

Sugarman Makes Sacrifice

K. Sugarman will do his bit to help win the war by sacrificing high-grade merchandise at unheard of prices—The U. S. Government demands that only a reasonable profit be placed on all merchandise—I am going to cut the profit off altogether, and give my goods away for the present-day wholesale cost, and in many instances for less

Sale Starts 7 o'Clock a.m., October 4-5-6

HISTORY OF YOM KIPPUR SALES

The History of Progress My Yearly Yom Kippur Sale Has Made, Showing Dates, Time Devoted to Sales and the Amount of Business Done

Year	Exact Hours of Sale	Time Devoted	Amount of Cash Busin's
1906	6:30 p.m. to 6:45 p.m.	15 Minutes	\$50.35
1907	6:30 " 7:00 "	30 "	100.85
1908	6:30 " 7:30 "	1 Hour	146.00
1909	6:30 " 8:30 "	2 "	215.00
1910	6:30 " 9:30 "	3 "	500.75
1911	6:30 " 10:00 "	3½ "	535.00
1912	6:30 " 11:00 "	4½ "	469.50
1913	6:30 " 11:00 "	4½ "	390.65
1914	6:30 " 11:00 "	4½ "	410.05
1915	7:00 " 10:00 "	1 Day	1,045.85
1916	7:00 " 10:00 "	1 "	1,699.50

I will make 1917 my banner year

Right Prices Dealing } will turn the trick

1917, Oct. 4, 5, 6.....\$10,000.00

The Man Behind the Gun



K. SUGARMAN
I Aint Mad at Nobody

ANNUAL YOM KIPPUR SALE

Mr. Sugarman Extends Sale to Says: Accommodate Country Folks

When I started the Yom Kippur Sale eleven years ago, I never dreamed it would amount to very much. Today it is the talk of the country. Every big advertising firm has heard about Sugarman's yearly Yom Kippur sale. It was all started in appreciation for past patronage, and to gain the friendship of the people. I was tempted from year to year to lengthen the sale and give my customers more time to supply their needs at Yom Kippur prices. The figures on the opposite side of this page tell the story of progress. This year, 1917, has brought around conditions in the merchandise markets that have advanced the cost of merchandise from 50 to 300 percent higher. It has reached a higher mark than ever before in the history of the world, and information we have on hand today shows that many necessary garments I am placing on sale will probably be unobtainable before six months at any price. I am going to give you reduced prices on my entire stock, regardless of market conditions. I will make this selling event the most wonderful sale ever heard of. I stand behind every garment in my store, and guarantee it to satisfy.

Hundreds of ranch owners and ranch hands will make a special trip to attend this wonderful sacrifice of the best merchandise on earth. An opportunity they were unable to benefit by in my previous sales, on account of the limited time the sale was carried on. I am extending the event to "Three Big Days" for your especial benefit.

Buy As You Have Never Bought Before

That is our "Battlecry" to every man and to women who buy for men. Don't let yourself overlook the great importance of this sale. I bought early, when prices were low, to protect the people of Klamath Falls and vicinity from "sky-high" prices this fall and winter. Now I ask everybody to buy now and help yourselves to a BIG SAVING.

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Turn to Next Page—Read Every Word of This Greater Unparalleled Sacrifice Sale