60c Yard
- A SPECIAL LINE of Fine Fancy Silks, 20 to 24 inches wide, have been sold all the season for \$1.25 and \$1.50. MONDAY 89c Yard
- PLAIN CRASH, all linen, the heavy unbleached quality, value 85c. MONDAY 5c Yard
- ALL-SILK, SATIN AND GROS-GRAIN RIBBON, light colors for fancy work. MONDAY No. 5 7 9 12 16 22 3 1-3c 5c 7 1-2c 8 1-3c 10c 12c Yard
- ALL-SILK, SATIN AND GROS-GRAIN RIBBON, black only. MONDAY No. 9 12 16 10c 12 1-2c 15c

Tuesday Specials.

The Savings Are Apparent Yours if you want.

- FLANNELETTES, dark and medium colors, 2 to 10 yard lengths, good value 10c. TUESDAY 5c Yard
- LADIES' SATIN BELT HOSE-SUPPORTERS, with Lindsey clasp, assorted colors and sizes. TUESDAY 25c Pair
- EMBOSSED CARDBOARD PICTURE FRAMES, in fancy colors, for cabinets, 8x10 inches. TUESDAY 10c Each
- LADIES' FANCY COTTON HOSE, black boots, opera-colored tops, good quality, spliced heel and toe, were 25c. TUESDAY 19c Pair
- INFANTS' BLACK COTTON HOSE, narrow ribbed, extra fine quality, sizes 4 and 4 1/2, were 25c. TUESDAY ONLY 15c Pair
- CHILDREN'S BLACK COTTON HOSE, narrow ribbed, fine quality, spliced heels and toe, sizes 7, 7 1/2 and 8, were 25c. TUESDAY 15c Pair

Wednesday Specials.

Come Early to avoid the crowd.

- BROWN'S CANTON FLANNEL, extra quality, heavy nap, regular 12 1/2c. WEDNESDAY 8 1/2c Yard
- BUTTER-COLORED POINT DE VENICE LACE, some with net top from 2 to 12 inches wide, 12 1/2c to. WEDNESDAY 75c Yard
- BLACK SILK BOURDON LACE from 3 to 12 inches wide, from 15c to. WEDNESDAY 75c Yard
- LADIES' ALL-WOOL VESTS, H. N. S. S., Swiss ribbed, good weight, colors gray, white, black, were \$1. TUESDAY 75c Each
- LADIES' ALL-WOOL UNION SUITS, fine quality, Swiss ribbed, good weight, H. N. L. S., ankle length, color fast black, were \$3. WEDNESDAY \$2.00 Suit
- CHILDREN'S GRAY AND WHITE MERINO UNDERWEAR, shirts, pants and drawers, odd sizes. WEDNESDAY 25c Garment

Thursday Specials.

Big Trade Tempters.

- BLACK GROS GRAIN SILK, 20 inches, heavy quality. THURSDAY 75c Yard
- BLACK FAILLE, guaranteed all silk, 20 inches wide. THURSDAY 75c Yard
- BLACK FAILLE, all pure silk, 24 inches wide, extra heavy. THURSDAY \$1.00 Yard
- 10-4 WHITE COTTON BLANKETS, good value at 75c, one day only. THURSDAY 50c Pair
- BLEACHED CREPONETTE TABLE COVERS, size 30x30 inches. THURSDAY 25c Each
- BLEACHED CREPONETTE TRAY COVERS, sizes 18x24 inches. THURSDAY 12 1/2c Each

Friday Specials.

Cotton Going Up And Prices Going Down Here!

- HAIRPINS in a neat fancy colored box, extra value. FRIDAY 5c Box
 - 10-4 BLEACHED SHEETING, good standard brand. FRIDAY 16c Yard
 - 10-4 BROWN SHEETING, a good quality. FRIDAY 14c Yard
 - LADIES' ECRU COTTON VESTS, heavy fleeced Jersey ribbed, H. N. L. S., silk front, were 50c. FRIDAY 35c Each
- Toilet Paper, Small Prices.**
Clover ... 3 packages for 10c.
A No. 1 ... 7c package.
Fast Orange ... 9c package.
Florida Tar ... 15c package.
New York Leader 4c package.

Saturday Specials.

Price, Quality, Style in Close Communion.

- A large assortment of VEILINGS, plain and dotted, colors and black, SATURDAY.. 10c Yard
- TOILET PERFUMED SOAP, 6 cakes for. SATURDAY 25c
- The genuine standard O BED-SPREADS, size 75x85 inches, only one day, SATURDAY... 80c Each
- LADIES' MUSLIN GOWNS, good heavy muslin, embroidery trimmed yoke, neck and sleeves, value 75c. SATURDAY 50c Each
- HANDKERCHIEFS, colored border and plain white hemstitched, great value. SATURDAY 5c Each
- GENTS' TECK TIES, new styles, new silks, new patterns, small knot, value 25c. SATURDAY 10c Each

Prices This Week

That will draw San Francisco's shrewdest shoppers—the knowing ones—here.

Wrappers.

- In best fall and winter styles.
- LADIES' CALICO WRAPPERS, good quality, dark ground, with flowers, large ruffle over shoulder, full sleeves. \$1.00 Each
- LADIES' CALICO WRAPPERS, red and black ground, with white figures, embroidered ruffle over shoulder. \$1.25 Each
- LADIES' FLANNELETTE WRAPPERS, blue ground with white figures, large ruffle over shoulder, pleated back. \$1.25 Each
- LADIES' FLANNELETTE WRAPPERS, best quality, pleated front and back, fancy braided yoke, extra large sleeves. \$1.75 Each
- LADIES' EXTRA FINE FLANNELETTE WRAPPERS, Persian pattern, two large capes over shoulder with embroidery edge, full sleeves. \$2.00 Each

NEW GOODS--SEASONABLE GOODS AT HUSTLE PRICES== WILL BE FOUND BELOW.

Ready When the Store Opens. Ready all the Week.

SILKS. We don't wait until the close of the season to make low prices, but when the people want the goods we want to sell—and we sell, don't we? You had to come early in the day last week to reach a silk counter, and this week just as good values—better if possible.

- 1600 yards LIGHT-COLORED PRINTED WARP GROS-GRAIN SILKS, 20 inches wide. \$1.00 Yard
- 800 yards FANCY CREPE SILK, 24 inches wide, just received, worth \$1.50, comes in white, pink, light blue and mais. \$1.00 Yard
- Hundreds of yards of FANCY SILKS in the most elaborate designs, fresh from French looms, 20 and 21 inches wide, bought for this fall's selling. \$1.25 Yard
- 1200 yards of a special line of FANCY SILKS, including four styles which have sold this season for \$2 and \$2 30 yard, now. \$1.25 Yard
- A great variety of new designs to select from in our 22-INCH FANCY SILKS, truly art work. \$1.50 Yard
- 10,000 yards HEAVY JAP SILK, all the popular colors for fancy work, 20 inches wide. 25c Yard
- 600 yards FANCY GASCOGNE SILK, bright colorings, heavy quality, splendid for linings, 19 inches wide. 40c Yard
- 5000 yards fancy TAFFETA SILK, in a large variety of designs and colorings, all this season's buying. 85c Yard
- 1250 yards fancy stripe, with cloud-back effects, in a 20-INCH PEAU DE SOIE SILK, special value. 90c Yard
- 4500 yards taffeta, gros-grain and satin effects in FANCY SILKS, 20 and 21 inches wide, every yard bought this season, only. \$1.00 Yard

Wonderful Silk Values.

THIS is a great Silk Store, and we never tire talking about the beauties. In this ad. are many reasons why San Francisco silk-selling centers here, why wise money spenders rally here.

- 1000 yards of 22-inch wide EXTRA HEAVY CORDED FANCY LACE, effect silk, all staple colorings. \$2.00 Yard
 - ELEGANT NEW DESIGNS and COLORINGS, in fancy Persian and fish scale effects, in stripe silks, 22 inches wide. \$1.75 Yard
 - EXTRA HEAVY 27-INCH BLACK SATIN DUCHESSE, best dye and finish. \$1.50 Yard
 - BLACK SATIN DUCHESSE, 27-inch wide, extra heavy quality. \$1.75 Yard
 - BLACKS—The stock is rich, new, fashionable and full of excellent buying chances, and Blacks are "top notch" this season.
 - BLACK FIGURED TAFFETA SILK, 21 inches wide, heavy quality, small and medium designs. 75c Yard
 - EXTRA HEAVY BLACK GROS-GRAIN FIGURED SILK, 22 inches wide, latest designs. 95c Yard
 - EXTRA HEAVY BLACK PERSIAN STRIPE GROS-GRAIN SILK, 22 inches wide, 5 styles. \$1.00 Yard
 - HEAVY BLACK SATIN LUXOR, double-faced, perfect dye and finish. \$1.25 Yard
- #### Black Dress Goods.
- High-art styles. Thoughts of the wisest thinkers find fullest, very often exclusive, representation here.
- 44-inch BLACK FIGURED MOHAIR PIEROLA SUITINGS, bright silky finish, latest fad in fine black novelties. \$2.15 Yard
 - 44-inch FANCY MOHAIR LIZARD SUITINGS, a matelasse effect, covered with medium and large floral designs. \$1.00 Yard
 - 44-inch BLACK ENGLISH MOHAIR SUITINGS, new fancy designs, bright lustrous finish. \$1.25 Yard
 - 46 inches wide, EXTRA HEAVY BLACK FIGURED SUITINGS, best English make. \$1.50 Yard

All-Wool Blankets.

IT ISN'T alone the weight of a blanket that measures the warmth of it. The fineness of the wool and its cleanness help; so does the manner of weaving. There's nothing better than your own California manufacture.

White Blankets, All Wool—the Best.
5 lbs. weight, 72x84 in., per pair.. \$5.00
6 lbs. weight, 72x84 in., per pair.. 6.00
7 lbs. weight, 76x84 in., per pair.. 7.00
9 lbs. weight, 76x90 in., per pair.. 9.00

EIDER-DOWN COMFORTS, at prices to quicken change of ownership; fancy figured, satin covered, \$4.50, \$5.00, \$6.00

Finest quality silk covered, plain-colored, SATEN LINING, \$10, \$12 Each

Housekeeping Linens.

THERE are reasons in the interest of economy why you should buy your Linens at HALE'S. Here is one reason in Towels.

- #### Fringed and Hemmed Huck Towels.
- WOVEN SELVAGE.
- Size, 17x27 in., All Linen.....7c Each
 - Size, 15x30 in., Union.....8c Each
 - Size, 19x36, Union.....10 1-2c Each
 - Size, 20x41, All Linen.....14c Each
 - Size, 20x40, Hemmed.....16 2-3c Each
 - Size, 20x42, Extra Heavy.....25c Each

Lace Curtains.

ALL THAT IS NEW IN LACE CURTAINS is here. We have never approached this grand array before. No other house ever before approached our prices. We make mention here of only a few Nottinghams of unusual good value.

WHITE OR ECRU:
3 1-2 yards by 54 inches. \$1 35 pair
3 1-2 yards by 60 inches. \$1 50 pair
4 yards by 57 inches. \$1 75 pair
4 yards by 60 inches. \$1 85 pair

Tapestry Portieres.
One from dozens, 3 1/4 yards by 50 inches, good assortment of colors, they are good ones. \$5.50 Pair

Chenille Portieres.
3 yards by 40 inches, in full line of colorings. \$2.50 Pair

Underwear. Regular Stock.

- The Almanac tells you to get it now—These prices tell you to get it here.
- LADIES' WHITE MERINO VESTS, H. N. L. S., and H. N. S. S., Jersey ribbed, fleeced lined, fancy front, crochet edge, per garment. 50c
 - LADIES' WOOL - MIXED VESTS, H. N. L. S., and H. N. S. S., warranted not to shrink, Jersey ribbed, drawers to match, per garment. 75c
 - LADIES' ALL-WOOL VESTS, H. N. L. S., and high neck, short sleeves, Richelieu ribbed, color black, white, pink, extra-line quality, per garment. \$1.00
 - LADIES' ALL-WOOL VESTS, heavy quality, H. N. L. S., Jersey ribbed, natural gray and white silk crochet neck, per garment. \$1.50

Hosiery!

This list only begins to tell of the good things here.

- Now is the season to select good comfortable underwear. You are deciding the fate of next spring's doctor bill.
- CHILDREN'S BLACK WOOL CASHMERE HOSE, heavy quality, wide ribbed, merino heel and toe. 25c Pair
 - BOYS' AND GIRLS' BLACK CASHMERE HOSE, fine quality, narrow and wide ribbed, high spliced heels, double knee and toe. 33c Pair
 - LADIES' BLACK WOOL HOSE, wide ribbed, good heavy quality, merino heel and toe. 25c Pair
 - LADIES' BLACK CASHMERE HOSE, extra-line quality, light and heavy weight, high spliced heels, double sole and toe, every pair worth 75c, special value. 50c Pair

- #### Hemmed Cotton Diaper Cloths.
- Free from all impurities. Non-irritant, antiseptic, absorbent and durable.
- Size, 18x36 in. 80c Dozen
 - Size, 20x40 in. 90c Dozen
 - Size, 22x44 in. \$1.10 Dozen
 - Size, 24x48 in. \$1.25 Dozen
 - Size, 27x54 in. \$1.50 Dozen

Men's Furnishings.

- This department has grown into big favor; maybe the prices make the popularity. What do you think?
- MEN'S ALL-WOOL UNDERWEAR, heavy quality, color brown, silk bound neck and front, drawers to match, per garment. \$1.00
 - MEN'S ALL-WOOL UNDERWEAR, extra heavy quality, natural gray and camelhair color, silk bound neck and front, drawers to match, per garment. \$1.50
 - MEN'S ALL-WOOL UNDERWEAR, heavy quality, brown ribbed, silk front, drawers to match, per garment. \$1.75
 - MEN'S HEALTH UNDERWEAR, of fine Scotch wool, good weight, self-finished, drawers to match, per garment. \$2.00
 - MEN'S MERINO UNDERWEAR, good heavy quality, silk bound neck and front on shirt, drawers to match, brown color, per garment. \$1.00

STOCKS are now at their best and show the wonderful success of our buyers in gleaming from foreign and domestic fields this rich harvest to please all eyes and satisfy every want. Not only are the assortments unsurpassed, but the prices are adjusted to figures that suit every purse.

Fancy Goods.

- The one house that's always in the market hunting for new things.
- SILK GARTERS for ladies, with fancy metal clasps and bow of ribbon, assorted colors. 25c and 50c.
 - SHELL HAIR ORNAMENTS, a very large variety, prices, 20c, 25c, 35c, 50c and 75c.
 - REAL TORTOISE SHELL HAIR ORNAMENTS, just imported from Japan—"They are beauties," prices, \$1 25, \$2 25, \$2 75, \$4, \$5, \$7 50.

Dress Trimmings.

- HERE Are Many Exceedingly Choice Goods—Away Below the Market—Simply Because We Bought Them Right. It Will Be Worth Your Time to Look This Stock Over if Only to Get Ideas.
- Art Goods, Elegant and inexpensive CALENDARS in various styles, full assortment of 1896, prices from 18c to 50c Each.
 - Booklets, Dainty, artistic, rich and appropriate substitutes for costly presents, a fine line, ranging in price from 7c to 50c Each.
 - Photograph Frames, A full line of white metal PHOTOGRAPH FRAMES, assorted styles, prices 25c, 35c, 40c, 50c, 60c. Just in; very desirable.
 - Celluloid Novelties, The most beautiful effects are produced from celluloid by ribbons and hand-painted decorations. Assortment now complete of COLLAR-BOXES, PIN-BOXES, CUFF-BOXES, HANDKERCHIEF-BOXES, WORK-BOXES, GLOVE-BOXES, PHOTO-HOLDERS, TOOTHPICK-HOLDERS, CIGAR-HOLDERS, Etc., Etc.

New Novelties in Willow-Ware.

- Assorted Patterns in Enameled Baskets. 50c, 75c, 85c, \$1, \$1.25 and up.
- Something Very New.
Silver-plated Mug, "Patented," for cream, condensed milk or syrup—a novelty for Christmas or any time; quadruple plate. Price \$3

Rose Baskets.

- A new line, assorted colors, 20c, 25c, 40c, 50c. Pretty creations.
- New assortment of Brass Easels for Cup and Saucer. 20c

Bisque Figures.

- One of the prettiest assortments in the city; prices from .55c to \$2 50 each.
- Toys crowd their basement home. Bring the children and let them get a glimpse ahead of Santa Claus. The great Doll Army covers every sort dear to childhood, except the bunched rag.

Wool Eiderdowns.

- LOOM cunning never evolved a more luxurious weave. How the rich, soft surface mellows the tints. Plenty of welcome colors. Largest assortment we ever had.
- Plain colors, 27 inches wide. 25c Yard
 - Plain colors, 36 inches wide, 40c Yard
 - CREPON EIDERDOWNS, 27 inches wide. 45c Yard
 - Fancy stripes and plaids, 27 inches wide. 50c Yard
 - ANGORIA EIDERDOWNS, 27 inches wide. 70c Yard
 - CINDERELLA FLANNELS, solid colors, all shades, heavy, fleecy on both sides. 12c Yard

Hale's Kid-Fitting Corsets.

- Are better values to be found?
- HALE'S KID FITTING CORSETS, made of heavy black saten, well boned, silk stitched top and bottom, special value. 75c Each
 - HALE'S KID FITTING CORSETS, extra long waist and length, also long waist and short length, 4 hook, well boned, silk stitched. \$1.00 Each
 - HALE'S KID FITTING CORSETS, longest waist and best made for the money, closely boned, French saten covered, silk stitched. \$2.00 Each
 - HALE'S KID FITTING CORSETS, long and extra long waist, boned with whalebone, Italian cloth covered, fancy silk stitched. \$3.50 Each

MAIL DEPARTMENT.

If you can't come in person order by mail, for the mails make us all neighbors. Samples and catalogues ready for the asking. No catalogues distributed in the city.