

MATERIAL FOR BIG PIPE LINE NOW ON THE ROAD

Standard Oil Company Makes First Shipment From Pittsburg of Mains Needed to Carry Crude Petroleum of Kern County Cheaply to Tidewater at San Francisco

The first of the eight-inch iron pipe for the Standard Oil Company's pipe line to extend from the Kern River oil field to Point Richmond has been shipped from Pittsburg and is now on the way to California. This will be great news to thousands of persons financially interested in the prosperity of the oil industry of California, for it means that the Standard Oil Company has determined to enter, as early as possible, into competition with the railroads operating in California for the transportation of the bulk of fuel oil from the producing fields of the State to tidewater on the bay of San Francisco.

When the line is actually in operation the rate for moving oil will probably not exceed 10 cents a barrel. The railroad now charges 40 cents and the significance of this probable saving of 30 cents a barrel will not be lost upon those who are in the oil industry. In connection with the beneficial effects that the great combination known as the Associated Oil Company can be counted upon to bring about, the fact that the oil men promise to be much better in the immediate future than it has been in the past.

Authentic information is received that the Standard Oil Company has contracted for the manufacture of the entire amount of pipe that will be needed for the construction of tanks, that will be needed in connection with the pipe line, the aggregate capacity of hundreds of thousands of barrels, is in progress in the East. Many of the tanks have been completed and they are ready to be moved to California. Work will be pushed as fast as may be necessary upon the remainder.

In the construction of the pipe line and its accessories the Standard Oil Company will expand \$5,000,000. The first step taken by the company in connection with the pipe line was to secure rights of way. This work has so far been accomplished and there are very few breaks in the continuous land grants extending from the Kern River district to tidewater. The grants will be laid out in connection with the McKittick and Coalings districts. While the distance direct from Bakersfield to tidewater is only about 270 miles, which will be the length of the main pipe line, the lateral branches that will be constructed.

Connecting Other Districts.
Mention has been previously made of the great refinery that the Standard Oil Company will construct at Point Richmond. To this the oil will be piped, and first there will be only the direct line from the Kern River district to tidewater. Branches will be laid later to connect the McKittick and Coalings districts. While the distance direct from Bakersfield to tidewater is only about 270 miles, which will be the length of the main pipe line, the lateral branches that will be constructed.

Law College Students Form Debating Society
Important Topics of the Day to be Discussed Each Friday Evening.

The students of the Hastings College (the law department of the University of California) met Friday evening in the lecture hall, City Hall, San Francisco, and organized a debating society. A constitution was adopted, officers elected for the ensuing year and subject and debaters named for the first debate.

The officers elected were the following: President, Frank M. Cattell; vice president, A. F. Dreher; secretary and treasurer, F. H. Parker.

The constitution provides for debates every Friday evening under the Parliamentary system. The first debate will be held next Friday evening, November 1, at 7:30 o'clock, in the lecture hall of the Hastings College of the Law, City Hall, San Francisco.

The question for debate is: "Resolved, That the army canteen should be re-established." The leaders and debaters are the following: Leader for the ministry, J. H. Steinhart; debaters, Frank W. Aiken, A. M. Nuckolls and H. G. Theise Jr., leader for the opposition, Percy Hight; debaters, P. B. Anspacher, P. R. Parker and Donald Rush.

Remember President's Birthday.
The "Bohemians of America," an organization patriotic in character, will give a banquet Monday evening in honor of the birthday of President Roosevelt. The national day of the organization is the birthday of Mr. Roosevelt. Dr. H. B. Mehrmann of Oakland will act as toastmaster and a beautiful silk banner will be presented to Oakland Hospital No. 2, by Colonel H. L. Kowalsky.

Black Goods at 75c Yard.
Here is an extra heavy 44-inch wide serge with a fine twill and a superb finish. It is well sponged and thoroughly shrunk.

This second lot is an all worsted serge with one of those heavy twills that make up so nobby. It is full 48 inches wide.

And here is a beauty. We describe it briefly as a 50-inch black pique, made from the finest worsted yarn, and extra heavy.

We had to take the balance of the manufacturer's season output to get our selling price down from \$1.00 to 75c, so as to include it in the 75c black goods sale.

Here is another dollar grade in this 75c sale. The goods are black figured prunella—full 44 inches wide and very dressy for skirts—the designs are in small and medium sizes.

Black Goods at \$1.00 Yard.
From the immense line of black goods at one dollar per yard we select this lot because of the superior beauty and value. The goods are the best black venetian produced; are extra heavy and with a finish that is delightful.

How well they will please our patrons is shown by our having at five different times this season duplicated our original order.

Millinery Velvets in Endless Colors.
Velvet popularity is not merely confined to waists and costumes, but finds fullest expression in all the swell millinery. That's why in those delightful panne velvets we have such a wonderful range of colors—a range that rivals the rainbow—\$1.50 yard.

Dollar Dress Velvets in Half a Hundred Shades.
You know that this is the greatest velvet season in the history of velvet making.

And you know that with such the case this house has, with its usual foresight, made great preparations to meet your velvet wants.

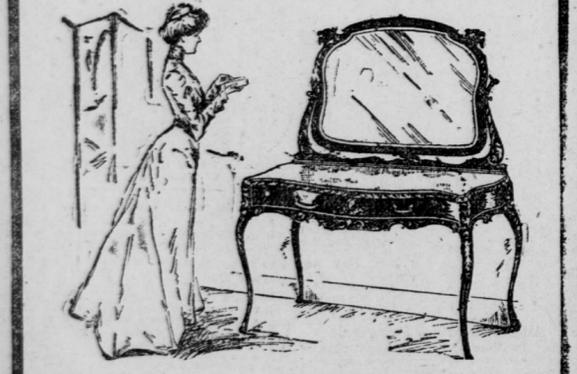
But how good our advance advices were, or how broad and splendid our assortment of velvets; at one dollar is, you cannot imagine. You must really see the charming collection, which embraces more than fifty shades, to obtain an idea of its beauty—\$1.00 yard.

With Carpet-rugs
Tapestry, from 1/4 of a yard to a yard and 1/4 long, for from 65 to 95 cents, you'll want them. Nicely fringed, dozens of patterns. High pile grades 95 cents each, all others 65 cents. Carpet Department, Third Floor.

In winter,
Mild though it be there is call for extra bedroom furnishings. We are ready to meet the call with every grade of good comforts, fleecy blankets and newest in bed-spreads. You'll find beauty and elegance in color and pattern, and always something new—you'll meet with courteous treatment if you only come to look, and right prices. First floor.

"The Credit House," Six Stories High.

Friedman's Furniture



Pleased, surely, Is the woman who selects one of our Dressing Tables. Whether it is oak of striking grain, dainty birdseye maple or rich mahogany you'll surely find one among so many that seems to have been designed for you. Some are richly carved, others depend on design and finish to win your favor. From \$18 to \$30 most tastes may be gratified though prices run up to \$65. Mahogany finished dressing table with shaped plate mirror as low as 7.50

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233-235-237 Post Street Telephone Private Exchange 37

All Goods Marked in Plain Figures

Hale's. **SWEATER** \$1.50 Each.

This is the best men's sweater obtainable for the price. We know that now, you will know it after you see the sweater. IT IS ALL WOOL. In navy, black, white or red; also in alternating stripes of red and black, red and navy and red and white.

Hale's. **Hale's** GOOD GOODS. You Can Buy Now at the Lower Price.

IT'S THE OLD WAY of merchandising to get all you can at the start and take what you can get at the finish—to make large profits when the goods are most wanted, and sell at a loss when the demand ceases.

IT'S THE NEW WAY—the HALE way—to price everything so reasonably at the start that losses are minimized at the season's end. It's the modern way—the HALE way—to give you new, fresh goods when you most want them at prices you gladly pay. Never was this correct theory of merchandising better exemplified than in this present offering.

Hale's. **SWEATER** \$1.00 Each.

No doubt about the value of this boy's sweater—it is one of those matchless HALE offerings. IT IS ALL-WOOL in plain colors or in stripes, and there is a big range of colors.

Brand New Coats At Unexpectedly Low Prices.

The cloak journals report that all over the country the long garments are in great favor, and here in San Francisco the popularity of the "Raglan" is undisputed. In the lines of beauty they give to the form, in their warmth, comfort, and protection to the dress, they are the peer of any style that has been brought out.

\$16.50 Ladies' Raglan Coats—That's our price for this particular garment, but it looks and is much better than the price indicates.

It's well made from wool covert cloth, possessing that life and action you look for in a stylish garment, and comes in those two fashionable shades of Oxford gray and tan. It has the half-fitted yoke back, velvet collar and cuffs, and is waterproof.

\$14.75 for a Ladies' Raglan Coat—It's another of those big values you find in our cloak department on the second floor—Made of wool covert cloth, in Oxford gray and tan color—has half-fitted back, turn-back cuffs, velvet collar and is waterproof—it's got the style and the go you are looking for.

\$15.00 for this Very Late Style Ladies' 42-inch Kersey Coat—It is beautifully trimmed with bands and tabs of stitched velvet, has strapped seams, turned-back cuffs and is finished with rows of tailor-stitching.

\$13.50 for a 27-inch Box Coat—Made from imported kersey cloth, fitted back, stitched strap seams, velvet collar, stitched cuffs, satin lined, nicely finished with tabs and straps of stitched velvet—either tan or castor. (See illustration.)

\$12.75 for Ladies' 27-inch Box Coat—(See the illustration)—It is nicely made from fine imported kersey cloth and lined with satin—has fitted back, stitched strap seams, velvet collar, stitched cuffs, is finished with tabs and straps of stitched velvet—tan or castor.

\$10.00 for Ladies' 27-inch Box Coat—Made from imported kersey cloth and lined with best satin, coat collar, turned-back cuffs, yoke back, stitched strap seams, handsomely finished with rows of stitching on collar, cuffs, pockets and all around garment—tan or black.

A Fall Curtain Effort.

And when you see this splendid lot of lace curtains you will understand that it was with no small effort that we gathered these 4174 pairs.

And you will realize how active and alert our buyers are—and how hard we strive to meet your requirements and save your pocket.

For this is a curtain event worthy of this great store.

Nottingham Curtains—But 100 pairs in this lot—and all in ecru color. They are 3 yard-long by 36 inches wide, making them a very convenient size for small windows—patterns are neat and attractive. The reduction for this sale is from 60c to 45c per pair.

Nottingham Curtains—This is a big lot—nearly three thousand pairs—2914 to be exact—and such a variety of patterns, and such beauty of designs as well! It's a lot direct from a well known manufacturer, and why he let us have them at the prices he did we need not explain here, for when you see the goods you will not question their matchless value.

In both white and ecru—

468 pairs, worth 85c, for.....72c
646 pairs, worth \$1.10, for.....95c
658 pairs, extraordinary value.....\$1.25
742 pairs, worth \$1.75.....\$1.45
400 pairs, worth \$2.25 to \$2.50.....\$1.95

Madras and Cable Thread Weave Curtains—Some 30 patterns, including very pretty ones in Marie Antoinette and Battenberg effects, as also dainty designs with plain centers and narrow and medium width borders. There are 850 pairs in ecru or white—all close imitation of real hand-made goods—the values range from \$3.50 to \$4.00—all to go at.....\$2.95

Fine Nottingham Curtains—There are 230 pairs—ecru and white, fine Nottingham curtains—are 3 1/2 yards long by 50 to 54 inches wide—they are in dainty, neat patterns and are worth fully \$3.00—this sale the price is.....\$2.50

Cable Thread Curtains—There are 80 pairs—size is 3 1/2 yards by 50 inches. The patterns are very pretty and the price quite attractive.....\$3.75 per pair

Arabian Curtains—The quantity is not great; what the stock lacks in size is more than made up by the individuality and beauty of designs. It will surprise you what beauties you can obtain during this sale for \$5.00, \$6.50 and \$7.50 per pair.

Box Coats. All New Arrivals.

In many sections of the East the 27-inch box coats are running the Raglans a close race for supremacy, and for many figures it must be admitted they are very smart and chic—

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Art Needlework Section. Embroidery Lessons.

We give embroidery lessons, and take much interest in your progress. It's because of this that we have provided an expert instructor—one we know to be courteous, painstaking and thorough.

Stamped Patterns.
We just received some very pretty patterns stamped for embroidery work. You will want to see them, and we want you to see them. The orders which we feel sure will follow we will very quickly and accurately execute.

Pillow Tops.
Haven't you a Florodora Pillow yet? No! Then here is your opportunity, for we have just received a new lot of pillow tops where the lithographing is a work of art.

Pillow Slips for Baby.
It's a sample line of 75c baby pillow slips at 20c each, so you see you will have no time to lose if you want some of them.

The material is a very fine cambric, the designs very beautifully embroidered in silk—there is a four-inch ruffle edged with lace—instead of 75c the sale price is.....29c

Splashers and Tray Cloths.
A clever collection of stamped splashers and tray cloths—Mommie linen, fringed, with and without openwork.....15c each

The Best Yarns.

Best German Knitting Yarn.....25c hank
Best Shetland Floss made.....10c hank
Best Spanish Yarn.....15c hank
Best Saxony Yarn.....10c and 12 1/2c hank
Best Germantown Wool.....10c and 12 1/2c hank
Best Zephyr.....5c lap

Sale of Bedding.

Blankets—White wool blankets, in the popular 4-lb. weight, size 60x80 inches, and the regular \$4.50 grade.....\$3.75 pair
Blankets—Gray wool blankets, in 5-lb. weight, and that good 70x82 size.....\$3.50 pair
Comforts—Filled with good, clean, carded cotton, covered with flowered silkline, stitched—\$1.25 quality.....\$1.00 each
Spreads—Heavy, white crochet, spreads, 72x83.....\$1.00 each

Stationery Greatly Underpriced.

Gold plated ink-stands, with pen-rack attached—as illustrated—sold usually for 50c—now.....25c

5 quires A No. 1 ruled commercial note paper, worth regularly 25c; now.....15c package

We have a great assortment of cup and saucer, and photograph and plaque easels.

A Lace Sale at 5c and 9c Per Yard.

Nothing wrong about these laces that they should be sold at such prices. Their sole fault is that, while they are good regular stock, they are odd pieces, and that, according to the Hale method of merchandising, is an offense that calls for their immediate dismissal—and so they go at.....5c and 9c per yard

In the 5c Lot—There are English Torchon Edgings, 2 to 3 inches wide, with insertions that match, 1 1/2 inches wide; Point de Paris, Normandy, and Valenciennes, 1 1/2 to 2 1/2 inches wide.

In the 9c Lot—There are Normandy, Valenciennes and Point de Paris Edgings 1 1/2 to 4 inches wide, Oriental and net top laces 2 1/2 to 5 inches wide, in ecru, cream and white; hand made linen Torchon insertion 1 1/2 to 2 1/2 inches wide; black Chantilly, Guipure and Escorial Laces 2 1/2 to 3 inches, and white Venice insertion 1 1/2 inches, cream and white wash galloons 1 to 2 inches wide—AND THERE ISN'T A LACE IN THE WHOLE LOT THAT IS NOT WORTH 12 1/2c or more.

Liberty Silk Pleating.

About 150 yards in lavender, purple, orange, yellow, Nile and grass green. Are these the colors you want? If so, you buy at one-fifth the value.—9c yard.

Sale of Flannelette Underwear.

Only necessary for us to announce a sale of flannelette underwear to gain your attention, for you have come to know the matchless values we give in these goods.

And you know also that every garment will be full size, correctly cut, carefully made and of good, sturdy material.

Flannelette Skirts 25c—Made of good quality heavy flannelette; 27 inches long, cut full width at bottom, assorted pink and blue stripes—worth 35c. Sale price.....25c each

Ladies' Skirts 45c—Pink, blue and cream—made of good quality daisy cloth flannelette—cut extra long and wide—sale price.....45c each

Flannelette Gowns 45c—Made of pink and blue striped flannelette—square yoke, turn-down collar—splendid value—sale price.....45c each

Flannelette Gowns 58c—Made of good heavy flannelette, square yoke, turn-down collar, assorted pink and blue stripes—extra value—sale price.....58c

Flannelette Kimonas 75c—Ladies' pink and blue striped flannelette kimonas, with plain and blue daisy cloth collar and cuffs; new and pretty.....75c

Flannelette Gowns 75c—Made of good heavy quality striped pink and blue flannelette, with yoke and cuffs of plain pink or blue daisy flannel, collar, cuffs and yoke trimmed with finishing braid—see illustration—sale price.....75c

Flannelette Gowns 88c

Made of good, heavy flannelette, collar and cuffs of plain pink or blue daisy flannel, white piping braid on collar, cuffs and yoke—pearl buttons, splendid value—sale price.....88c

Children's Flannelette Gowns 39c—Made of pink and blue striped flannelette, square yoke, turn-down collar, sizes 4 to 14 years—excellent value—sale price 39c

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