

## WHEN YOU ARE CALING

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 for the woltare on your obilid, why not call at our store and EARL SHEPHERD CO.
New Store
507 Main Street

# NEW MIDDY BLOUSES <br> Many new and staple styles, including Blue Wool Serge including Blue Wool Serge. <br> HECTOR'S 

Prices $\$ 1.50$ to $\$ 7.50$

DRY GOODS, MILLINERY, WOMEN AND CHILDREN'S GARMENTS

NEW VELVET DRESSES Just received by express, charming models that you will like. Prices
$\$ 19.75, \$ 24.75, \$ 27.50$

## Giving People a Little More Than They. Expect Is Good Business

The cost of production and raw materials is constantly increasing. Never before were foresight and live merchandising methods so potent a factor in the lives of the buying public. Foresesing present conditions, merchandising methods so potent a factor in the lives of the buying public. Yoresesing present conditions,
I have strained every effort to keep down the cost of wearing apparel-and keep up the quality and style I have strained every effort to keep down the cost of wearing apparel-and keep up the quality and style values at the same time. Believing that 1 have solved the above problem, your inspection is earnestly so-
licited. Comparison of our qualities and price is urged that you may be assured without doubt that our styles are correct, quality unsurpassed and prices reasonable.

## An Extensive Showing of New Coats and Suits

Recent express shipments have brought us an exceptionally fine lot of coats and suits that will be offered tomorrow.

Unequaled Values

## on These

## Charming Coats

Description of the new style coats will be impossible to do justice to them, so we will ex pect you to visit the coat department to see for yourself The simple, yet attractive styles, the modest prices at tached to each garment, and the superior workmanship is very apparent.

Prices $\mathbf{\$ 1 9 . 7 5}$ to $\mathbf{\$ 4 7 . 5 0}$

Infants' Children's and Misses' Coats
Large shipments of these above garments unpacked this week and just put on the racks.
Infants' Coats Children's Coats Misses' Coats
$\mathbf{\$ 6 . 9 5}$ to $\mathbf{\$ 2 2 . 5 0} \mathbf{\$ 9 . 8 5}$ to $\mathbf{\$ 2 7 . 5 0} \mathbf{\$ 1 4 . 9 5}$ to $\mathbf{\$ 3 7 . 5 0}$
Pure Silk Hose
Black, White, Cordovan, Brown, Silver, Grey, Field Mouse.

Special Price $\$ \mathbf{\$ 1 . 6 5}$

Latest Styles in WOMEN'S SUITS Will Be on Display Saturday
The new suits received this week will be offered tomorrow, and if contemplating a suit by all means be here to look 'em over. The styles will not only please you, but the prices will remove any , doubt where you will purchase your suit.
A.Special Showing of the New Skirts

New styles in Serges, Panamas ,Poplins and Fancy Plaids for your approval. The greater number of these skirts were unpacked today. As usual, prices moderate.
Complete Showing of Fall and Winter Underwear If you will acquaint yourself with the splendid values we are offering in Women's, Children's and Boys' Underwear, you will buy your winter needs here. Most anything you need at a saving.

GERTRUDE \& CO
 -grain ribon: tion in TEACH YOUR CHILD THE LESSON OF CLEAN TEETH


The earlier your child is taught
the value of a clean mouth and sound teeth - the healthier and happier he will be in future years. We have a nice une of

## Children's

Tooth Brushes
and all tho advertised Dentitrices and Mouth Washes with which the lesso demonstrated.

## GARICH'S

GRO
volume i. EDITORIAL
Don't say we are not trying to hold down the high cost of living when you cast your eyes upon our windows every Saturday. Please note the prices we are giving you this week. We ask you to compare them with what you have been paying for the same goods. It is because we believe that the people of Klamath Falls appreciate the efforts of any merchant who would try and help them bridge over this period of high prices and difficulty in making both ends meet by giving him their patronage that we have tried so hard to find and offer to you first class merchandise at reduced prices. It has been no easy matter to pick up bargains. We find it as hard to buy merchandise below the market price as you do, and whenever we can get hold of a bargain we pass it on to you in instead of pocketing the extra pront ourselves.
In all of our efforts we keep always in In all of our efforts we keep always in
mind the quality of the merchandise we mind the quality of the merchandise we
are offering you. When a dealer says he are offering you. When a dealer says he has a bargain to offer, the first thing we
find out is the quality of the goods he has find out is the quality of the goods he has to ofter, and if it is Garich standard we
buy. If it is not, then we turn down his MORE BUUSINESS
offer. That is why it pays you to buy at our grocery and why it pays me to ofer you only the highest quality of merchandise for I am in business in Klamath Falls and I am here to stay.

## CUT YOUR GROCERY BILL BY TRADING AT GARICH'S GROCERY

Full Cream Cheese, 10........................40c Swift's Fancy Bacon Backs, it............40c Our Regular Peaberry Coffee..............40c 10 tb sack Golden Red Oats ...............70c JUST ARRIVED

## BUY' NOW-SAVE MONEY

Baldwin Apples
Spitzenberg Apples
Bell Flower Apples $\$ 2.55$
NEW PACK DRIED FRUIT
Prunes Black Figs Raisins
Peaches Apricots Currents Klamath Honey Klamath Celery Cape Cod ranberries

BETTER SERVICE

