

Who's your Tailor?

the most skillful cutters and tailors are to be found in the metropolitan cities.

It is one of the many reasons why we can give better values than the local tailor can—at a little more than half his price.

You'll appreciate what the *sty feel* is in one of our suits.

We'll show you an assortment of 500 styles of woolens to select from.

Made to your measure—chosen by us.

THE TOGGERY

D. A. YANTIS, Proprietor



Optician

Local lenses near-sighted and far-sighted lenses made to order.

Gold and Gold Filled Frames

Made to order. Our prices you find reasonable.

Wm. H. Hinges
Jewelry and Optician
123 Commercial St.

advocates of the "rights of poor men" what this refusal of the extension of fire limits will mean. In many cases it will mean the refusal, on account of high insurance rates, to occupy the ground with structures whose occupants would provide work for those who might inhabit the dwellings to be erected near them. This refusal to extend the fire limits and the neglect to place any limitation on the time which "temporary" buildings erected within the fire limits may remain, will cost the people of this city a lot of money, whose payment there is no possibility of escaping. It will cost those most in whose behalf the emotional appeals were made by men unacquainted with affairs.

A complexion fair men like to see, So girls take this advice, Don't hesitate to think it over Drink Rocky Mountain Tea. —Dr. Stone's drug store.

The San Francisco Chronicle says: One of the most disreputable manifestations of desire to earn money no matter how is that furnished by the vigorous pushing of the sale of pictures showing the extent of the recent calamity. The fakers who have gone into the business have not hesitated to sell the lithographs sent out from Los Angeles, in which great pains were taken to show that it was the earthquake and not the fire which did so much damage. San Franciscans might well leave this work of knocking to those who fancy they will derive a profit from it, but those professing to care for the future of the city will make a sorry exhibition of themselves in keeping alive disagreeable memories.

WHY

do I take Cardui? writes Mrs. Jelemma Mullins of Odessa, W. Va. "Because, after suffering for several years with female trouble, and trying different doc-

trines and medicines without obtaining relief, I at last found, in Wine of Cardui, a golden medicine for all my ailments, and can recommend it above all others for female complaints."

Cardui furnishes safe relief for backache, headache, neuralgic pains, irregular, painful or unhealthy catamenial flow, and all ailments from which sick women suffer. A perfect tonic for delicate women. A pure and reliable medicine for girls and women who are subject to the complaints peculiar to their sex. Has benefited a million who used to suffer as you do.

At every drug store, in \$1.00 bottles.

WINE OF CARDUI

FOR THE BENEFIT OF SHIPPERS

Southern Pacific Calls Attention to Rules That Must Be Followed

Notice is hereby given that the rules of the Pacific Northwest Car Service association will become effective June 1st, 1906, at all stations in Oregon on the line of the Southern Pacific company, north of Ashland.

Rule 1—Cars Subject to Rules.
All car load freight, all freight taking a carload rate and all freight in cars, whether full carloads or not, taking truck delivery, will be subject to car service rules.

Rule 2—Notice of Arrival.
Sec. 1.—Postal notice of arrival shall be mailed to consignee immediately upon arrival of freight. Notice dates from time mailed, not from date of receipt by consignees.

Sec. 2.—A telephone notice if used to expedite business must be followed up with written notice as above provided.

Note: When freight has been transferred en route the ex-car number must also be shown on notice of arrival.

Rule 3—Free Time Allowed.
Sec. 1.—On carloads so billed that delivery to unloading tracks or to connecting line cannot be made until receipt of instructions from consignees, 24 hours' free time will be allowed, on initial line only, in which to file switching or reconsigning orders.

For Loading or Unloading.
Sec. 2.—On all commodities for loading or unloading 48 hours free time will be allowed.

Change of Load.
Sec. 3.—On cars partly unloaded and new freight loaded, 48 hours free time will be allowed.

Cars Stopped in Transit.
Sec. 4.—On cars stopped in transit for reconsigning, for amended instructions from shipper or consignee, for change in billing, for milling, for partial loading, for partial unloading, for transferring account of improper, unsafe or excessive loading, or for any other reason for which shipper or consignee is responsible, 24 hours free time will be allowed.

Belt, Electric, Logging and Other Roads Not Members of this Association.

Sec. 5.—Belt, electric, logging and other railroads handling cars for themselves or other parties, shall be charged for all cars delivered to them from the time cars are placed on interchange tracks until returned thereto. Twenty-four hours free time will be allowed for the time necessary to perform the switching service in addition to 48 hours for loading or unloading. After the expiration of 2 hours (3 days) free time the established charge will be assessed and collected from the road handling the cars.

Rule 4—Computing Time.
Sec. 1.—All free time is to be computed from 6 p. m. of the day car is received if held for orders, or from 6 p. m. of the day car is placed (under conditions of Rule 7, Sec. 2), if held for loading or unloading. Sundays and legal holidays are excepted in computing time.

Note: Free time on freight in bond will be computed from 6 p. m. of day U. S. customs officer releases car.

Legal Holidays.
Sec. 2.—New Year's day, Lincoln's birthday, Washington's birthday, Decoration day, Fourth of July, Labor day, Thanksgiving, Christmas, national and state election days, and such other days as may hereafter be made legal holidays by proper authorities. When a legal holiday falls on Sunday the following Monday will be exempt.

Rule 5—Private Cars on Private Tracks.
When both cars and tracks on which cars are held are owned by the same party, not a railroad company, no charge will be made; but when private cars are detained on tracks other than their owners, the established charge will apply.

Rule 6—Charges.
After the free time allowed under these rules has expired a charge of \$1.00 per day, or fraction thereof, for the first five days, and \$2.00 per day thereafter, shall be made and collected on all cars except tank cars, upon which the charge shall be \$2.00 per day.

Rule 7—Delivery of Cars.
Sec. 1.—Cars to be delivered on public or private delivery tracks shall be delivered immediately upon arrival or as soon thereafter as routine of yard work will permit.

Sec. 2.—Delivery of cars shall be considered as made when they are placed on proper private or public delivery tracks; or if such tracks already contain cars belonging to same consignee so as to prevent prompt de-

livery, then such cars will be considered as having been placed when the road offering them would have made delivery had the conditions of such tracks permitted.

Rule 8—Cars Ordered for Loading.
Application must be made to the station agent for cars, and a record kept by him of the name of the applicant, exact date and hour of application, kind and size of cars required, destination of freight, and date the cars will be required. Where there is no agent, applicants should apply at nearest station where there is an agent.

Applicants for cars must inform themselves and be prepared to load cars promptly when furnished.

Cars for loading will be considered properly placed in accordance with Rule 7, Sec. 2.

Rule 9—Storing of Freight.
Agents are prohibited from storing any part of carload freight in warehouse, on platform, or on grounds belonging to the railroad company without charging therefor at the same rate as if freight left in car.

Rule 10—Declining to Receive Cars From Connecting Lines.

In case one road is unable to receive freight tendered by another line, it shall promptly notify line tendering delivery of its inability to receive, so that line tendering delivery may so notify the consignee or consignor and request other disposition for the freight. Consignor or consignee will be allowed 24 hours free time after notice in which to furnish other disposition.

Rule 11—Collections.
Sec. 1.—Agents will collect car service charges accruing under these rules, making no concessions except on authority of commissioner. It is the duty of the agent to collect car service charges on all cars before delivering them where the charge has accrued between arrival and ordering.

Sec. 2.—It is the duty of the agent to collect car service charges when the free time for unloading cars has expired; and if payment is refused, to prevent the freight from being unloaded, either by sealing the car, locking the car, or by placing the car where it is not accessible to consignee or shipper until all car service charges due are paid.

Sec. 3.—When cars are loaded by shippers and car service charges are not paid before forwarding, agents must enter the amount due upon bills of lading, shipping receipts, and way bills as "Advance charges."

Sec. 4.—When a carload is ordered to a private track for a party who has declined to pay or unnecessarily deferred payment of previous charges, agent will notify such parties that he will refuse to switch such car to said private track, but will place the car on a public team track where he can control delivery of freight and collect the car service charge due each day. Agent will also promptly advise commissioner of his action.

Sec. 5.—When freight is transferred car service charges will continue on the car or cars into which transfer is made.

The Best Insurance



William Boyd of the Curtis Publishing company addressed the Manufacturers' Advertising club at the Hotel Euclid, says the Cleveland (O.) Plain Dealer, on "The Preparations Necessary to a Successful Advertising Campaign." Mr. Boyd opened with the statement that unless a business organization is responsive to changing trade conditions it cannot be successful. He cited the growth of advertising to show it one of the new business conditions which every concern must meet.

Trial advertisements are a waste of money, according to Mr. Boyd, and he likened the trial advertiser to the tradesman who sends out traveling salesmen once and then discharges them, expecting that results from the single effort will warrant engagement of other salesmen for a like single trip.

Mr. Boyd likened advertising to a business insurance. If an advertiser's place of business burns down, even though he has no fire insurance, he can at once rebuild and continue to do a profitable business because he has advertised, thereby creating a demand for his goods.

It is of course just as important that your ad. should be in the right paper as it is to have your insurance in a good company. Keep it in these columns.

SAVE YOUR CLOTHING

AND

PREVENT MOTHS WITH 20 MULE TEAM BORAX

Before packing away Clothing, Furs, Flannels, Rugs or Woolens, sprinkle them freely with 20-Mule-Team Pure Borax.

IT WILL NOT INJURE THE FINEST FABRIC

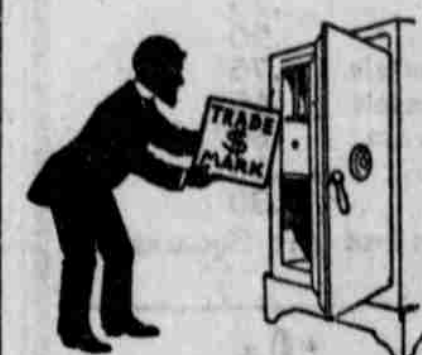
Leaves no grease, stain or odor, and will keep the articles free from Moths and germ-proof.

All dealers, or Free Sample and Illustrated Booklet for 5 cents in stamps of PACIFIC COAST BORAX CO., San Francisco, Cal.

In Laundry Work the best soap to use with "20-Mule-Team" Borax is "20-MULE-TEAM" BORAX WHITE SOAP. Insures white clothes, soft hands. All grocers.

NEW ADDRESS: BACON BUILDING, OAKLAND, CALIFORNIA.

Advertising Creates Value



One of the receivers of the National Salt company testified in court that a certain trademark was considered "a valuable asset," as it was the brand of salt that brought the highest price and had a good market.

Asked how this salt was different from other salts sold by the company, the receiver, hesitating, admitted that there was no difference; that they all came out of the same kettle. When the court then inquired what caused the high price and good market for this particular product the witness replied:

"Simply the extensive and attractive advertising the brand got."

One thought suggested by this curious confession is the testimony it bears as to the efficacy of advertising to create "a valuable asset," even where, as in this—let us hope exceptional—instance, the advertiser was not quite candid about the quality of the goods.—New York Herald.

You increase the value of your firm name and business every time they appear in this paper.

\$105.00 to be Given Away.
Who Wants the Money?
Who will write us the best story of personal experience in using ALLEN'S SELF-RISING B. B. FLOUR? We want 100 testimonials, not to exceed 200 words each, and we will pay for them.
Write and tell us why and where you first bought B. B. FLOUR and how long you have used it. Tell us how you like it and whether you have found it an agreeable and wholesome addition to the family menu. Tell us about the PAN CAKES, the BOSTON MUFFINS, the FRUIT PUDDING and the FAMOUS BOSTON BROWN BREAD.
Now, to the person sending us the best recommendation and the most artistic letter, we will pay \$5.00 in gold; and we will pay \$1.00 each for 100 other letters that we use. We wish to use these letters in our advertising, but no name will be published without the written consent of the writer.

If you have not used self-rising B. B. FLOUR get a package and begin now; we will give you sufficient time to take advantage of this offer.

Every good grocer sells it and you will find directions in every package. Use the four principal recipes and write us about it. We are interested in your experience.

ALLEN'S B. B. FLOUR CO.
Pacific Coast Factory, San Jose, Cal.

CASTORIA

For Infants and Children.
The Kind You Have Always Bought
Bears the Signature of *Wm. D. Gifford*

New Today

WE HAVE JUST RECEIVED A CONSIGNMENT OF

Ladies' white canvas oxfords
Ladies' gray canvas oxfords
Ladies' drab canvas oxfords
Ladies' nurse shoe--rubber heel

And a most excellent supply of the Famous Kindergarten Shoes

E. L. IRVIN & CO.

PRACTICAL SHOE MEN--Acknowledged Leaders

326 State St.

REPAIRING A SPECIALTY