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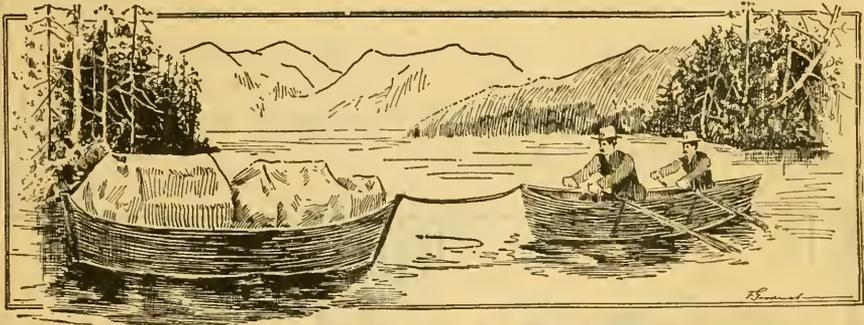


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Hollinger Corp.
pH 8.5

Smiths eden store

ON THE
KLONDIKE



How to Go
When to Go
Where to Go

WHAT TO TAKE

WHERE TO GET IT

If interested in Mining, especially in Alaska Mining, read this little pamphlet through before leaving home. If you have friends in any part of the World, get copies and mail to them.

Many

16203

Of those we outfitted for the Alaska mines in 1895, 1896, have returned laden with gold, and all speak in praise of the provisions and "outfits" obtained of us, and the secure manner of packing the same. Many letters from those sent out in 1897 speak kindly on same lines. M. D. Quaid & Co. write from Dyea that "their \$250 outfit bought of us was the best packed of any they saw on the trail, and NOT AN ARTICLE LOST."

This Edition

OF **50,000**

Free to all who call or send for copy.
Issued to promote sale of goods at our
store and San Francisco generally.
Public places will be provided a num-
ber of copies for distribution.

SMITHS'
Cash Store

25-27 Market St., S. F.
Publisher



OUR MONTHLY PRICE LIST

The HOME CIRCLE, 44 pages,
will be mailed free to any ad-
dress. It will pay you to send
for it.



Estimates

Let us figure with you on
any proposition to sell
goods for cash in any quantity

[Edited and published by SMITHS' CASH STORE.]

Alaska.

ALASKA

Embraces a large extent of country, owned and governed by the United States, although separated by British Columbia from the mainland of this government. It is not intended in this pamphlet to describe the territory, but to refer principally to its mining features.

TOWNS

The towns on or near the jagged coast are Sitka, Juneau, Skaguay, Dyea and St. Michaels, the latter near the mouth of the great Yukon River. Interior towns of importance are Circle City and Dawson City. Other settlements and trading posts have been made on Copper River and in other places on the Yukon and in the northern gold fields. The furthest north of these settlements is Cape Blossom, on Kotzebue Sound, 500 miles north of the mouth of the Yukon, where a mission and school has been established by the Society of Friends, under the care of California Yearly Meeting.

RIVERS

The rivers emptying into the Pacific Ocean or its bays are the Stickeen, Taku, Chilkat, Kuskokwin, Yukon and other smaller streams. The Yukon is one of the great rivers of the world. It is on this river and its tributaries that the recent gold discoveries have been made.

MINING

Alaska should be, and will be, reckoned among the greatest gold producing countries of the world. For several years gold mining has been carried on around Cooks Inlet, at St. Lawrence Island, and at many places, very extensively and very profitably. It was not until 1895 that the recent discoveries on the tributaries of the Yukon began to receive attention. It is either because those making the discovery partly concealed it, or on account of the distance and inaccessible location of these new mines, the world was not greatly interested in them until the output began to arrive in San Francisco, about July 1, 1897. During 1896, however, many expeditions were fitted out and went from this city in search of the new Eldorado.

LOCATION

The richest diggings yet brought to the notice of the public are on the Klondike, Stewart and Bonanza rivers and other less noted branches of the Yukon. Most of these discoveries are on the American side, but quite a few are in British territory. Dawson City is claimed to be on English soil, but there are many who think when the lines are carefully run it will prove to be an American city. Gold in paying quantities has also been discovered on Copper River and other streams. It is not too much to believe that the entire plateau dividing the waters of the three oceans, Pacific, Atlantic and Arctic, or the streams traversing it, will be found to be one vast gold field, requiring a long term of years and a dense population to mine out. Those who expect to make fortunes in placer mining, or on trade propositions accompanying it, should be, and will be, early on the ground, at the opening of transportation in the late winter or early spring of 1898.

How to Go.

If your starting point is anywhere in the United States, except possibly Washington, Montana or northern Oregon, or if in Europe, take passage direct to San Francisco by any route of your selection. San Francisco is and will remain to be the base of supplies for the north, where all classes and kinds of goods are made and carried in stock for immediate delivery at prices lower than anywhere else on the coast. More careful attention is given here to furnishing miners with the right article at the right price than can be done elsewhere. Furs are abundant and cheap; provisions are better and cheaper than elsewhere; wool clothing is a native California product, our blankets surpass those of any other mills and are largely sold all over the world.

Transportation from this point is better and more reasonable than from other western ports, as tourists have the choice of routes and vessels, which will be leaving for the north nearly every day when the season opens. Many new steamers are now being built for northern trade, and others fitted up for similar service. Expeditions and exploration parties are being organized for prospecting new districts jointly, which can be fitted out here at short notice.

Where to Go.

For those who wish to engage in placer mining, the Klondike settlement is probably the objective point. This practically embraces a region 100 miles square or more, and is all open to mining settlements except a small proportion already staked.

Copper River, further south, but whose head waters extend almost or quite to the Klondike country, offers many inducements to the prospector or adventurer. This river is not navigable for large craft for any great distance, or it would prove a short and easy route to the new mines.

A reference to the map on page 11 will show the short cut by way of Dyea, as compared with the easier route by way of St. Michaels and the Yukon. It is probable that tramways, or even rail routes will be built over the Chilkat pass between now and March, 1898. Of this parties will be kept advised.

For those who wish to work at mining, and are satisfied with \$4.00 to \$6.00 per day, the old coast mines were at last accounts seeking help on this basis, as many had left for the new fields, where they could earn from \$10.00 to \$20.00 per day in salaried positions.

When to Go.

While various enterprises are fitting out in this city at this time and vessels leaving frequently for coast points of Alaska, we do not encourage and would not advise anyone to think of leaving here before February 15th. From that time to July 1st, and not later than this period, unless better facili-

ties exist for getting over the mountains or ascending the Yukon than have existed in the past. The majority who fitted out here in 1896-1897 left the city in May, but thousands took passage in July and August, after the stampede was announced. The breaking up of the ice on the Yukon is uncertain. Navigation must be delayed until the river is fairly clear of ice; while some who have spent years in Alaska and are familiar with the mountain passes, claim they can be traversed as readily in winter as in summer, but this idea we do not endorse.

Cost of Outfit.

THINGS TO EAT

The cost of a complete outfit for Alaska varies according to the habits, tastes and pockets of the buyer. One year's provisions, including medicines, can be obtained from \$40 to \$100, but the average price for good fare and a limited supply of luxuries is \$75. With this sum well laid out and goods carefully cared for no one need go hungry.

MINING TOOLS

For ordinary placer mining tools may be obtained for \$20 to \$25, but this can be extended to \$50 or more for articles to experiment with or use according to the advanced plans of mining.

CAMP OUTFITS

A good campstove will cook for four or more persons. This, with other cooking utensils for comfort and economy and to make life run smoothly when the day's work is done, should cost \$10 to \$15, and might be extended to \$25 where several are to share the cabin or tent.

WEARING OUTFIT

This will admit of more variations, of course, than others, and bears some relation to the dress of men in urban life. Many go forward with the expenditure of \$45 to \$50, and even less. The average outlay is \$75. Then those who have been used to all the creaturely comforts at home, and include a good tent, fur blankets, sleeping robes, fur-lined, with fur clothing for outer wear and double supply of blankets, can readily run this sum up to \$125, and even \$150, although very few expend this amount.

More persons go forward with the expenditure or \$200 or less than exceed this outlay. If, however, it is deemed desirable to go comfortably clad, be well fed and well supplied with conveniences for the undertaking in prospect, we do not recommend you to expend less than this sum.

TRANS-PORTATION

The trading and transportation companies which have practically controlled Alaska trade before this season, are actively in the field for the coming year, as they carry large stocks of provisions at various places in the north, they do not encourage miners and others to take supplies with them. Those who want to be on the safe side and have at least one year's outfit under their own control and ownership will not choose a vessel that does not carry such provisions as they will cer-

tainly require. Our bulletin boards posted every day will give best and latest information about the sailing of vessels, and we will cheerfully advise as to rates, accommodations, fare and other factors which will be sought after by those making the journey.

Packing

Will be done as buyers desire, either for MAN back or MULE train. For putting goods in shipping order in the usual commercial manner, no charge. For LABOR of usual or unusual packing, no charge. For canvas, duck or oil bags, an extra charge at cost is made, according to size and quality. We use no paper sacks in packing. All bulk groceries are weighed up in cotton sacks instead of paper bags. The regular outside canvas packing bag will turn rain and costs each 20c. We usually pack 50 to 70 lbs. in one bag. We recommend a black oiled bag to be used outside of each canvas bag, and an oilskin bag outside of that.

Then if the provisions (on which one's life depends), soak in the river over night they cannot be destroyed.

We stencil the owner's name in full on each bag, box or bundle. We mark a list of contents on outside of each bundle. The guaranty of safety that our superior packing facilities and experience affords is worth 10 per cent at least at the start, and is at your service free of charge.

PROMPTNESS

We prefer plenty of time to pack and ship in, but have sold, selected, packed, marked, crated and delivered a \$200 outfit to one party within sixty minutes from the time he entered our door, no part of which was ready beforehand, besides arranging to hold the steamer for him. If short of time, we can supply you with everything from under our roof at once in good shape, where others might fail.

LOWER PRICES

At buyer's discretion we can furnish a number of articles above enumerated at one-fourth, perhaps one-third less of a cheaper grade. No one can or does undersell us. "Large sales and small profits" applies to our Alaska trade as well as our regular business. We don't ask or expect a prospector to pay us any more than any one else. In fact, concessions on large orders are sometimes made. Bear in mind, if lower prices are quoted that a corresponding reduction in quality takes place. It takes an expert to tell the difference sometimes, and as you will be obliged in a measure to trust someone with your order, it is imperative to place it where you have

CONFIDENCE

In the firm handling it. We don't claim to be better than everybody else, but we do claim to own a larger export business, covering goods sold direct to consumers in Alaska, Japan, Korea, China and the Sandwich Islands, than all other firms on the Coast combined. This trade has been built up year by year, based on confidence. April, 1897, we were awarded the United States Government contract, supplying everything to all the Government stations in Alaska. These supplies were shipped in June, making a shipment of 270 tons. Fully one-half the miners who outfitted at San Francisco bought of us this season. All whom we have heard from were pleased and gratified with the result. We have heard that our goods were the best packed of any on the trail. We value our reputation in Alaska as much as elsewhere, and shall not allow it to suffer.

ESTIMATES

From special lists submitted at any time will be cheerfully figured upon, no matter what size, none too small to interest us, and none too large for us to handle in the interest of the buyer.

CHANGES IN MARKET VALUES

Are likely to occur. We are compelled to submit prices ruling now (October, 1897), subject to market change. Butter will be much lower in March next. Early spring rains start pasture growing. Our general outfit contains a larger variety than many, thus, if the variety be cut down you will have to add a larger weight to something else.

World Renowned Goods. As supplied to the French and German army and navy. We offer the first that have arrived in this country, either Cabbage, onions, Celery or Leeks; each package wrapped three-fold, first wax, then foil, then paper; PRICE, 25 CENTS; dozen, \$2.75. Knorr's Pea or Bean Flour, 1/2 lb., 20c; dozen, \$2.25.

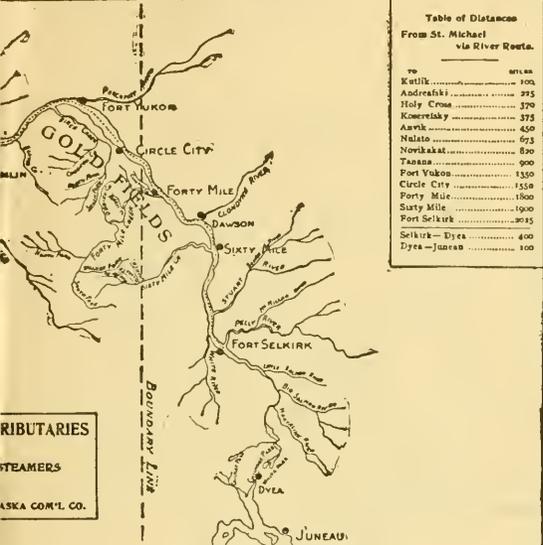
BOUILLON CAPSULES. Raffauf & Co., Coblenz, Germany. Each capsule makes 2 large cups delicious Bouillon or Beef Tea, with all the natural richness and flavor. To be dissolved in hot water, each 5c; dozen, 55c.

Essence of Peppermint
Arnica
Glycerine
Spirits of Camphor
Paregoric

Epsom Salts
Magnesia
Carbolic Salve
Carbolic Acid
Absorbent Cotton

(Full directions for use on each package.)

Some take the following, of which we carry full lines:
Tooth Brushes Hair Brushes Combs Toilet Soap
Shaving Soap Toilet Paper Perfumery Sponges, Etc.
Patent Medicines at CUT RATES.



Special Outfits,

Segregated for convenience and dispatch, ready on short notice. Price quoted is for the entire lot in a lump. *Push-tively no changes or alteration in the assortment at this price.*

OUTFIT C, \$50.00.

(Necessities only for one man for one year.)

300 lbs. flour; 15 lbs. macaroni; 10 lbs. salt, table, C. I.; 12 cans deviled ham, 1/2 lb.; 100 lbs. dried peas; 25 lbs. dried apples; 25 lbs. dried prunes; 200 lbs. red beans; 25 lbs. coffee; 15 lbs. soap; 1 box mustard, 1 lb.; 5 lbs. tea; 100 lbs. bacon; 50 lbs. rice; 100 lbs. corn meal; 25 lbs. corn, dried, but; 25 lbs. dried peaches; 1 pkg. soda; 12 cans condensed milk; 4 lbs. baking powder; 40 lbs. sugar, dry granulated; 1 lb. pepper; 1 box yeast; 1 gross matches; 10 canvas bags.

Price of above Outfit C, packed and delivered on board, \$50.00. No changes will be made in assortment at this price.

OUTFIT B, \$75.00.

300 lbs. flour, 6 sacks, best family; 50 lbs. rolled oats or oatmeal; 50 lbs. corn meal; 8 lbs. baking powder; 100 lbs. bacon (especially cured lot); 50 lbs. beans, colored; 50 lbs. dried peas, No. 1; 20 lbs. corned beef (10 cans), 2 lb.; 12 cans roast beef, 2 1/2 lb; 12 cans deviled ham, large; 20 lbs. butter, 2-lb. tins; 6 lbs. lard, 2 pails; syrup (2 gallons), sugar hash; 18 cans condensed milk; 10 lbs. S. D. apples; 10 lbs. S. D. prunes; 10 lbs. S. D. peaches; 10 lbs. S. D. pears; 10 lbs. apricots; 25 lbs. condensed potatoes; 10 lbs. condensed onions; 8 2-oz. extract of beef; 5 lbs. consolidated soup stock, in tins; 20 lbs. best Japan rice; 15 lbs. coffee, ground, in cans; 15 lbs. mixed tea, family; 100 lbs. sugars; 20 lbs. pilot bread; 50 candles; 10 lbs. Carmen Island salt; 12 bars Silver Borax soap; 1 lb. black pepper; 1/2 lb. cinnamon or nutmegs; 1 lb. box mustard; 1 box yeast cakes; 1/2 doz. Chili peppers, no charge; 1 gross matches; 1 lb. citric acid; 15 canvas bags for packing.

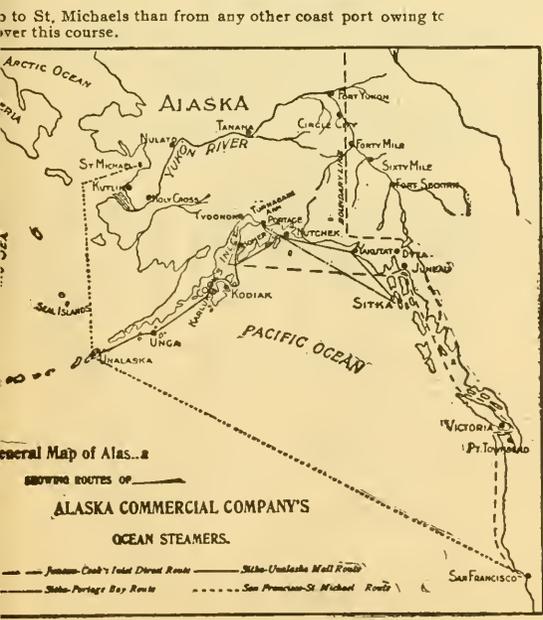
Price of above Outfit B, packed and delivered on board, \$75.00. No change can be made in the assortment at this price.

OUTFIT A, \$100.00.

(For one man for one year.)

300 lbs. flour, 6 sacks, best family; 50 lbs. white rolled oats; 50 lbs. corn meal, finest; 10 lbs. baking powder, pure Creme de Luxe; 75 lbs. ham, bellies (special cured lot); 50 lbs. ham, fancy; 50 lbs. beans, red, pink or small white; 20 lbs. dried peas; 24 lbs. corned beef (12 cans), 2 lb.; Cudahy Packing Co.; 12 cans roast beef, 2 1/2 lb.; 12 cans deviled ham, Underwood's, 1/2; 30 lbs. butter, in tins, fancy, at 28c; 1 cheese, pineapple, small; 6 lbs. lard, 2 pails, pure; 2 gals. hot cake syrup; 1 gal. maple syrup; 24 cans condensed milk; 10 lbs. evaporated apples; 10 lbs. fancy prunes; 10 lbs. evaporated or peeled peaches; 10 lbs. new figs; 10 lbs. fancy apricots, new; 25 lbs. condensed potatoes; 10 lbs. condensed onions; 10 lbs. soup stock; 2 8-oz. extract of beef; 20 lbs. fancy head rice; 15 lbs. M. & J. coffee, ground, in cans, Aureola brand; 4 lbs. mixed tea, finest; 150 lbs. granulated sugar; 12 assorted jams, in tin; 1/2 case pilot bread, 20 lbs; 50 candles, 10 oz.; Electric; 10 lbs. salt, fancy table; 12 bars Silver Borax soap; 1 lb. black pepper, Fidelity; 1/2 lb. cinnamon or nutmegs, pure; 1/2 lb. Sax Colman's mustard; 1 box yeast cakes, Magic; 1/2 doz. Chili peppers, no charge; 1 gross matches; 1 lb. citric acid; 20 bars soap, laundry; 2 cakes toilet soap; 10 lbs. smoked beef; 2 doz. cans corn.

Price of above Outfit A, packed and delivered on board, \$100.00. No changes can be made in the assortment at this price.



The following notice, offered by the leading steamship company of this Coast, is worthy of a careful reading. You can enclose stamps to them, or to the publishers of this pamphlet, for any of the literature they offer to send. We have no interest in transportation propositions, further than to see that our friends and patrons get the best accommodations in this line that money will buy.

Pacific Coast Steamship Company

This well equipped company has been running a regular line of steamers from the port of San Francisco to Alaska for over twenty years, carrying the United States mails and the Alaska express. It also runs steamers to the principal ports of Mexico, Oregon, Washington and our own State, being the principal carrying company (by water) on the Pacific Coast, with offices at every port. It is well equipped with vessels especially adapted to Alaska trade, manned with seamen and pilots who are familiar with Alaskan waters.

Travelers northward are advised to consider well the advantages of going by a well established route, employing the best vessels and guaranteeing best care and good fare, in preference to patronizing those who are without experience, without proper vessels or capital to procure them. Vessels are dispatched every five days by this company for the north, and increased service will be added if the public demands it. See that your tickets read by the Pacific Coast Steamship Company's line of steamers.

The following books, pamphlets and maps, published by the above company, are delivered free at the offices of the company, or mailed on receipt of stamps to cover postage:

- "How to Reach the Gold Fields of Alaska,"
24 pages.....Postage 2 cts
"How to Reach the Klondike," answers to
everyday queries... ..Postage 2 cts
Map of Alaska, showing the different routes to
the Gold Fields, of value to every pros-
pector Postage 2 cts
Folder and Time Table of sailing of steamers
for four months; also contains a map of
the Pacific Coast from Mexico to the most
northerly points. Most correct map in
use..... Postage 2 cts
"North and South," a finely illustrated book
of 76 pages.....Postage 5 cts
"Alaska Excursions"..... Postage 2 cts
ALL FREE on application or mailed as above stated

GOODALL, PERKINS & Co., General Agents.

10 MARKET STREET, SAN FRANCISCO, CAL.

Ticket Office, Palace Hotel, 4 New Montgomery St., San Francisco, Cal.

What to Take.

This must always vary according to the taste, inclination and pocket of the purchaser. From the following lists purchasers will be able to make selections to suit all demands:

HEAD WEAR—MEN'S.

All-wool Scotch Caps, 6 $\frac{3}{4}$ to 7 $\frac{1}{2}$	\$ 50
Extra Heavy Chinchilla Caps, 6 $\frac{3}{4}$ to 7 $\frac{1}{2}$	1 00
" " " Mask Caps, 6 $\frac{3}{4}$ to 7 $\frac{1}{2}$	1 25
" " " Fur Caps, 6 $\frac{3}{4}$ to 7 $\frac{1}{2}$	2 00
" " " Sealette Caps, 6 $\frac{3}{4}$ to 7 $\frac{1}{2}$	2 00
Sheep Pelt Hoods, all sizes.....	1 50
China Goat Hoods, ".....	2 00
All-wool Knit Sleeping Hoods.....	75c. and 1 25
Crass Fox Fur Hoods, all sizes.....	5 00

COATS—MEN'S.

Mackinaw, All-wool, Unlined Coats, sizes 36 to 48	\$2 00, 2 50, 3 00, 3 50, 4 00 and 5 00
Leather, Flannel-lined Coats, 36 to 48.....	5 00
Leather and Corduroy Reversible Coats, 36 to 48.....	6 50
Heavy Duck, Flannel-lined, 36 to 48.....	\$2 50 and 5 00
" " Rubber-lined, 36 to 48.....	\$2 50, 3 50 and 4 00
Sheep Pelt, Unlined Coats, 36 to 48.....	7 00
Goat Pelt, " " 36 to 48.....	\$9 00 and 12 00

ULSTERS—MEN'S.

Heavy Duck, Flannel-lined, with Belt, 36 to 48.....	\$2 50, 4 00, 5 00, 7 50 and 10 00
Heavy Duck, Rubber-lined, with Belt, 36 to 48.....	5 00

VESTS—MEN'S.

Sheep Pelt, Unlined Vests, 36 to 48.....	\$3 00 and 4 00
Heavy Duck, Flannel-lined, 36 to 48.....	\$1 00, 1 25 and 5 00

PANTS—MEN'S.

All-wool, Mackinaw, unlined, all sizes.....	\$2 50 and 3 50
" " McMillian, " ".....	3 00
Heavy Duck, Blanket-lined, all sizes.....	\$1 50 and 2 00

OVERSHIRTS—MEN'S.

Extra Heavy, Wool, Blue Flannel, Marysville or Stockton Mills, 14 $\frac{1}{2}$ to 19.....	\$1 25, 1 50, 1 75, 2 00, 2 50
Extra Heavy, Wool, Cassimere, assorted patterns, 14 $\frac{1}{2}$ to 19.....	\$2 00, 2 50 and 3 00

UNDERWEAR.

1 Large, Heavy Chest Protector.....	75
2 Extra Heavy Wool Undershirts, each.....	\$1 50 and 1 75
2 Heavy, Double-front Undershirts, each.....	1 25
Extra heavy Swiss Conda Underwear, each.....	2 00
Undershirts for Summer Wear, not wool.....	50
2 pr Extra Heavy, Wool Drawers, each.....	\$1 50 and 1 75
2 pr Heavy Double-seat Wool Drawers, each.....	1 25
2 pr Cotton Drawers, for Summer Wear, each.....	50

GLOVES AND MITTS.

Goat Gloves, 7 $\frac{1}{2}$ to 11.....	25c. and 50
Oil Tan Buck Gloves, 7 $\frac{1}{2}$ to 11.....	75c. \$1 00 and 1 25
Horse Hide Gloves, fire and water proof, 7 $\frac{1}{2}$ to 11.....	1 00
Oil Tan Buck Gloves, with Gauntlet, 7 $\frac{1}{2}$ to 11.....	\$1 00, 1 25
Fur Gloves, Corduroy-lined, Kid and Buck Palms, with or without Gauntlets, 7 $\frac{1}{2}$ to 11.....	2 00
All-wool, Extra Long Mitts, all sizes.....	25c. and 50
Sheep Pelt Mitts, with Gauntlets, fire and water proof, all sizes.....	75c. \$1 00 and 1 25
All-wool, Extra Long Mitts, Buck or Calf-faced, fire and water proof, all sizes.....	1 00

BELTS.

Men's Oil, Tan, Goat Money Belts.....	1 00
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FOOTWEAR.

Leather-soled Rubber Hip Boots.....	6 50
Crack Proof Hip Boots, best.....	6 75

THOMASON'S

EVAPORATED VEGETABLES

PATENT APPLIED FOR.

These are put up with scrupulous care as to cleanliness, and the aim of the manufacturer is to produce an article on merit, superior to any other market offering in quality; the first consideration being to produce an article that can be positively guaranteed to keep indefinitely.

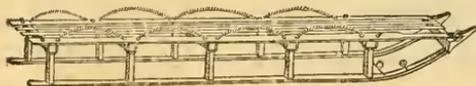
It is generally admitted by all who have seen them that Thomason's are the best Evaporated Vegetables on the market. We are able to supply them to the trade in any quantity at lowest ruling rates. Have cooked them in various ways and find them palatable, containing more nourishment than any others, the natural flavor being retained. Should be soaked over night, same as dried fruit. The onions are cored and peeled. Take Thomason's process, and you will have the best and run no risk of quality or keeping properties.

SMITHS' CASH STORE,

SOLE AGENTS.

Cable Address: 25-27 MARKET STREET,
FIDELITY. San Francisco, Cal.

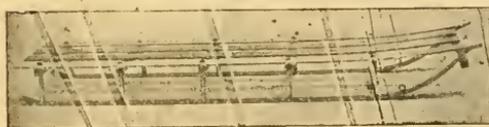
YUKON SLEIGH.



Price \$6.00, ready roped.

The regulation Juneau pattern. Only genuine one to be had in San Francisco. Price less than in northern cities. Take one of these along.

THE Juneau Folding Sleigh.



OPEN.



CLOSED.

This saves freight on steamer as it takes only one-fourth the room, and goods are taken by measurement. It need not be taken apart to pack over the pass. Well made and finished; strong. Size, same as the \$6.00 Sleigh.

Made from seasoned Oak, 3 years old. The JUNEAU is a patented article and can be had only through us. Sleighs are an absolute necessity until May 1st. They cannot be built on the trail as there is no lumber to be had suitable anywhere in Alaska. Juneau merchants charge not less than \$10.00 for this same sled. Buy here and be sure of it.

Price, \$7.50

SMITHS' CASH STORE, Sole Agents.

Snow Shoes

Made by the Alaska Indians, per pair, \$5.00

PASSENGER RATES

Should be obtained from the various transportation companies. We are merchants only and prefer not to quote passenger or freight rates. We believe the steamship companies inadequate to handle the business, and advise those going to book early. Endeavors are being made to sell tickets from Paris and other European points through to Dawson City, with stop-over privileges in San Francisco. The steamship rate at present from San Francisco to Dyea is quoted, first-class, \$48.00; second-class, \$29.00. Time occupied about ten days. Freight costs \$20.00 per ton to Dyea. These figures will, no doubt, lower when competition begins. The rate to Dawson City via St. Michaels and the Yukon River is usually about \$250.00. No one should start without several hundred dollars besides the price of fare, etc.

SAN FRANCISCO IS THE BEST

Point to start from because steamers sail direct from San Francisco to Dyea, Skagway and St. Michaels. Second, because of a larger market here in which to purchase, thus insuring keen competition and lower prices than in any northern city, where larger profits are exacted; besides difficulties and delays already experienced (many stood in line three days to get an outfit last summer in Seattle) and which may be greater than ever in the spring.

Third. San Francisco is the great distributing point to the world for its far-famed California Dried and Evaporated Fruits, Beans, Flour and other produce, all of which can be bought here at first hand.

Fourth. We are also the head of the market for Leather Goods and Fur Clothing. Prices are lower in San Francisco, as anyone can find by asking for quotations.

Fifth. Lower through excursion rates will be quoted via San Francisco by the railroad companies.

Sixth. Better hotel accommodations,

RELIABLE AUTHORITY

In the course of an interesting lecture given in San Francisco October 21st, Mr. Sheldon Jackson, head of the U. S. Bureau of Education of Alaska, and who has just returned from Dawson City, stated that Alaska covers one-sixth as much territory as all the balance of the United States, the distance from north to south of the territory being as great as from Boston to Cuba, and from east to west as far as from San Francisco to Chicago; and that the Hawaiian Islands are nearer to San Francisco than Alaska, and San Francisco occupies practically the central position geographically between Alaska and United States. There are 400,000 acres of agricultural land along the basin of the Yukon River, and millions of acres of cultivatable land in southern Alaska. Minerals to be found are coal, iron ore, coal oil, copper, silver and gold, the largest gold mill in the world being situated at Juneau, Alaska. Four-fifths of Alaska produces gold.

Mr. Jackson strongly urges that where possible the women should accompany their husbands in making the trip, and that any healthy woman can do so; the women standing the trip and the hardships as well as the men.

The climate is mild in Southern Alaska, or in the warm belt and the average winter temperature recorded at Sitka for over twenty years past shows that it is the same as that of Richmond, Va. The interior losses the effect of the Gulf Stream and the thermometer frequently falls to 75° below zero; the average winter temperature being 40 below.

The travel in summer is by native canoe, and by dog sleds in winter, and there is not a road, as we understand the term, in all Alaska.

The Government is unable to exert its authority, owing to the great distance to be covered.

IN CONCLUSION

We are the only people who have dared to publish a Price List of this nature. We have done the largest amount of outfitting of any firm in the city, in fact nearly all of it. We have the only complete facilities at present to be found, and as we do a fair and legitimate business in the Alaska trade, as well as in all other, we have no hesitancy in submitting our goods and our prices to open criticism.

Yours for more business,

S. F., October, 1897.

SMITHS' CASH STORE.

THE "ALASKA" FOLDING ROCKER



As convenient to carry as a gun case and weighs complete but FIFTEEN POUNDS.

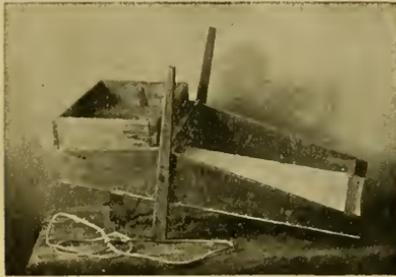
Can be set up or knocked down in ONE MINUTE.

Don't fail to see them.

Made in two sizes.

No. 1 - - 18x36 inches
Price \$10.00

No. 2 - - 20x42 inches
Price, \$12.00



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FOLDED.

ALASKA FOLDING ROCKER

This device is the result of careful thought and mechanical arrangement, by an experienced miner and mechanic, and is the outgrowth of necessity.

Every practical miner or other person having had experience in saving gold by means of a "Rocker" is aware of its great inconvenience and liability to breakage in transportation, and is particularly so on a trip to a distant country like

THE KLONDIKE

Where much of the work of gold saving must be accomplished by means of a Gold Pan or Rocker. The former are too slow and the latter have been too inconvenient and burdensome to carry over narrow trails and through rough canyons.

THE ALASKA FOLDING ROCKER retains all the well known good points of the ordinary Rocker and overcomes all objectionable features.

The Rocker when knocked down folds into a convenient package for carrying, weighing but 15 pounds, and can be set up ready for operation in one minute, without the use of a screw or bolt; and when so combined, is as strong and durable as an ordinary Rocker weighing from 35 to 40 pounds.

The entire Rocker is made with a view to lightness, ease of transportation, convenience, efficiency and durability.

The bottom is made of No. 10 Duck, the best material known for catching gold, securely fastened to the wooden sides; the folding screen is made of No. 4 Steel and the spreaders of hard wood, and small pieces are hinged to the body of the Rocker so they cannot be lost. The rockers or bows are made of the finest steel, always returning to a straight piece when detached. They need no extended description, as their many advantages are self-evident, and to go to the Klondike without one is like going duck hunting without a gun.

A "greenhorn" will save all the gold he finds with this Rocker, and requires no long experience, as he does with a pan. Ten times the work is accomplished in the same time. With this Rocker a valuable claim may be located that would be overlooked without.

It sells on sight. Don't wait to place your order.

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We have shipped more goods to Alaska this season than any other San Francisco firm. This is not by chance or accident, but obtained through lower prices on dependable goods and our superior facilities for handling this particular business. We have fitted out many mining parties. Saved one party \$22.33 each on "Grub" alone. Is it any wonder we sell the goods? Call or send for estimates. No trouble. We can help with what is wanted. Packing done rightly. Our experience and care at your service. Rebates on big lots.

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