

WHERE QUALITY MEETS CONFIDENCE

# PILCHER'S

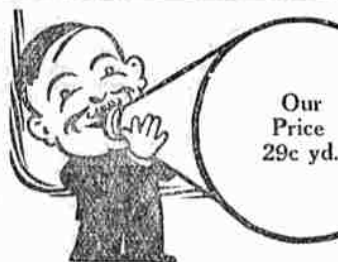
## \$500,000.00

### Special Purchases for April

## FOLKS LET'S GO TO PILCHER'S

### What Our Combined Buying Power Does for You!

## Look! WHAT PRICES!!



Our Price  
29c yd.

### White Indian Head

36 Inches—at a Saving

White Indian Head permanent finish, note the saving at our low prices.

44-inch Indian Head 35c a yard.

### Rayon Silk Porch Frocks

Clever Styles—Attractive Designs

\$2.25 Each

Ideal afternoon dresses for street or home wear, designed from fine quality of Rayon mixed Silk. Many clever styles from which to choose in the new summer shades. Cool greens, blues, and dainty pink predominate. At this low price the value is exceptional. Keen buyers will be quick to take advantage of this remarkable offer.

Others at \$2.98 to \$4.98

### SEAMLESS SHEETS

81 by 90 Outstanding Value  
\$1.19 Each

A most remarkable offer. Fine quality, closely woven, seamless sheet. No filling. Hemmed ready for use. Large size. Well known brand. Sells elsewhere at not less than \$1.75. Our combined buying power saves you the difference.



See Me at  
Pilcher's  
I am  
Courteous  
Clerk

### Offering 30 Better SILK DRESSES

At a Surprising Low Price

\$16.50

A rare opportunity for the careful shopper. A recent shipment of silk frocks from our New York merchandising department. Each one an amazing value. There are many unusually smart models for sport wear, afternoon and street wear. Preeminent in the showing are dashing flares, novelty pleated effects, cleverly embroidered models. The materials used are flat crepes, satins, sport silks and georgettes. Truly a most unusual showing of better dresses that would sell in the ordinary way at \$29.50 but due to our combined buying power and our cash selling policy we are able to pass along a vast saving to our customers.

REPLENISH YOUR SAVINGS AT  
THESE SAVING PRICES  
CRASH TOWELING  
Linen and Cotton Mixed  
15 Cents a yard

Unbleached Linen Crash at this price is unusual value.  
PURE LINEN CRASH AT 19 CENTS  
Unbleached, splendid quality. A real value.

UNBLEACHED GAUZE  
7 Cents a Yard

Unbleached Gauze or house lining, 36 inches wide.

500 Yards of  
NEW PERCALES  
36 inches wide—16c yd.

Your choice of dozens of new patterns never before on display. An exceptional special purchase value.

81-INCH BROWN SHEETING  
Only 45 Cents a Yard

Standard quality closely woven. One that will give long and satisfactory service. Truly a wonderful value.

81-INCH WHITE SHEETING  
49 Cents a Yard

Indeed an exceptional value for this quality sheeting. Examine it closely and you will agree it is a bargain.

42-INCH PILLOW TUBING  
35 Cents a Yard

You cannot mistake this value, sells anywhere at 45 cents to 50 cents a yard. Our buying power serves you the difference.



### Notions

A Big Saving in Every Little Item

|                                            |     |
|--------------------------------------------|-----|
| O. N. T. Thread, spool                     | 04c |
| Coates Cratchet Cotton, ball               | 10c |
| Safety Pins with Guards, card              | 05c |
| Invisible Hairpins, box                    | 4c  |
| Boil-proof Embroidery Cotton, 3 skeins for | 10c |
| Sanitary Belts (Kleinarts)                 | 25c |
| KOTEX, one dozen to a box only a box       | 49c |
| William Talson Powder, a tin               | 19c |
| Colgate's (Fluoride)                       | 19c |
| Colgate's tooth paste                      | 19c |
| Colgate's tooth paste small tube           | 08c |
| Perseus tooth paste, a tube                | 39c |
| Prophylactic, each                         | 39c |
| Whisper Fasteners, a card                  | 08c |
| Snip Fasteners all sizes, a card           | 05c |
| Coates Mercerized Darning Cotton           | 05c |

CONSISTENT with our fixed policy of giving our customers every advantage of our vast buying power, we are in a position this month to offer values in all departments that are most unusual. Our merchandising department in New York has been exceedingly fortunate in making tremendously exceptional buys of quality merchandise for our stores in Washington, and Oregon and California and we are consequently offering it at PILCHER LOW PRICES! We invite you to see for yourselves. We do give remarkable VALUES! This is undoubtedly the greatest selection of merchandise we have presented the public since we opened our stores. Thousands of dollars worth of merchandise for men, women and children bought at very low prices, and, in turn, to be sold at prices that you cannot afford to overlook. Read this advertisement thoroughly; come down and see the merchandise—you can rest assured you will find everything exactly as advertised. Act!

### Hundreds of Yards of NEW DRESS FABRICS For Summer at Pilcher's Saving Prices

40-INCH VOILES  
29 Cents a Yard

A lovely quality Voile at our exceptionally low price. New, fresh stock just received. Colors are delf blue, tangerine, grey, pink, maize and others.

Tub Silks, 36 inches wide at \$1.19. Newest shades of plain rose, Nile, orchid, pink, salmon.

Crepe de Chine, 40 inches wide at \$1.69 a yard. An unusual saving is offered. Latest shades including fog, orchid, pink, Nile, white, old rose, blue, lavender. 250 yards of fancy Voiles recently received. 39 cents a yard, 40 inches wide, splendid quality, attractive designs and color combinations. Others at 15 to 25 cents a yard.

About 750 Yards  
NEW GINGHAMS  
32 Inches, 19c

Just received, extraordinary value. You would expect to pay a great deal more for these fine gingham, splendid selection of patterns to choose from.

500 Yards  
FAST COLOR SUITING AND  
COLORED INDIAN HEAD  
14c a Yard

Your choice of a dozen shades. Color guaranteed absolutely fast to sunlight and washing. Remarkable saving price only 39 cents a yard.



### NEW MILLINERY

Remarkable Values

\$5.90

Shown for the first time today the very newest shapes, beautifully trimmed with flowers, silk and ribbons. The hats come in large brim effects, close fitting shapes and smart sport models, fashioned in hair braid and straw. There are models for every type. The colors are the season's best. The values are extraordinary. An early inspection is advised as the quantity is limited.



Our Price  
19c yd.

### New Plisse Underwear Crepes, 19c. yd

New Stock

New shades just put in stock fine quality crepes extensively used for all kinds of under garments. Usual values most places 30 cents. Our price saves you the difference.

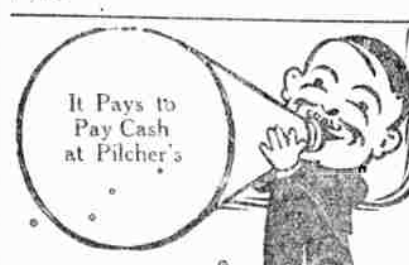
### Typical Pilcher Value Solid Leather Work Shoes \$1.98

Here you are, men, a solid leather shoe, built to give service. All solid leather construction, upper, sole, insole, counters are of solid leather. The heels are of rubber. An ideal shoe for summer. Easy fitting, comfortable and strong. The soles are sewed as well as nailed. Price a trifle less than the cost of half soles and heels. Think of the value, men. It is extraordinary. Only at Pilcher's can you get such values.

### 500 Yards Hope Muslin 15c Yard

36 Inches Wide

New stock, full bolts, best grade about 500 yards at this saving price. Usually sold elsewhere at about 22 cents a yard. Our price is only 15 cents a yard.



It Pays to  
Pay Cash  
at Pilcher's

## R.A. PILCHER CO.

INCORPORATED  
Department Stores

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