

Hale's Hale's Hale's Hale's Hale's Hale's Hale's Hale's



# Long Wraps Are Fashionable.

That doesn't mean that automobiles, box coats or short jackets are not fashionable, but the garment that falls to the skirt-edge is preferable. Women made up their minds so quickly that hardly a store was ready to supply them—even now HALE'S ARE FIRST TO SHOW THEM. Their happiest hit is their being—

## Rain-proof and Yet as Dressy as Any Wrap.

Good-by to the mackintosh and rubber coat. They are doomed. One wears pretty cloths now to shed water, and still the process doesn't change the looks or affect the durability of the cloth one whit.

Our cloak captain last April saw the popularity of these wraps and got in on the ground floor with the leading maker. If he had waited to be sure, dear knows when we would get the garments. The entire country has gone wild over them—makers have lost their heads.

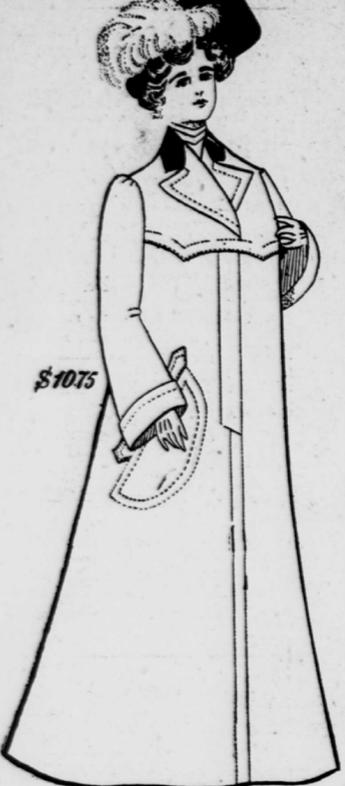
Our complete variety is quite a contrast to the famine that's abroad. We could easily ask big profits—seeing we have it all our way. But no—that's not Hale's policy.

### Our New Duchess Wrap \$10.75.

We picture it here. Full length, of course, falling gracefully from the yokes to the edge of skirt. Collar is velvet, waist and sleeves lined with serge silk—the flowing sleeves with turn-back cuffs make it doubly effective—just as dressy in the rain as in the sun. It'll be worn most as a slip-on over-wrap for evening wear. Stunningly pretty—only \$10.75.

#### Other New Long Wraps.

- \$8.95—A full-length wrap made from covert cloth, with yoke back, velvet collar, flaring sleeves and turn-back cuffs—Oxford grays.
- \$14.75—A full-length wrap—made from the new Heptonette cloth. It falls in graceful folds from the yoke to the skirt hem—has a velvet collar, turn-back cuffs—waist and sleeves are lined with satin—it is shaped a trifle at the waist—tans and Oxford.
- \$16.50—Heptonette cloth in tans and Oxford grays—half-fitting yoke back—velvet collar and cuffs—waist and sleeves are lined with satin.
- Other full length wraps \$18.75, \$22.50, \$37.50.
- Full-Length Silk Wraps—\$29.75, \$45.00, \$47.50 and \$55.00.



## Neck Ruches \$5.50

We couldn't sell less than \$8.00 if we didn't make them ourselves.

We've no extra profit on material to make up or an expensive plant to keep going. And we can make them better than those we can buy. We have to. If the thread pulls out, or the pleating loses its fluffiness, you hold us to account. The manufacturer never knows where his go, nor does he care, nor does he hear from them again. All he wants is his money. All we want is satisfaction. We are getting it in big chunks. That's why ours are so good—so cheap—so much in demand. We can't make them fast enough. The workroom was behind on its orders when this was written, but they promised to have an extra supply on hand Monday morning.

Made of fine quality chiffon, trimmed with silk ribbon, 3/4-inch wide—they are made in the new cape effect with long spiral ends; black and white, or white on black, or all black and all white.

VENISE LACE COLLARS AND REVERES 50c—Cream and ecru. Others \$1.00.

COLLARS AND REVERES 98c—Of heavy Venise lace; others in a combination of Venise lace and fine net; still others in Battenberg lace in cream, white, ecru.

AUTOMOTIVE TIES \$1.00—Made of taffeta silk with corded stock and fancy herring-bone stitching; others with fancy stitched ends and collars; others with ends finished with fancy lace braids, top collars to match; still others with polka dots and having fancy stitched borders.

AUTOMOTIVE TIES \$1.25—With taffeta, peau de sole and crepe de chine fancy stitched borders, finished with lace and lace braids.

POYLAR MAGPITE RUCHES—Made from liberty silk, set off with ribbon, lace and ruffling; long pleated ends. There is much style and tone to them. \$2, \$2.25, \$3, \$4, \$4.50, \$7.50 and \$12.

BLACK LIBERTY RUCHES—Set off with narrow juby trimming and long pleated handkerchiefs, full and fluffy, lend a charm and finish to one's outfit that nothing else does. \$1.50, \$2, \$2.50, \$3.50, \$4, \$5, \$6, \$7.50.

Women Have Gone Wild Over Them. You'll not wonder at it when you see them.

## The Free Art School.

You've indorsed it heartily. We've already more pupils than we had calculated on. To meet this increase we've engaged additional teachers. Each of the six branches has lessons every hour in the day. So every one can arrange to attend at some convenient time.

Can you conceive of any finer opportunity to learn to Make Christmas Gifts or Things for Church Bazaars and Fairs?

Take those paper novelties—flowers, shades, sachet bags and such things—what can look prettier or be so much for the money? You could turn around and realize handsome money on them at the fair or bazaar.

MRS. SUMMER will take pains to show you how to make them. Yes, the

### Making of Paper Novelties

is most pleasant of all, and you can learn so quickly; some have caught on in three lessons. Paper makes the prettiest pieces for the least money of them all.

MR. SAMISH—The leading china decorator of the city, is giving free instructions daily in

### China Painting.

He will show you how to prettily and daintily decorate jardiniere, vases, tobacco boxes, tea sets, cups, plates, etc.

MISS A. JACKSON—An expert lace maker, is giving FREE INSTRUCTIONS DAILY in

### Lace Drawn Work.

She has booth No. 3, and will show you how to do all the latest work in lace.

MR. GRAVETT—Has charge of another booth in which she is giving FREE LESSONS IN

### Embroidery Work.

The feature that most women like is the course of 12 lessons she offers; 12 designs are stamped on one piece of linen; when finished makes a beautiful center piece.

### Leather Burning.

Occupies another booth, and we are as busy there as any place. We have the very best talent to instruct you, and carry as well a full line of skins in all colors and classes daily. INSTRUCTIONS ARE FREE. REMEMBER.

### SEWING NOVELTIES.

SEWING BAGS, ETC. are quite popular now. Lots of folks are anxious to learn how to make them.

The more definite details of the day are BATTENBERG BRAIDS, 25c PER YARD—3 yards each; white or cream.

## \$1.00 Black Cat Pillow Tops 85c.

One of the catchiest pillows of the season—the picture represents three cats sitting in different postures on the hearth before a fire in the grate—the cats look for all the world as though they were real, even to the real fur which you can pat and stroke. They are tops every one sells at \$1.00. We have a few scant dozen marked Monday morning for the first time at 85c each.

## Blanket Inducements

You Can't Afford to Pass.

Hale's is a good place to buy blankets—you're safe, that's why. You know you are getting your money's worth. An all-wool blanket must be all wool.

Then we don't say they are 7-4 or 8-4 or 9-4, but measure by inches. The particular news is:

- \$1.00 a pair—worth \$2.25—Baby blankets—white, all wool, 36x48 inches with pink and blue borders, silk bound—are just here from the mills—and at this reduced price will make quite a stir.
- \$3.50 a pair—Gray blankets for double beds—they weigh 5 lbs, are neatly finished and measure 72x86 inches—fifty pairs.
- \$3.75 a pair—“GREAT GUARANTEED BLANKET”—white wool, 60x80 inches—they are finely woven and shrunk—the safest blanket we know of for the price—145 pairs.
- \$4.75 a pair—White wool blankets—they weigh 5 lbs and measure 66x80 inches—fifty pairs.
- \$5.00 a pair—Single robe blankets—they are all wool and come in fancy Jacquard patterns—72x86 inches—splendid for bath robes.
- \$6.50 a pair—White blankets—all pure wool, heavy and serviceable—white wool blankets—very heavy, very big—74x90 inches, and made in California—twenty pairs.

Homer Laughlin's

## Best White Dinnerware.

(Every Piece Stamped.)

Goes on sale to-morrow morning at Lowest Prices Known to San Francisco.

There's plenty of everything, too, for everybody. We know of no dinnerware so many families use as the white—and of all the white dinnerware in the world Homer Laughlin's is the best. It's positively guaranteed not to craze or crackle. So isn't this good news? We've been waiting weeks to print it—the carload wasn't unpacked at present writing, but it will be by Monday.

### It's not old-style; rather in Newest Shapes and Designs.

You might think there was something wrong with it—there isn't. You couldn't find anything more desirable. We placed such a big contract those people were glad to have their profits a bit. Then, to make the good thing better, we are shaving ours a little.

We are prepared for a week or two of the liveliest selling in the crockery store we ever had.

### Tea Cups and Saucers 98c Dozen.

And the new Seneca style, top—the most recent thing out. Other folks get \$1.25 for them.

### Dinner Plates 80c Dozen.

With embossed festoon edges—9-inch size. The 10-inch plates are 90c.

8 INCH DESSERT PLATES ARE 75c DOZ.—The 7 inch ones are 60c. These also have embossed festoon edges.

BRAND AND BUTTER PLATES, 50c DOZ.—With new kind of edge.

SOUP PLATES, 3 SHAPES, 90c DOZ.—New style.

PICKLE DISHES, 15c EACH.

OAT MEAL BOWLS, 98c DOZ.

ROUND NAPPIERS OR SALAD BOWLS, 13c, 7-inch size; 8-inch ones are 20c; 8-inch 30c.

DEEP BOWLS, 8c and 10c each.

WASH BOWLS AND PITCHERS, 98c PAIR.

SOAP DISHES—open, 8c each.

COTTAGE DINNER SETS, \$3.19—new Seneca shapes—44 pieces, enough for 4 persons.

COVERED CHAMBER PAILS, 98c—Really worth \$1.25; they have metal bale; no better on the market.

## J. Brett & Co.'s Dress Goods

Wholesale Stock of Came to us just at the right time. They are just right goods, too. Just the goods you'd go to regular stock and pay twice as much for. This energetic firm see a bigger future for themselves in the exclusive commission business. They were not going to let a few thousand dollars' worth of dress goods stand in their way. They lose now in order to gain more later on. So it is we are selling

### This Season's Stuffs at Half Their Worth.

Serges, Whipcords, Homespuns, Camel's Hair, Henriettes, Drap d'Ete, Granites and so on. Mostly colored goods.

We'd like to give definite information. Afraid to—might not be enough to go round.

Two lines we are safe in mentioning are:

50-inch Black Venetians 75c. \$1.00 Black Serges 75c. A splendid black stuff in best dye and finish. 50 inches wide, extra heavy and all-wool.

Some other good values aside from the Brett stock are:

BLACK GREENADINES \$1.00, \$1.25 and \$1.50—were never more popular for evening and reception gowns—they come in stripes, figures and plain designs—42 and 44 inches wide.

VELVETS \$1.00—The newest colors have been added to our already very large assortment of shades. You can't think of a shade you can ask for that we haven't got, and the quality is superb.

BLACK LACE-STRIPED TAFFETA \$1.25—And entirely new design—very desirable for full costumes—a very heavy cloth, 20 inches wide.

BLACK COORDED SILKS 75c and 85c—Favorite stuff for waists—comes in those beautiful soft Louisine and taffeta grounds—19 inches wide and in many designs.

BLACK TAFFETA SILKS—Of the best Swiss make—very soft and lustrous—something good—19 inches wide 45c, 23 inches wide 65c, 27 inches wide 75c.

12 1/2c Silesia 7 1/2c.—15c Black Percaline 8 1/2c.

The lining business is going to have a big boom to-morrow; such staple stuffs at these at such prices are bound to bring much business. The Silesia is in black, brown and gray; the percaline is black only, but a full yard wide.

## 50c Music This Time 7 1/2c.

That's the Best Music News We Ever Printed. The pieces are the very latest Eastern successes.

"MY CAROLINE," a coon song by Lee Johnson, which is also arranged as a schottische, and "BELLE OF HONOLULU," by the same composer. Pieces marked 50c we are going to sell to-morrow and while they last 7 1/2c—in the music department—2nd floor.

100 Trimmed Hats in

Styles and materials you've been used to seeing at

\$8.00, \$9.00 and \$10.00

Are Marked Now \$5.00

Monday for the First Time—Our millinery values never shone as bright as they do now. They are attracting much attention. Of the most important is this lot of hats we put on sale at Five Dollars.

They are all hand-made. Some are velvet, others felt, tucked chiffons and silk—trimmed with ribbons, shaded breasts, pom-poms, gun metal and steel ornaments.

To-morrow another Christmas Feature.

## Doll Cabs and Go-Carts.

Not an Old Style.

Hale's, as usual, takes the lead. The store has begun to feel the thrill of Christmas enthusiasm—last week it was dolls; yes and

### This Big Doll Display Continues.

But added to them this week are doll buggies and go-carts.

We are spreading out these Christmas things because we've got more space to show them now; then there are lots of folks who like to buy early; they say they find more to see and less to bother them.

You'll be interested in these doll vehicles, for

### They Are All So New and Pretty.

They embrace all the new ideas brought out this season. Many of them are modeled after the full-grown carriages.

Doll Cabs.

25c—Rattan body, measures 8 in. by 14 inches, wooden wheels; two styles. A big cab for the price.

49c—Rattan body, measures 15 inches, has tinned steel wheels and star gear.

75c—Rattan body, measures 20 inches. Body varnished and colored; fancy linings. Star gear and wooden wheels.

95c—Enamelled red body, regular size, nicely lined, with parosol and red, steel wheels, gilt trimmed knobs. Assorted colors—red, pink, blue and white. Our popular leader.

\$1.15—A regular size, heavily enamelled, colors, with gold trimmings, parosol and red, steel axle and metal wheels. A very pretty cart.

\$1.75—A regular size, heavily enamelled, colors, with gold trimmings, parosol and red, steel axle and metal wheels. A very pretty cart.

\$2.49—A regular size, heavily enamelled, colors, with gold trimmings, parosol and red, steel axle and metal wheels. A very pretty cart.

Doll Go-Carts.

25c—Natural color red body, height of body 14 inches. Wooden wheels. A special value.

95c—16 inches high, full varnished body, with fancy lining, parosol and red, has heavy steel wheels. A very pretty cart.

\$1.25—18 inches high, fine enamelled body in red, white, pink and blue, has gilt knobs and steel wheels. This cart is well worth \$1.25.

\$1.69—Regular size, heavily enamelled, colors, with gold trimmings, parosol and red, steel axle and metal wheels. A very pretty cart.

\$2.49—A regular size, heavily enamelled, colors, with gold trimmings, parosol and red, steel axle and metal wheels. A very pretty cart.

Patent Doll Sicepers.

\$2.75—Painted in pink, white and green, scroll red body, with detachable cushions, iron axle and metal wheels. A novelty and well made.

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## Hale's Hosiery Enterprise

### AGAIN ASTONISHES EVERY ONE.

We are after your good-will. We want you to think a good deal of us. But we must give you a good reason for doing so. So we show

## NOW—250 NEW SPRING STYLES.

Not an Old Pattern Among Them! They are Styles Entirely Different From Anything Yet Shown. As near as we can find out, San Francisco never saw such a demonstration. It would be the talk of the town if it came four months hence. Who can foresee the stir it's sure to create coming at the beginning of November? and in plenty of time for the holidays? There'll be more pretty stockings given this Christmas on account of it than ever before.

The Fancy Lace Stockings Will Lead. We have them in all the open-work variations, cotton or silk, up to \$5.00 a pair. In black and colored stockings.

The Ankle Effects Are the Newest. And of them all the clockwork patterns come first. We picture several of them here as well as many others.

**SILK EMBROIDERED NOSE 25c PAIR.**  
Ladies' imported black cotton hose; fine gaiter and elastic; styles of red, blue, white and lavender; silk embroidered designs on the instep; sizes 8 1/2 to 10.

**FANCY STRIPED NOSE 35c PAIR.**  
Some 20 styles ladies' imported fancy silk and cotton hose; black with white stripes, black with red stripes, red with black stripes, Yale blue with white stripes, red with white stripes; either striped from toe to top or black and white stripes; all new.

**FANCY NOSE AT 50c PAIR.**  
Some 50 new styles ladies' imported fancy cotton and lace thread hose, among which are: White cotton hose with wide black stripes from toe to top. Black, with white stripes and checks. Black, with red, blue, white or green polka dots. Black, ribbed, ribbed, lace, with handsome silk embroidered instep. Black, with red, yellow, white or blue silk pleated on ankle and fancy striped uppers. Hermsdorf black lace, with handsome all-over zigzag lace open work.

**FANCY NOSE AT 75c.**  
25 new styles ladies' imported fancy lace thread hose; black, with colored silk embroidered instep; Yale blue or black, with white, gold or red silk clocked ankle; also pretty designs in the popular all-over lace effects.

**FANCY NOSE AT \$1.00 PAIR.**  
15 new styles ladies' imported fancy lace hose; all-over lace in black lace with colored silk embroidery up the front; also black lace with red, blue, yellow and white silk embroidered vertical stripes from toe to top. All handsome new patterns.

**LADIES' FANCY NOSE \$1.25 PAIR.**  
Women's plain black bright silk hose, lace ankle, \$2.25 pair. Women's plain black bright silk hose, lace ankle, \$2.25 pair. Women's plain black bright silk hose, lace ankle, \$2.25 pair.

**LADIES' FANCY NOSE \$1.50 PAIR.**  
10 new styles ladies' imported fancy lace thread hose; black or Yale blue ground, with Jacquard silk embroidered stripe from ankle to top; black all-over lace with silk embroidered stripes, all over de la.

**WOMEN'S OPENWORK SILK HOSE.**  
Women's plain black silk hose, good weight, \$1.50 pair. Women's plain black bright silk hose, good weight, \$2 pair. Women's plain black bright silk hose, lace ankle, \$2.25 pair. Women's plain black bright silk hose, lace ankle, \$2.25 pair. Women's plain black bright silk hose, lace ankle, \$2.25 pair.

## Shopping and Traveling Bags.

Handy, convenient pieces—worthy and carefully made. Else we wouldn't have them. We think too much of your good will to dally with it for the trifling difference between what is cheap and what seems cheap. We'd rather go slow and make every step count than to hurry and have to retrace our steps. Everybody can see how

## This Leather Goods Business Is Growing.

Yes, it's a healthy growth. The right goods at the right price always will command attention. We couldn't be better fixed to give you what you want in shopping and traveling bags than we are now.

**50c Shopping Bags 35c.**  
Women's—Cloth top with drawing—an inside pocket and fastened with a strong clasp—pictured below—it is an extra value—the 108 have can't last long.

**Chateaine Bags 50c.**  
Grain leather—leather covered frame, lined with chamois—an outside pocket.

**Shopping Bags 75c.**  
All leather covered frames—stitched and riveted—leather handles, buckle and strap.

**Club Bags \$1.25.**  
As pictured below—14 inches long, steel frames, cloth lined, brass locks—all made of imitation grain leather.

**Leather Shopping Bags \$1.25.**  
Silk tops—outside handkerchief pocket—leather-bound on bottom and sides—very roomy, very neat—we print a picture of it below.

**Seal Chateaine Bags \$1.25.**  
And of genuine seal, too—they have outside handkerchief pockets, are all lined with chamois—also have an inside pocket—pretty; nobby.

**English Hand Bags \$1.75.**  
Of genuine grain leather—chamois lined with an inside pocket—nickel chain and frame—they are made in the new panel shape, as shown below.

**Alligator Chateaine Bags \$3.50.**  
The genuine article—with a cardcase and purse combined—outside flaps—chamois lined.

**Waterproof Valise 40c.**  
12 inches long, steel frame, inside partition and good steel handle.

**Silk Shopping Bags.**  
The assortment of these pretty pieces is quite complete now—\$1.25 to \$2.50.

**One-Piece Pocket Books 75c.**  
All seal—leather-lined, strengthened with leather gussets, silver-mounted.

**\$1.25 Pocket Book Marked 75c.**  
Good leather, all seal, set off with silver mounting.

**Coin Purse 10c.**  
Real seal and Morocco—all colors, leather-lined.

