

REGAL SHOES.

It's a story of ten years' steady, natural, inevitable growth. From one store to seventy-two—not suddenly, but as fast as Regal Shoes became known, one store after another has become necessary. Fifteen new stores so far this Spring, and more coming.

The reason is the very simplest and strongest. We actually do make the best shoes in the world, and we sell them at \$3.50 per pair. That is easy to say and you could pass it by as mere "words"—but you cannot brush away these seventy-two stores—22 of them in the Metropolitan district of New York, where people probably care more for style than they do anywhere else.

You cannot ignore the fact that the Regal is "The Shoe that Proves," not only in wear but before you buy it. Ninety per cent. of all other shoes sold at \$3.50 have hemlock tanned soles. Regals have oak tanned soles, and we want you to know it, so we put on each sole a detachable label (the "Window of the Sole.") Lift it up and see the clear, unblackened Live-oak leather for yourself.



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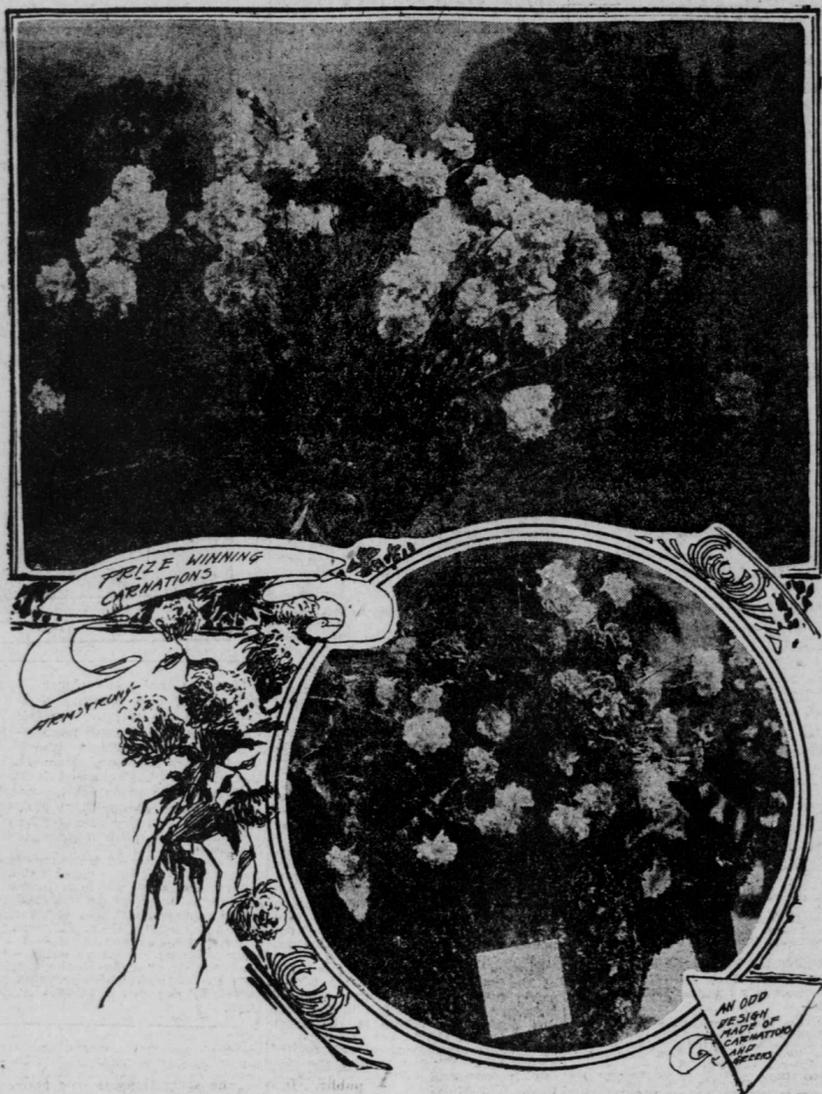
REGAL THE SHOE THAT PROVES

There are 72 Regal Stores, 25 of them in Greater New York, where the styles originate. The new styles are on sale at our San Francisco Store at the same time as in the New York Stores.

SAN FRANCISCO MEN'S STORE...Cor. Geary & Stockton Sts. WOMEN'S STORE...Cor. Geary & Stockton Sts.

HORTICULTURISTS BEGIN THEIR FLORAL EXHIBITION

Pacific Coast Society Gives a Flower Show That Is a Marvel in Point of Beauty and Prizes Are Awarded for the Best Offerings of Garden, Field or Nursery



TWO OF THE MOST BEAUTIFUL EXHIBITS AT THE ANNUAL SPRING SHOW OF THE PACIFIC COAST HORTICULTURAL SOCIETY WHICH OPENED YESTERDAY IN THE GRAND NAVE OF THE FERRY BUILDING AND WHICH WILL CONTINUE TO-DAY AND TO-MORROW.

The spring floral exhibition of the Pacific Coast Horticultural Society was opened yesterday in the grand nave of the ferry building. To those who attended the show was a marvel in point of beauty and perfection. Critics say that the society has never before displayed such a wealth and variety of floral products. The exhibition will continue to-day and will end to-morrow night. Musical programmes will be presented during each evening and visitors will find it a place of more than passing interest, a revelation of the floral wealth of the State.

The section of the nave in which the exhibits have been placed has the appearance of a beautiful garden. The stands against the walls are heaped with the rarest of flowers and the decorative plants, such as ferns and grasses, fill the floor space. The choicest offerings of nurseries and country gardens find a place and the collection of wild flowers can scarcely be excelled. The exhibits are in four classes, comprising cut flowers, plants,

floral designs and amateur exhibits. Each class is complete and arranged to the best advantage. Everything from roses to the flowers of the fields and wilds may be found somewhere in the inclosure and the student of nature is in his element. Yesterday afternoon committees of floral experts awarded prizes for the exhibits. John McLaren, superintendent of Golden Gate Park; S. Clack of Menlo Park and George Walters made the selections of cut flowers and plants as follows:

Best and largest collection of roses grown under glass—P. C. Meyer, first prize; Ferrari Bros., second prize. Best and largest collection of field-grown roses—Pacific Nursery, first prize; California Nursery, second prize. Best vase of roses grown under glass—Ferrari Bros. Best vase of roses grown in field—George A. Pope. Best and largest collection of carnations—P. C. Meyer, first prize; Henry L. Goetzman, second prize. Best vase of carnations—John H. Sievers & Co. Largest and best collection of sweetpeas—C. C. Morse Company. Best display of iris—Ferrari Bros. Best display of clematis—California Nursery Company. Largest and best collection of Pelargoniums—Sievers & Co. first prize; George A. Pope, second prize. Best and largest collection of flowering shrubs—W. H. Crocker, first prize; California Nursery, second prize.

Best peonies—California Nursery Company. Best collection of decorative plants staged for effect—John H. Sievers, first prize; H. Plath, second prize. Gustave Gagne, gold medal. Best and largest collection of ferns—H. Plath. Best specimen of fern—H. Plath. Best collection of flowering plants—P. C. Meyer. Best collection of panicles—P. C. Meyer. Largest and best collection of wild flowers—W. Walters, first prize; Mrs. Rawel, second prize. Best and largest collection of garden flowers—George A. Pope. Gold calla lily—T. Thompson. Best clematis—J. W. Barge. Special carnations—Miss F. Goldstein. Double calla lily—Mrs. Drew.

The prizes for the most artistic floral designs and for the best table decorations will be awarded on Saturday. The officers of the society are: H. Plath, president; Thomas A. Munro, vice president; N. Peterson, secretary; M. Borkheim, financial secretary; P. Cleis, treasurer; A. Tymoclo, librarian; Otto Niederemuler and John Martin, ushers; J. W. Barge, J. Atkinson and William Krabbenhoft, trustees. The committee of arrangements for the floral show consists of H. Plath, manager; Thomas A. Munro, secretary; William Eldred, Charles Fick, P. Rock, J. W. Barge, F. Pelicano and N. Peterson.

ADVERTISEMENTS.

Advertisement for dining room furniture. Includes 'DINING ROOM NEWS! GOOD NEWS!', 'ROUND EXTENSION TABLES \$7.50', 'BOX-SEAT DINERS \$1.65', and 'STERLING FURNITURE COMPANY 1039 MARKET ST. OPPOSITE M'ALLISTER'.

GIVES ADVICE TO CHILDREN

Rev. Father Caraher Speaks to Bright Boys and Girls at Their First Communion

One hundred and eighteen boys and girls marched in procession up the aisle of St. Francis Church yesterday morning at 7:30 o'clock and received at the altar their first communion.

The Rev. Father Terrence Caraher was celebrant of the mass and the Rev. Father William E. McGough directed the children throughout the ceremony. A number of the Sisters of the Holy Family, who have been instructing the children for some months, were present.

Each boy wore on his right arm a white silk bow and the girls were attired in pretty white frocks and wore long, flowing white veils. The high and side altars were beautifully decorated with the choicest flowers of the season and were, besides, ablaze with lights.

Following are the names of those who received their first holy communion: Boys—Ellwood Brown, Philip McCormack, Harry Williams, Edward McDevitt, Charles Downs, Ernest Casassa, Eugene Avanni, Joseph Delaney, George Haggatt, Harold Hildebrandt, James Roll, Melvin Boye, Emerick Salmas, Stephen Rosen, Arthur Bering, Frank Leone, Thomas McNamara, Clarence Everson, Joseph O'Hara, Willie Shea, Raymond Vicari, David Wallace, Frank Kelly, Alfred Feinast.

Girls—Annie Krausse, Dorothy Fisher, Edna Wrixon, Isabelle Sylvia, Frances Sinari, Ethel Ravanni, May Clark, Anita Degani, Agnes Wiseman, Gertrude Engle, Louise Keaton, Eva Carrigan, Edna Johnson, Mamie Ward, Grace Stanley, Gertrude Hammond, Edna Gallagher, Grace McPeck, Edith Page, Florence de Andres, Nora Sullivan, Genevieve Rooney, Clare Kenniff, Carmelita Daly, Aloysia Daly, Nellie Healy, Joe Giesekopf, Margie Rosch, Maud Roberts, Clara Dowd, Irene Dake, Estelle Finn, Elvira Davis, Flora McCormack, Dora Bercoff, Annie Pettigall, Olga Novack, Martin Devlin, Sarah McNamara, Josie Murray, Katie Whitworth, Della Granucci, Annie Salsman, Mamie Keegan, Irene Bennett, Jenny Lovrie, Alice Hannigan, Sophie Schnell, Florence Shaw, Mary Farrell, Amelia Miller, Nellie Donovan, Madeline Watts, Annie Landresse, Mabel Puccini, Regina Machi.

Faster Time for Cars. A new time schedule is to go into effect on the Ellis and O'Farrell street electric lines on Monday. By adding to the lines a few more of the new cars recently received here the United Railroads purposes to shorten the running time and give the patrons of those lines a better service. New cars are also to be put on the Eddy and Fulton street lines with a view of improving the service along those routes. These changes are part of the general plan of the company, announced several days ago, for the betterment of the street car service of this city, and will be followed by a cutting down of the time of the Howard-street line and placing of larger cars on the Polson-street road, which will relieve the congestion on the Mission-street system.

Club Adopts New Constitution. Ninety members of the University of California Club met this week and formed and adopted a new constitution and elected the following temporary officers: A. J. McCloud, '00, president; James P. Booth, '88, vice president; Frank W. Aitken, '00, secretary-treasurer. The other directors are: Benjamin Ide Wheeler, Frank Otis, '78; L. Van Orden, D. D. S., Whelan, D. Armes, '82; Charles S. Wheeler, '84; James K. Moffitt, '86; John D. Hatch, '97; Lawrence Arnstein, '00; and H. L. Paddock, '03.

NEW ADVERTISEMENTS.

DANDRUFF DON'T WASH OUT. The Germ That Causes It Has to Be Destroyed to Cure Dandruff. Many a woman spends an hour twice a week scouring her scalp, thinking that by scrubbing off the scurf she will cure the dandruff. Two hours a week, at the age of 40 years, she has spent 260 days of 12 hours each, or two-thirds of a year of her life, in that vain hope; vain because you can't cure dandruff without killing the dandruff germ, and the only hair preparation on earth that will do that is Newbro's "Herpicide," also a delightful hair dressing, and thorough antiseptic against all contagion from use of other's hair brushes. Sold by leading druggists. Send 10c in stamps for sample to The Herpicide Co., Detroit, Mich.

CASTORIA For Infants and Children. The Kind You Have Always Bought Bears the Signature of J. C. Watson.

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Will tell you all about them. Price 50c. Vest Pocket Maps of the City, 15c. DeWitt's Latest Map and Guide, 35c. California Souvenir Books, 50c, 75c, \$1.00. California Souvenir Playing Cards, per pack, \$1.00.

Mail orders promptly filled.

That Man Pitts - F. W. Pitts, the Stationer, 1008 Market St., Above Powell St.

VISIT DR. JORDAN'S GREAT MUSEUM OF ANATOMY. The Largest Anatomical Museum in the World. Dr. Jordan - Diseases of Men. Considerable fee and strictly private. Treatment personally or by letter. A. Write for Book, 'PHYSIOLOGY OF MARRIAGE', MAILED FREE. (A valuable book for men).

HOTELS AND RESORTS.

(New) HOTEL BUTLER SEATTLE. REMODELED AND REBUILT at expense of \$200,000—New Management—ENTIRELY FIRE-PROOF. LOCATION—Very accessible to street car lines, theaters, etc. EUROPEAN PLAN. 222 ROOMS with LUXURIOUS BATHS—Elegant private rooms in antique decorations. Turkish Baths in Hotel. RESTAURANT, De Ste. Chef, formerly of Waldorf-Astoria and Chef to Prince of Wales. HOTEL ORCHESTRA. Telephone connections in every room; long distance connections made with any part of the Coast. Write for reservations, at our expense. HOTEL BUTLER, Seattle, Wash.

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PRAGERS. There Will Be Something Doing at PRAGERS TO-DAY. DON'T MISS IT. Pragers ALWAYS RELIABLE 1238-1250 MARKET ST. AT JONES. Saturday the Bulletin's Paris Gowns will be on exhibition in our Cloak and Suit Department. Every woman should see them.

AMUSEMENTS. COLUMBIA SAN FRANCISCO'S LEADING THEATRE. LAST LAUGHING NIGHTS. GUS and MAX ROGERS and MAX ROGERS BROTHERS IN LONDON. Seats Now Ready for All Appearances. MANSFIELD. Mon., May 16, Sat., May 21, Tues., May 24, 'TAN THE TERRIBLE'; Thurs., May 17, Fri., May 20, Mon., May 23, Thurs., May 26, Matinee, May 28, OLD HEIDELBERG; Wed., May 19, SAT. A. PABISIA ROMANCO; Thurs., May 19, Mat., May 21, Wed., May 20, BEAL BRUMMEL; Fri., May 21, 'D. J. KYLL and MR. HYDE'; Sat., May 20 (farewell night), a scene from each of five plays. Prices—Gallery 50c & 75c; Boxes \$1.50 & \$2.; Lower floor \$2.50; Boxes and Loges \$15.

AMUSEMENTS. GRAND OPERA HOUSE. MATINEE TO-MORROW. LAST TWO NIGHTS. MELBOURNE MacDOWELL. In a Magnificent Production of Sardou's CLEOPATRA. Next Sun. Mat.—EMPERESS THEODORA. PRICES—15c, 25c, 50c and 75c.

CALIFORNIA EVERYBODY TALKING ABOUT IT! THE FINEST SHOW IN TOWN! OUR NEW MINISTER. THE FAMOUS ALL-STAR CAST. Ernest Hastings, Joseph Conners, Charles Steadman, John Barker, Louis Fleret, Fred Mower, John P. Brown, Grant Foreman, Gertrude Perry, W. C. Tanner, Clara Hatford, Ellis May. NEXT WEEK—Second and positively last week of "OUR NEW MINISTER." Seats now selling.

Orpheum MME. SLAPOFFSKI, England's Greatest Prima Donna Soprano; Midgley and Carlisle; Clara Ballerini; George H. Wood; Ballerini's Dogs; and Orpheum Motion Pictures; last times of Davis, Macaulay and Company; Sisters Gassch; Hal Merritt and Brandow and Wiley. Regular Matinee Every Wednesday, Thursday, Saturday and Sunday. Prices, 10c, 25c and 50c. TIVOLI OPERA HOUSE. MATINEE TO-MORROW. TO-NIGHT—EVERY NIGHT. Superb Production of the Greatest Musical Comedy.

ALCAZAR Belasco & Mayer, Proprietors. E. D. Price, General Manager. TO-NIGHT—Mata, Thursday and Saturday. Piquant French Comedy by Alfred Capus. THE LAUGHING SUCCESS OF TWO CONTINENTS. COLINETTE. A Comedy-Drama by Henry Guy Cartier.

Runaway Girl. An Immense Success. Usual Tivoli Prices—25c, 50c, 75c. The Guites. BARR AND EVANS, FLO ADLER. And a Great Show Every Afternoon and Evening in the Theater. TAKE A HIDE ON THE MINATURE ELECTRIC RAILROAD. Emeralds and Her BABY MONKEY in the Zoo. VISIT THE MYSTIC MIRROR MAZE. INSPECT CABARET DE LA MORTE. Look out for the PNEUMATIC SYMPHONY ORCHESTRA. Admission, 10c; Children, 5c.

CENTRAL BELASCO and MAYER'S PROPS. TO-NIGHT—LAST THREE NIGHTS. MATINEES TO-MORROW AND SUNDAY. Magnificent Production of the Celebrated Romantic Drama. THE THREE MUSKETEERS. PRICES Evenings, 10c to 50c. Matinees, 10c, 15c, 25c. Next week—DOWN BY THE SEA.

MISCELLANEOUS AMUSEMENTS. COOPER MEDICAL COLLEGE. Corner Sacramento and Webster sts. LANE LECTURES. FRIDAY EVENING, MAY 13, at 8 o'clock. DR. GEORGE BLUMER. Subject, "GERMS and GERM DISEASES." ADMISSION IS FREE.

Industrial Exposition MECHANICS' PAVILION. APRIL 30 to May 15. To-Night—Scotch and Irish Night. SPECIAL FEATURES. CONCERTS DAY AND NIGHT. SOUVENIR FANS TO ALL CHILDREN. Afternoons, 1 to 5; evenings, 7:30 to 10:30. OPEN SUNDAYS.

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FLORAL EXHIBITION -OF THE- Pacific Coast Horticultural Society. MAY 12, 13, 14, 1904. GRAND NAVE, FERRY BUILDING. CONCERT EACH EVENING. SPECIAL FEATURES DAILY. ADMISSION—FREE TO-DAY. 25 CENTS. BASEBALL AT RECREATION PARK. Eighth and Harrison Streets. Oakland vs. Los Angeles. TO-DAY 3:30 P. M. SATURDAY 3 P. M. SUNDAY 2:30 P. M. LADIES' FREE TO-DAY. Advance Sale of Seats at 5 Stockton Street.

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