

PEOPLE OF KLAMATH FALLS:—EVERY PERSON WITHIN COMING DISTANCE OF THIS STORE FRIDAY, TAKE NOTICE—
OPEN WIDE YOUR EYES; READ EVERY WORD OF THIS STARTLING ANNOUNCEMENT. COMING TO THE FORE AS THE MOST ECONOMICAL SHOPPING CENTER OF THIS DISTRICT. FEATURING THE SMARTEST STYLES, HIGHEST GRADE MERCHANDISE AT LOWEST PRICES

Clear the shelves, counters, tables. Sell everything. Make ready for the greatest selling event ever known, are the orders given by O. M. Hector, Manager and owner of Hector's Store.

HECTOR'S

THE WOMEN'S FASHION CENTER, KLAMATH FALLS

It would actually surprise the public if we were to tell the wholesale cost of the merchandise mentioned in this advertisement. A tremendous loss has now been taken.

ANNOUNCES A GREAT

CLOSING OUT

Begins FRIDAY,
April 17, 9 A. M.

SALE

Begins FRIDAY,
April 17, 9 A. M.

Closing out several departments in order to expand other departments

STORE CLOSED FROM TUESDAY NIGHT UNTIL FRIDAY AT 9 A. M. TO MARK DOWN EVERY ARTICLE IN OUR STORE

Such an unusual announcement properly calls for a word of explanation. In the first place, our inventory shows that certain departments, namely millinery, ready-to-wear, fancy goods, etc., have gone ahead in leaps and bounds. In order to make Hector's what is known as a 100% Service Institution, each of these departments must be greatly enlarged. To do so we must either move to a bigger store or discontinue certain lines. The latter we have decided upon and today make announcement that our entire stock of drygoods, bedding, silks, woolens, wash goods, embroideries, laces, ribbons, all merchandise sold by the yard will now go on sale to be disposed of wholesale or retail. Frankly, we hesitate to take any action that will disrupt general business, but space is needed and good business demands that this action be taken to dispose of said stock at once.

(Signed)

O. M. Hector

SEE OUR WINDOWS THURSDAY SURPRISE AFTER SURPRISE AWAITS YOU ALL

Furthermore To make this sale the most beneficial of its kind ever known, we offer for a limited time our

DRYGOODS WOMEN'S AND CHILDREN'S GARMENTS

ENTIRE STOCK

MILLINERY FANCY GOODS, NOTIONS

Every article in our store from front to back, everything we sell, with no exception, all to go at sale prices. Lower in every instance than the lowest price this merchandise was ever bought for at Hector's.

Just a Moment, Folks That is all the time it will take you to realize the thrift opportunities which now confront you. Picked from all parts of our store, we offer hundreds and hundreds of savings such as these of great surprise and satisfaction.

\$1.85 Satin Messaline, 36 in. per yard**\$1.38**
\$1.75 Crepe de chine, 40 in. per yard**98c**
\$2.85, Canton crepe, 40 inches per yard**\$1.48**
50c and 60c Flaxons, Voiles, 36 and 40 in. to go at **19c**
65c French 'gingham, 32 in. plain and plaids, yd**28c**
75c to \$1.00 Domestic and imported ratines, plain and fcy. per yard **38c**
36 in. genuine Everfast suiting, unlimited guarantee regular 60c value**48c**
36 in. cretonnes, 50c value to got at**18c**

All silks, woolens, crepes, cottons, etc., to be closed out at tremendous reductions.
\$3.50 extra size woolen blankets 72x80 in.**\$2.48**
\$5.00 genuine Nasha woolnap blankets to go at**\$3.48**
1000 yards embroidery and insertion, 15c values to close out, per yard**3c**
All laces, embroideries, braids trimmings, ribbons to close out at reductions as much as 1/2 price and more.
All spring millinery to go at reductions from 20% to 33 1-3% discount.
Kotex **39c**

An attempt to describe in detail, or to show the value offerings now ready, is entirely outside the province of this advertisement

OUR OBJECT IS

To convey the fact that we are largely prepared for a big demand from those who have merchandise to buy, now or the next two seasons to follow, depend upon us, the merchandise is here and now priced to make savings unmistakable.

Kayser sport silk gloves, black, white and colors.
\$1.00 values to go**58c**
\$1.50 values to go**98c**
\$1.75 values to go**\$1.18**
30c children stockings, sizes 6 to 10 to go, pair**12c**
Women's Holeproof silk hose all new shades to go**78c**

All Kayser hosiery greatly reduced.
Holeproof, Puresilk, full fashioned Chiffon hosiery, black, gun-metal **\$1.78**
Kayser Knit vests, summer weight, 35c values to go **24c**
50c values to go**34c**
All corsets, brassiers, corsets 20% off.

Entire stock blouses, printed crepe de chine, novelty silk and broadcloth 1/2 price.
Entire stock sweaters, slipons, tuxedos, sleeveless in worsted, silk, brushed wool 25% off
All wool skirts, plain and pleated models \$5.00 to \$10.00 values 1/2 price.
Women's Jersey silk knickers \$2.50 values to go**\$1.48**
Women's Jersey silk princess slipe, novelty flounces, all new shades. \$3.95 values to go in this sale at**\$2.88**
\$4.50 values to go**\$3.28**
36 in. Indian head 35c regular, to go, per yd.**24c**
Berkeley 60 Cambric, flesh and white 35c value at **22c**

\$1.00 Khaki play suits **48c**
Entire stock new spring coat dresses to go at reduction as much as 33 1-3% off.
All wool full satin lined spring suits, Tweed and wool mixtures
\$16.50 suits to close out in this sale at**\$4.98**
\$25.00 suits to close out in this sale at**\$9.98**
Voil dresses \$8.50 values to close out**\$3.98**
\$15.00 values at**\$4.98**
\$1.50 women's apron dresses, Amoskeag and printed gingham to go, each**98c**
\$1.75 childrens' gingham dresses, each**98c**

Now, folks, don't waste a minute. Take stock of your own and your family requirements. Don't wait a minute. COME FRIDAY. Look about you. Your savings we promise will be tremendous. Whether it be five cents or five dollars or fifty dollars, or any amount of money, we aim to give greater value than the same amount of money will buy, quality considered, anywhere in Oregon, Washington or California.

DOORS OPEN FRIDAY AT 9 A. M. WHEN THE SELLING BEGINS

HECTOR'S

The Women's Fashion Center
KLAMATH FALLS

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