

**1927's  
Greatest Sale**

**SALE**

**E. R. ISAAC CO.**  
ASHLAND OREGON  
**Dissolving Partnership**



**SMASHED! \$35,000 Stock of Merchandise  
ON THE BARGAIN COUNTERS**  
At Amazing Price Reduction  
The Quality Stock of Southern Oregon

**SILKS and WOOLENS**  
SAVINGS GREATER THAN EVER BEFORE

**40 in. Charmeuse Satin**  
BLACK AND COLORS  
Regular Value, \$2.48  
Sale Price, Yard ..... **\$1.95**

**42 in. Wool Crepes, French Serges, Epingles**  
Values to \$2.25  
Sale Price, Yard ..... **\$1.69**

**27 in. All Wool French Challies**  
Regular Value, \$1.25  
Sale Price, Yard ..... **98c**

**54 in. Fancy Wool Flannels**  
All Colors, Stripes, Checks and Bordered Effects, Values to \$4.00  
Sale Price, Yard ..... **\$1.69**

**200 PAIRS SAMPLE BLANKETS**  
OF COTTON, WOOL-MIXED AND ALL WOOL.  
AT ASTONISHING PRICE REDUCTIONS  
—Blankets Priced Below Taken From Regular Stock—

<b>Cotton Blankets</b> 66x80, Regular \$2.75 Sale Price ..... <b>\$2.19</b>	<b>Wool Blankets</b> All Wool, Regular \$12.50 Sale Price ..... <b>\$9.95</b>	<b>Wool Blankets</b> 66x80, Regular \$10.00 Sale Price ..... <b>\$8.48</b>
<b>Cotton Blankets</b> 70x90, Regular \$2.98 Sale Price ..... <b>\$2.39</b>	<b>Single Blankets</b> Pendleton Wool Double Weight Sale Price ..... <b>\$8.75</b>	<b>Cotton Blankets</b> 70x90 Regular \$3.50 Sale Price ..... <b>\$2.89</b>

**COTTON BATTS**  
3 LB. FULL SIZE BEST QUALITY  
STITCHED SPECIAL ..... **98c**

**SHEETS  
PILLOW CASES**  
LOWEST PRICES IN YEARS

<b>DAISY PILLOW CASES</b> 42 and 45 in. Special 29c Each	<b>PULLAWAY SHEETS</b> 81x90 Bleached Special 98c Each	<b>Ginghams</b> Wash Goods English Prints 2500 Yds. Values up to 35c. Sale Price, Yard ..... <b>21c</b>
<b>WEAR WELL CASES</b> 42 and 45 in. Special 38c Each	<b>KEARSARGE SHEETING</b> 9-4 Bleached Special 44c Yard	<b>Handkerchiefs</b> For Men, Women and Children. 19c Values For, Each ..... <b>12c</b>
<b>WEAR WELL SHEETS</b> 81x90 Unbleached Special \$1.29 Each	<b>HOMESTEAD SHEETS</b> 72x90 Seamed Special 78c Each	
<b>WEAR WELL PILLOW TUBING</b> Linen Finish, 42 in. Special 29c Yard	<b>WEARWELL SHEETING</b> 9-4 Bleached Special 58c Yard	

**BATH ROBES — KIMONAS**  
EXCEPTIONAL VALUES—POPULAR STYLES

\$4.98 Values, Sale Price ..... <b>\$3.98</b>	\$5.48 Values, Sale Price ..... <b>\$4.39</b>
\$6.98 Values, Sale Price ..... <b>\$5.89</b>	\$5.98 Values, Sale Price ..... <b>\$4.98</b>
\$7.98 Values, Sale Price ..... <b>\$6.48</b>	\$6.98 Values, Sale Price ..... <b>\$5.89</b>
\$8.98 Values, Sale Price ..... <b>\$7.69</b>	\$8.98 Values, Sale Price ..... <b>\$7.69</b>
\$10.98 Values, Sale Price ..... <b>\$8.98</b>	\$9.98 Values, Sale Price ..... <b>\$8.59</b>

**SILK UMBRELLAS**  
NOBBY STYLES—ALL COLORS  
GREATLY REDUCED

**Sweeping Reduction**  
ON ALL  
**Ready-to-Wear**  
**Coats - Dresses**

<b>LOT 1</b> WINTER COATS LARGE FUR COLLARS VALUES TO \$15.00 Sale Price <b>\$9.95</b>	<b>LOT 1</b> DRESSES BOTH SILK AND WOOL VALUES TO \$15.00 Sale Price <b>\$8.95</b>
<b>LOT 2</b> WINTER COATS DRESS and SPORT MODELS VALUES TO \$30.00 Sale Price <b>\$19.75</b>	<b>LOT 2</b> SILK DRESSES CREPE SATINS VALUES TO \$22.50 Sale Price <b>\$13.75</b>
<b>LOT 3</b> WINTER COATS SMARTLY TAILORED VALUES TO \$40.00 Sale Price <b>\$24.50</b>	<b>LOT 3</b> SILK DRESSES SEASON'S NEW MODELS VALUES TO \$35.00 Sale Price <b>\$23.50</b>

SLIGHT CHARGE FOR ALTERATIONS

**HAND BAGS — OVERNIGHT CASES**  
AT UNUSUAL LOW PRICES  
A WONDERFUL ASSORTMENT

VALUES TO \$3.50 Sale Price ..... <b>\$2.79</b>	VALUES TO \$6.08 Sale Price ..... <b>\$5.89</b>
VALUES TO \$4.98 Sale Price ..... <b>\$3.98</b>	VALUES TO \$10.95 Sale Price ..... <b>\$8.95</b>

**DRAPERIES AND CURTAINS**  
MARKED ESPECIALLY LOW

45 inch Sun Fast Duplex SILK DRAPERY FABRICS Values to \$2.25 Sale Price, Yard ..... <b>\$1.59</b>	QUEEN ANN RUFFLED CURTAIN 2 1/2 Yds. Long with Tie Back \$1.25 Values Sale Price, Pair ..... <b>89c</b>
CURTAIN NETS—SILK GAUSE Grandline and Marquisettes 85c Values, Sale Price 69c Yd. 75c Values, Sale Price 58c Yd. 65c Values, Sale Price 52c Yd. 45c Values, Sale Price 34c Yd.	COLONIAL CRETONNE'S Wonderful Line To Choose From 89c Values, Sale Price 69c Yd. 69c Values, Sale Price 54c Yd. 59c Values, Sale Price 48c Yd. 35c Values, Sale Price 28c Yd.

**To Be Sacrificed**  
To enable Mr. E. R. Isaac to take over the Interest of Mr. L. F. Ferguson at Least One Half of This Stock of

**DRY GOODS, SILKS, LINENS, DOMESTICS, WHITE GOODS, HOSIERY, UNDERWEAR, BLANKETS, COATS, DRESSES, CORSETS, GLOVES, APRONS, KNIT GOODS, ETC.**

Must be Turned into Cash at Once. Our Sale Prices which are Bonified Reductions will Accomplish this if all the people who read this add will only come and see for themselves.

**For the Sake of Your Pocketbook COME!**

**SWEATERS — FLANNEL BLAZERS**  
AT SURPRISING VALUES  
COAT AND SLIP OVER STYLES

\$4.98 VALUES SALE PRICE ..... <b>\$3.98</b>	\$5.48 VALUES SALE PRICE ..... <b>\$4.39</b>
\$6.98 VALUES SALE PRICE ..... <b>\$5.85</b>	\$7.95 VALUES SALE PRICE ..... <b>\$6.48</b>

**FLANNELETTE GOWNS**  
AT REAL SALE PRICES  
WHITE AND COLORED HEAVY GRADE

Regular \$1.25 Sale Price ..... <b>98c</b>	Regular \$1.98 Sale Price ..... <b>\$1.49</b>
SLIP OVER STYLES Regular \$1.69 Sale Price ..... <b>\$1.29</b>	FANCY FIGURED Reg. \$2.25 Sale Price ..... <b>\$1.79</b>

**HOSIERY - UNDERWEAR AT WORTH WHILE SAVINGS**

No. 6720 Burlington Silk and Fiber Sale Price, Pair ..... <b>69c</b>	La France Full Fashioned Heavy Weight Silk Hose, \$2.50 Value ..... <b>\$1.98</b>	Women's Union Suits, Part Wool, Rayon Stripes, Sale Price, Suit ..... <b>\$1.39</b>
Nevermend Silk Hose, Guaranteed to Wear, Sale Price, Pair ..... <b>89c</b>	Women's Mercerized Lisle Hose in Grey, Beige, Brown and Black, Val. 50, Pr. 89c	Women's Union Suits, Winter Weight, Cotton, all sizes and styles, Values up to \$2.19 Suit, Sale Price, Suit ..... <b>98c</b>
98X Kayser Service Weight Silk Hose, Also No. 6809 Burlington Silk Hose, Fullfashioned, \$1.75 Values, Pair ..... <b>\$1.39</b>	Childrens Ribbed Hose in Black and Brown, 29c Val. Sale price, pair ..... <b>19c</b>	Kayser "Marvel Fit" Cotton Bloomers, Values to \$1.25, Pair ..... <b>95c</b>
104X Kayser Chiffon Silk Hose, Also No. 6811 Burlington Chiffon, \$2.00 Value, Pair ..... <b>\$1.59</b>	Children's fine ribbed in White, Black and Brown, Values to 35c Pair, Sale price, pair ..... <b>25c</b>	Women's Summer Weight Union Suits, Values to 89c Suit, Sale Price, Suit ..... <b>58c</b>

**Oil Cloth Table Tops**  
Size 45x45—65c Values  
Sale Price ..... **47c**

**Cotton Charmeuse and Sliptex**  
50c Yd. Sale Price, Yard ..... **38c**

**SPECIAL** to the first 100 customers who purchase amounts to \$2.00 or over, we will sell a six quart preserving Aluminum Kettle worth \$1.25

**For Only 39c**  
ONE TO A CUSTOMER

**All Corsets Corselettes and Bandoes**

**ALL ON SALE**

**DOMESTICS**  
YOU'LL BE DELIGHTED WITH THESE BARGAINS

DAISY BLEACHED MUSLIN Special ..... <b>12c</b> Yard	BATH TOWELS Large Size—Double Thread 50c Value Special, Each ..... <b>29c</b>
PRIDE OF DIXIE BROWN MUSLIN Special ..... <b>11c</b> Yard	HUCK TOWELS Tape Edge Special, Each ..... <b>12c</b>
M. F. OUTING FLANNEL White and Fancies Special ..... <b>19c</b> Yard	BATH TOWELS Extra Large, Colored Borders 70c Values Special, Each ..... <b>59c</b>
MERC. TABLE DAMASK 58 in., 65c Value Special ..... <b>48c</b> Yard	BATH TOWELS Handy Size Col. Border Special, Each ..... <b>12c</b>
ALL LINEN TOWELS Hemstitched Col. Border Special, Each ..... <b>29c</b>	ALL LINEN LUNCH CLOTHS 45x45, Colored Border \$1.39 Value Special, Each ..... <b>98c</b>

**FELT SLIPPERS**  
Plain and Two-Tone Colors. All Sizes.  
\$1.25 Value  
Pair ..... **88c**

Many Other Slipper Values Also.

**Thursday Morning 9 O'Clock Begins The SALE OF ALL SALES**

JOIN THE CROWD — BE HERE EARLY

Make No Plans For Thursday