

# An Aggressive Building Up Plan For Your Good and Profit—Ours Later.

This is it in a Nutshell: We want more folks to know what a full and complete store we have, what economy there is in trading here and how liberally they are treated. We are sure they would like to buy here right along after they have found out that it is to their interest. We are so sure they will that we are willing to get along with less profits for a month in order to get them started.

**A CAUTION.**  
We exercise extreme care in the composition of our advertising. Our store news must command your implicit confidence. It will at all times. However, let us caution you to allow no doubts to cloud your mind concerning the remarkable offerings on this page. Not a value has been over-stated. The bargains are bigger than the talk.

We never before went into an effort so thoroughly and carefully and concertedly as we have into this one. The preparations are broader and the excellence of the goods deeper than we've ever had in previous sales. We were determined to give

## The Best We Ever Gave.

Had to commence way back to do it. Buyers have been skipping back to the market since last May gathering stocks for this demonstration. So we bring you Nothing that isn't new. Nothing but what you want. Nothing that isn't less than its worth—and every section of the store takes part. It's the most important general sale we ever held. In round figures there is

## \$200,000 Worth

of as bright, clean, reasonable merchandise as one ever saw sold at full price, now selling At a Clear Saving to You.

What do you need? Most of the details are printed elsewhere on this page. What are not will come later as we have room. Each day will have new attractions. San Francisco shoppers will see no dog days this year if Hale's can help it.

# Best Kind of Knit Underwear For Women and Children.

We want you to know there are none better. You might think there was something wrong with the garments if you looked at the price first. We couldn't find better made or more desirable underwear to sell in regular stock than the

## 2480 Garments We Put on Sale To-Morrow.

It's the best offering of good underwear we ever made. Women who have been in the habit of paying fifty and seventy-five cents mustn't sneer at 15c and 25c and 35c. They'll get as much at these prices now as they'd get in regular way for 40c and 60c. Won't this give our underwear business a big boost? We expect as much good from it in the months to come as we do in the week to come. Women will get so much more than they pay for they can't help but come back. That's when it will pay us. Cost a good deal to build, but the expense doesn't compare to the pleasure and comfort and return we get from the building after it is done. Point plain?

- Ladies' 75c Vests, 35c.** Plain natural gray wool, a soft heavy quality, silk bound neck and front, pearl buttons, covered seams, high neck, long sleeves, 40, 42 and 44. We could get 75c for them just as easy as we could get 35c, but you would not think as much of us if we did.
- Ladies' 25c Garments for 15c.** Merino vests or pants; plain white vests, have high necks and long or short sleeves; pants ankle length; sizes 25 and 30 only.
- Ladies' 35c Garments for 25c.** Egyptian cotton, fleece lined, vests or pants, of good heavy weight, nicely made, and finished with covered seams throughout; sizes 34, 35, 36.
- Oneta Union Suits, 45c.** Genuine Oneta union suits, fleece lined, fall weight, buttoned, covered seams, high neck, long sleeves, covered seams, long in body, wide laps in back; a perfect fitting suit, either ecrú or natural gray; all sizes—3, 4, 5 and 6. Regular 45c suit. Sale price 45c.
- Ladies' Underwear, 50c.** 600 ladies' jersey ribbed, natural gray, unshrinkable wool vests and pants; good weight, one-half wool; vests with gussets in arm, pearl buttons, covered seams, pants with wide laps, French bands and shaped ankles; sizes 4, 5 and 6. Sale price 50c each. \$1.00 a suit.
- Misses' 25c Garments, 15c.** Jersey ribbed Egyptian cotton, fleece-lined vests, with pearl buttons, covered seams; color ecrú. Regular 25c garment; now 15c.
- Child's 25c Garments, 15c.** 750 ribbed cotton vests and pantslets, summer weight, splendidly made and finished, pearl buttons, covered seams; colors white and ecrú; sizes 18 to 34. Our regular 25c garment. Sale price 15c.
- Child's 50c Vests for 29c.** Swiss ribbed, natural wool, a fine quality, splendidly made, well finished; sizes to fit little folks from 8 to 10 years old. Vests commonly sold everywhere at 50c. On sale after to-morrow morning at 29c.

# Curtains, Portieres and Draperies.

SPECIALLY BOUGHT AND PRICED FOR THIS BUILDING-UP MOVEMENT. The curtain store has come into line with a grand array of August values. We are determined to build up a big business if big values will do it.

- 4000 Pairs Nottingham Curtains**  
Come our way advantageously. They are quite the thing for parlor and dining room purposes, and include many new and pleasing effects in the dainty Marie Antoinette and Battenberg patterns at \$2.00, \$2.50 and \$3.00. There are immense quantities of plain white at \$1.00, \$1.25 and \$1.50. Is a big range of styles and qualities for hotel and lodging-house uses. The list runs this way:  
\$1.00—3 yards long, 45 to 47 in. wide—800 pairs.  
\$1.25—3 1/2 yards long, 50 to 56 in. wide—700 pairs.  
\$1.50—3 1/2 yards long, 50 to 60 in. wide—650 pairs.  
\$1.75—3 1/2 yards long, 50 to 60 in. wide—480 pairs.  
\$2.00—3 1/2 yards long, 50 to 54 in. wide—300 pairs.  
\$2.50 and \$2.25—3 1/2 and 4 yards long, 50 to 60 inches wide—about 1 pair.  
\$2.75 and \$3.00—3 1/2 and 4 yards long, 50 to 54 inches wide—240 pairs.
- Tapestry Table Covers.**  
A splendid line of 8-quarter ones, in sizes used for dining room tables. Another specially bought bargain for August. They are equal to our \$1.50 line, but we have marked them \$1.25.
- Irish Point Curtains.**  
White, 3 1/2 yds. long, 50 inches wide, with handsome narrow border, plain center, very appropriate for parlor hangings. We have 26 pieces for August. Choose in high grade curtains now.
- Chenille Covers, 40c.**  
About 47 inches square, including the fringe. We've all colors, some 200, marked to sell at 40c.
- THEY ARE MARKED ABOUT 1-3 OFF.**  
That means that you can buy a portiere for \$1.50 that ordinarily costs \$2.25—a clear saving of 75c. They make up for couches, hangings for single doors; 4 sizes, each \$1.50, \$1.75, \$2.00 and \$2.50.



## \$2.95 for Taffeta Silk Waists.

SAME WE'VE BEEN SELLING FOR \$4.75. And they are just as good and beautiful and correctly made as any you would expect to pay \$4.75 for. In fact, if you don't get four dollars and seventy-five cents' worth of style and quality for \$2.95 we don't want you to keep them. We are in this month for building up the reputation of the store. Could never do it with anything common. They are black with pretty white dots here and there. Others in colors. Tucked fronts and back; flare cuffs. **Save \$1.80.**

## 50c for 75c Wrappers.

TO-MORROW FOR FIRST TIME. As much for fifty cents as we usually give for seventy-five. We're making the bargains so good this month you won't forget them before you want to buy again—and then you'll naturally come here. See how we build? **Save 25c.** No odd sizes, but enough of everything from 34 to 44. Made of prettiest sort of percale, pleated backs, loose fronts, trimmed with braid. Pinks, blues, helios—the colors every one prefers. **50c IN-STEAD OF 75c.**

## China Fruit Saucers 7c.

ON SALE MONDAY MORNING FOR THE FIRST TIME. The crockery store is building up business—doing it with values. This month they are more striking than ever. The Fruit Saucers at 7c are of real china, first quality, in a dozen different decorations and as many different sizes and shapes, all bright and new, actually worth double, but we want you to think a good deal of our crockery store, and we are going to enforce that impression with strong values. **Save 1/2.**

- China Fruit Bowls 15c.** Fancy shapes and decorations, deep, 7 1/2 inches wide, scalloped edges, gold lined, set off in fancy raised decorations. They are worth 25c; you can have them after Monday morning for 15c.
- Wine Glasses 5c.** Also tumblers 5 different sizes and in 3 shapes—the shapes, too, that are most used—made of very best quality clear crystal glass. Usually they sell for 20c dozen. We have got them for an August at 5c each.

## 17c For Ebony Manicure Pieces.

For the First Time Monday Morning. Files, hooks, cuticle knives, etc. All solid ebony pieces with beautiful silver mountings. Articles of standard worth and quality. We've sold them fast at 35c and were considered excellent value at that, but for this August movement we've bought them so we can sell them **At Half Price.**

## Frame Pictures 39c.

Monday for the First Time. The frames are ebony, fixed with easel backs, 7 inches wide, 9 inches high, with a glass front. Subjects are all good and in high favor. Picture stores mark them 75c; we got them to sell during the August movement for 39c. **Save 1/2.**

## Hammocks.

Reduced Price Goes in Effect Monday. Here is an important feature as a building-up movement. You want hammocks. We want to give you bargains in them. These three will show you how in earnest we are. They are all heavy, closely woven cotton hammocks; each one has pillow and spreader.

- 89c Were \$1.39.** With or without valance, 6 and 7 feet long.
- 98c Were \$1.49.** Deep valance, 34 inches wide, 52 inches long.
- \$1.25 Were \$1.85.** 7 feet long and with 2 extra wood spreaders.

## Men's Underwear 79c.

ALL SIZES. 24 dozen garments, ready for selling to-morrow morning. They are wool, splendidly finished, considered good value at a dollar. For the building-up movement they are marked 79c.

## Men's Night Shirts 42c.

20 dozen of them, made of good muslin, fine in width and length, prettily trimmed, sizes 14 1/2 to 18 1/2, 50c; you may have them now for 42c.

## 1850 Yards Our Best 12c Linen Toweling for 9c.

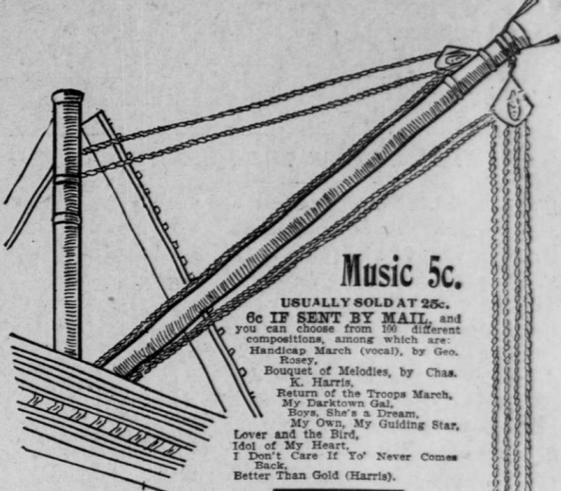
We can't think of anything in all our experience to equal that. It will create the biggest kind of a stir in the linen counter to-morrow. The toweling is 17 inches wide, twilled, and all linen. We've been secure why they would make the 1850 yards seem about one-tenth as many as there ought to be.

## 12 1-2c Huck Towels for 9c.

Hemmed, two sizes—19x34 and 18x36. Firm, perfect quality. 125 dozen go on sale to-morrow morning, 9c instead of 12c.

## 20c Damask Towels, 16c.

Half-bleached with figured ends, colored borders, large soft ones—1800 for special August selling.



## Music 5c.

USUALLY SOLD AT 25c. Go IF SENT BY MAIL, and you can choose from 100 different compositions, among which are: Hans van Maran (vocal), by Geo. Rosey. Bouquet of Melodies, by Chas. K. Harris. Return of the Troops March, My Darktown Gal, Bye, Bye a Dream, My Own, My Guiding Star, Lover and the Bird, I Don't Care If You Never Comes Back, Better Than Gold (Harris).

## New Fancy Ribbons 14c.

A building-up value. It's going to make every woman who shares it think more of us than she ever did, and women already think a good deal of our ribbons. We've heard this often: "I always had pretty ribbons at Hale's—none of that cheap light flimsy kind either." That, after all, is the height of modern retailing—our Hale's are masters of it.

## Laces—Season's Best Offering.

Every one wants laces. That's why we are making strongest inducements in them. We want the store to come in touch with as many people as it can during this effort. So what the greatest number of folks want most is what we are making the cheapest. For example:

- Plenty of Silk Chantillies, 25c Yd.** Cream and Black 3 to 10 in. wide.
- Laces at 15c.** Normandy Valenciennes and Point de Paris, 3 to 5 inches; white Oriental, 3 to 5 inches; cream and black Chantillies, 3 to 7 inches; black Escurials, 4 1/2 and 6 inches, and all linen, ranging in width from 3 to 5 inches, all at one August price—25c.
- English Torchons, 5c Yd.** Also Normandy, Valenciennes and Point de Paris laces up to 3 inches wide; bright, pretty patterns. To-morrow morning, 5c.
- Nottingham Lace Allovers, 23c.** White 4 1/2 inches wide, pretty stripes and bow-knots patterns; laces regularly 35c and 50c. For building up they are marked 23c.

## Our Best Sale of Table Linens

THESE PRICES GO INTO EFFECT TO-MORROW MORNING. As good as our regular stock and much cheaper. And you know our regular stock is way ahead of the average. Maybe you don't know that; maybe if you do you only know it faintly. Now you are going to know it beyond a doubt. We've just about stopped our profit-making for a month to build up your estimation of this store—and linens in particular.

We've got so much that's new: Most of it will be shown to-morrow for the first time—all bought especially for underselling this month. Patterns are as bright and beautiful as new-born ones ever are.

We've got so much that's good: If it wasn't good we would be losing just what we are trying to gain. We can't afford to ask new customers to come here if we didn't give them something so good they'd be bound to come back. Catch the building-up idea?

We've got it all so cheap: Because we took plenty of time to get it—then we are willing to lessen our profits if we can gain our point.

- Table Damask 90c.** Finely woven, all linen, 70 inches wide; an extra quality.
- Bleached Damask \$1.00.** Cream bleached, 72 inches wide, finest of German manufacture, soft finish and pure linen.
- \$1.25 Damask Napkins \$1.00.** 21 inches square, bleached and snowy white, splendid quality; 150 dozen and no more.
- \$2.50 Damask Napkins \$1.95.** 21 inches square, pure linen, polka dot patterns, all white; 75 dozen.
- Bleached Damask 95c.** 66 inches wide, in polka dots with Grecian borders; a heavy quality. NAPKINS TO MATCH \$1.95 a dozen; 21 inches square.
- Bleached Damask \$1.25.** Fine, soft quality, with deep borders. NAPKINS TO MATCH \$4.00.

## AMUSEMENTS.

**ALCAZAR**—"The Adventures of Nell Gwynne." Grand Opera-house—"The Senator."

**CENTRAL**—"The Ensign."

**TIVOLI**—"Rigoletto."

**CALIFORNIA**—"The Amazons."

**ORPHEUM**—Vaudeville.

**COLUMBIA**—"Barre O'Magh."

**OLYMPIA**, corner Mason and Eddy streets—Specialties.

**CHUTES**, Zoo and Theater—Vaudeville every afternoon and evening.

**FISHER'S**—Vaudeville.

**RECREATION PARK**—Baseball.

**UNION COURSE** Park—Coursing to-day.

**SUNO BATHS**—Swimming.

**STATE FAIR** and Exposition, Sacramento—September 2 to 14.

## AUCTION SALES.

By Fred H. Chase—Horses, at 1722 Market street.

By G. H. Umbson & Co.—Monday, August 12, at 12 o'clock. Real Estate, at 14 Montgomery street.

## SERIOUS TALK OF SWINDLING New York Man Believes He Was Duped in the South.

Special Dispatch to the Call. SAN BERNARDINO, Aug. 2.—R. A. Henck of New York, who was sent to this city as local manager of the International Colony Company, has employed a New York detective agency to investigate the affairs of the company, and according to Henck and other people of San Bernardino and Riverside counties the International Colony Company was organized not to induce settlers to come to California, but to swindle unsuspecting folks who invested in the stock of the corporation. The International Colony Company was organized about a year ago by prominent men of New York. Its president was W. R. Townsend, a lawyer of prominence; its vice president, Matthew F. Brennan, was a former State Senator and a writer of ability; its secretary and treasurer, Arthur F. Carmody, was secretary of the Wells Fargo Company Bank of New York, and the other directors were men of standing in the Eastern metropolis. The company was organized with a capital stock of \$500,000, and its purposes were to secure lands in California and induce settlers to locate upon them, to exchange California for Eastern property and to do other things. The directors secured the services of W. H. Martin as general manager, and by his aid many shares of stock were sold. He induced R. A. Henck to put

## ANGRY CITIZENS MAY USE HEMP Assailant of an Old Woman in Washington in Peril.

Special Dispatch to the Call. ASTORIA, Or., Aug. 3.—The little town of Cathlamet, Wash., near this city, is greatly excited over a crime which was committed there Thursday night, when a man named Frank Hoffman assaulted Mrs. Johns, who is 75 years of age. Sheriff Hogan and a posse are scouring the country for Hoffman and will capture him, dead or alive. There is little doubt that the fugitive will be lynched if he is captured at a place where the authorities cannot interfere. Mrs. Johns lives a few miles from Cathlamet, and was alone when the man entered her home. In the assault Hoffman used a club and terribly beat the old woman. She was found yesterday morning in an unconscious condition. It is thought Hoffman escaped across the river to the Oregon shore in a boat. The assailant of the woman is a Frenchman, with an unsavory reputation. Mrs. Johns is believed to have been fatally injured.

## WENT LIKE THE WIND BUT NOT FAR ENOUGH Indian Thought to Have Gone One Hundred Yards in Nine Seconds Flat.

COLORADO SPRINGS, Colo., Aug. 3.—During the athletic contests attended upon the quarto-centennial celebration here to-day Candiras de Foya, a Ute Indian, covered the course marked out as 100 yards in 9 seconds flat. The watches registered the time accurately enough, but the distance when measured was found to be less than 100 yards. Candiras de Foya is the hero of the Springs to-day. The world's professional 100-yard record is 9.2 seconds and the amateur record one-fifth of a second slower. The Ute's performance was sensational despite the shortened course.

## TWO EXPLORING SHIPS ARE CRUSHED IN THE ICE Arctic Fishermen Rescue Eight of the Survivors From a Small Island.

CHRISTIANIA, Aug. 3.—Arctic fishermen have arrived at Vardoe, bringing eight survivors of the exploring ships Stroemman and Familien, and the men will return to work. They are to receive 80 cents a ton for mining clean-scrubbed coal from long-wall workings, and 50 cents a ton for mining from room and pillar workings. House rent is reduced and no discrimination against organized labor promised.

## JUMPS FROM OCEAN STEAMER Warren Lewis, a Well-Known Sporting Man, Commits Suicide.

NEW YORK, Aug. 3.—Warren Lewis, the well-known sporting man, jumped from the steamer Rhode Island on her trip from New York to Providence last night and was drowned. A boat was sent out, but after half an hour it returned from a fruitless search. Lewis was one of the most widely known sporting men in America. Besides being associated with John L. Sullivan he backed Jack Dempsey, Brooklyn Jimmy Carroll, Jack McAuliffe and Kid McCoy. He also handled Jim Hall, the Australian, when he fought Pritchard of England. Of late Lewis had been having a streak of hard luck and several bars and cafes which he started were financial failures. This made him despondent and before leaving New York on the Rhode Island he wrote a note saying he was going to commit suicide. Lewis' note was found by his son to-day, shortly before the news of the suicide reached this city.

## TUG SLOCUM IS REPORTED FROM SANTA BARBARA Returns From Her Search for the Lennox Which Was Towed Safely Into Port.

SANTA BARBARA, Aug. 3.—The Government tug Slocum arrived in port this afternoon after having scoured the coast in search of the drifting transport Lennox. While here she received news of the safe arrival of the Lennox at San Francisco and the tug left immediately for the north. WASHINGTON, Aug. 3.—The authorities here expect that salvage will be paid to the steamer Inagua for towing the disabled transport Lennox into port. Some question may arise as to the responsibility of the Government, owing to the fact that the Lennox is a chartered vessel, and it may be held that the owners are responsible for any accident which necessitates her being towed into port.

## COURT TO CITE NINE DIRECTORS May Be Punished for Disobeying Restraining Order.

BUTTE, Mont., Aug. 3.—John Magnin, vice president and general manager of the Montana Ore Purchasing Company, and a minority stockholder of the Boston and Montana, in his latter capacity to-day asked Judge Clancy of the District Court to cite the directors of the Amalgamated Company and the Boston and Montana Company to show cause why they should not be punished for contempt in disobeying the restraining order issued recently. That order was issued upon the application of Magnin to restrain the directors of the Amalgamated from exercising control of the Boston and Montana, and to name a receiver for the latter. Since then the Boston and Montana has declared a dividend of \$10 a share and the Amalgamated directors have approved it. This is claimed to be a violation of the court's restraining order. The case will be heard September 2.

Car Porters Organize. CHICAGO, Aug. 3.—Sleeping car porters who are residents of Chicago are forming an organization for "mutual benefit," according to an announcement by Secretary Williams of the union to-day. It is called the Railway Men's Mercantile League and is said to be patterned after the one in St. Louis. Williams said he did not care to give out details of the plans of the league at present.

Concentration Money Back Good Goods We Will