THE EVENING HERALD, KLAMATH FALLS, OREGON

For the White Sale Cards

They designate offerings of more than passing interest. It is to your interest to look for them, and to investigate the merchandise to which they call attention.

H. N. MOE'S THE QUALITY STORE OF KLAMATH

See Our Great Window Display

Our windows exhibit selections from the offerings included in our great White Sale of 1918. Merchandise displayed indicates the qualities you may expect to find here.

Annual January White Sale



The great drive against rising prices is felt no more forcibly than in our Annual January White Sale, for as you know the prices of all materials, Wool, Silks, Cottons, Linens, are advancing so rapidly that there is no telling where they will end. Silks and Linens are so essential in the manufacture of aeroplanes and Cotton and Wool for many government uses that not only are the prices becoming higher, but the article s grow scarcer and scarcer. Fortunately we own a good stock of all lines and articles made from them, bought before the recent advances-that is why we can afford to offer you such splendid savings throut the store in this White Sale. Buy as much as you can in this sale, for when the supply of merchandise we have on hand are exhausted, we shall be compelled to raise our prices in conformance with the increased wholesale prices we ourselves will have to pay.

Remarkable Savings On Women's High Class Wearing Apparel

\$20.00 Dresses For \$13.45 WOOL SERGE SILKS AND SATINS

Beautiful high class Women's and Misses' Dresses. Several odd lines grouped for quick selling at a big reduction from former prices. Attractive styles for street and school wear. Straight line effects with plaits and novelty belts and other good styles. Wool, Serge, Satins and Silks in a splendid range of leading colors. All go at our White Sale at special price, \$13.45.

Women's Silk Petticoats, \$5.00

Silk Petticoats in a number of pretty styles, plain or plaited flounces, trimmed with ruffles, tucks, etc. Special priced, \$5.00.

White Wash Goods

40-in. two-thread mercerized fine oile, today's price 50c, for January White Sale, special, 35c. Fine fanicy wave Madras Cloth.

extraordinary value, 15c. 36-in. fine English Longcloth ... 18c Ten yards for\$1.60

Long Cloth and Minister

36-in. fine English Longcloth ... 22c

Twelve yards for \$3.25 36-in. fine Honeymoon Nainsook

44-in. fine Honeymoon Nainsook, per yard 40c

45-in. extra fine Honeymoon Nain-



Great Drive On Sheets a

EVERY ITEN MEANS & BIG SAVING-QUALITY GUARANTEED Sile Grade P thed, 36 jarhas wide, p

\$25.00 Suits at \$16.50

Women's and Misses' Suits in various good styles. Made from high grade materials. All this season garments, in all sizes. Prices for White Goods Sale very special. Each only \$16.50.

Winter Coats Reduced to \$14.75

High class coats left over from our winter stock. Novelty styles, wide belts, large cuffs, high waist line. Made from good grade Wool Velour. They will not last long. Very special, each \$14.75.

Children's Coats, Very Special, \$4.95

Special Priced-Our entire stock goes at this sale. Sizes from 4 years to 12 years. Worth double the money. Special for White Sale, each \$4.95.

ANNUAL JANUARY SALE OF Ladies' and Children's Hosiery

Boys' and Girls' Cotton Hose, six pair, \$1.00. Less than present whole sale cost of these stockings. Fine ribbed Cotton Stockings in fast black and tan. Made with double heels and toes, all sizes.

Ladies' Fine Grade Cotton Hose SIX PAIR FOR \$1.19.

Extra good grade Ladies fine Cotton Hose. Made in colors, black and white. All sizes. Prices way below the market. During our annual January White Sale, six pair for \$1.19.

Infant's Economy Hose, 15c

Made from fine grade Silk Lisle Cotton. Comes in black, white and Sizes 4 to 0. During our an nual January White Sale, per pair, 15c.

Annual January White Sale

Of Forrest Mills Knit Underwear.

You can save one-half the price on knit Underwear today. Buy your supply now for next winter.

Ladies' Jersey Knit fleece lined Union Suits. Made with high or low neck, long or elbow sleeves. Sizes 36 to 44. Very special, 59c.

At 9c, Embroidery Beadings, Edges, Insertions, Seamings and Edges in various withhs and patients. Regular 15c grade. For this Sale, per yard, 9c.

One-half off special assortment of Organdie Edges in white and colors. Good selection of patterns, 25c up to \$1.00 values, at this sale one-half

At 29c, 17-inch Flouncings and Corset Cover Embroidery. Eylet Scroll and conventional designs. Extra value for January White Sale, per yard, 29c.

At 5c, Val Lace in great assortment of dainty patterns. Suitable for trimming purposes, edges and insertions. Priced special, 5c.

At 15c. Baby Embroidery Edges and Insertions, neat desgin of fine Swiss materials. Grades usually selling at 25c. White Sale Price 15c.



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Such Attractive Undermuslin

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READY-MADE SHEETS AT GREAT SAVINGS

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Ocho Ideal Hanmed Sheets, each			
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White Sale of **Bedding Specials**

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Odds and Ends of

\$2.40 Cotton Alled Comf ini, 01.80.

Pancy Plaid Wool-Nap Blankets 12081, 84.00.

BED SPREAD

Large size crochet Bed Spreads in s. One style of stat paterns. Special at \$1.50, 92 00 and 81.50.

TABLE LINENS

70-inch half blanched. To-inch all lines full bit

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ached heavy Outing nel, sportal, par yard, iftr. ad styles of both front : ----ch bast grade White ial January White Sale price 41c. - clash, par yard, 25c.

January White Sale of Silks and Wood Suiti

\$1.00 value, best grade de Chine, in all intent op a; very special Je ale price, per yard, \$1.80. #2.00 value 25-tarb faary staf

the, in all now color of as for liking and Dr price for January White per yard, \$1.60.

\$2.35 value 40-lach Pe fets; the ideal wash slik for Waiste and evening wear; shown in all new pastel shades. Priced for January White Hale, per yard, \$1.96. \$1.50 value S6-inch black, all sitt

Natio, for Dresses and separate likirts. Special priced for January While Hale, Per Jard, 81.95.

40-inch all wood black fierge, priced special, per yard, 885c

42-inch all wool black Pos riced operial. per yard \$1.35.

40-inch all wool fine French Herg

priced opecial, par yard, 81.55. Ministh Panama Clath, brown a press, priced opecial, per yard, 75c. 26-inch fine Cambric Purcele, big

ad dark colors, per yard. Sic.

25 pieres best grade sta tine, light and dork rand, 25r.

Tinte inch Fas inch Family Pride unot beta turnd under the federal child ad annitary, pric A.1. 28878

One lot large sizes Ladies' Heavy fleeced Jersey Knit Union Suits. good and warm. Have high neck, long sleeves. Sizes up to 44. Very special, \$1.50.

Children's fleeced lined Underwear for boys and girls. Size 6 to 14 years. Shirt and Pants. Each at 35c, three for \$1.00.

Boys' and Girls' Forest Mills Union Suits. Made from fine grade Cotton and Wool mixed. All finished with flat lock seams. In sizes for 3 years to 14 years. Very special value, \$1.35 and \$1.50. . .



y Morning, Jan. 14 and Ends Saturday Night, Jan. 19

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