

Hector's springs the Most Sensational Trade Event, considered from every angle, the most vital important sale event ever inaugurated by this or any other store in Klamath. This is a plain, straightforward matter-of-fact statement of what is behind this advertisement, emphasizing these words: **MOST SENSATIONAL, MOST VITAL IMPORTANT**, and it is so.



Beginning as Soon as Our Doors Open
Friday, October 30, 9 A. M.

HECTOR'S Klamath Falls

Ready with a store full of New Fall
 Ready-to-Wear, Millinery, Furnishings
 Announces Annual

HARVEST SALE

A Thousand of Almost Gift Values — Resolve themselves into an outpouring of Golden Dollars in Savings, representing Hector's gift to the people of Klamath and throughout the northwest. You all know Hector's. You know the high quality of our merchandise, the honesty of our values, and when we tell you this is going to be the best edition of a sale any store of this kind has ever put on, you will believe it. **WE HAVE SET ABOUT THIS MATTER WITH DETERMINATION.** It is very difficult to properly place before you the values in this advertisement, the reductions seem drastic—and they are—many of the losses seem unwarranted, but to do a job of this kind and live up to our assertion, "The Greatest Values in This Town's History," a sacrifice must occur, and it is so.

Awaken People

Friday will be a shining day on this year's calendar and the following sales days which we announce at this time—8 all told—will pass quickly and in the passing make the opportunities of years.

AT THE UNVEILING OF OUR WINDOWS NEXT THURSDAY — DAY BEFORE THE SALE.

You will see a representative display of thousands of dollars worth of merchandise, lowly priced to convey this sale's tremendous saving possibilities.



Entire Stock on Sale

Sale Starts Friday, Oct. 30
 Doors Open 9 A. M.

See Our Windows Thursday

As you read this ad remember folks, thousands of eyes are eagerly scanning these columns. Every thrifty person in this area is hearing about this sale with you.

Inside of 24 hours after this sale begins this whole community will be talking about it.

WE KNOW

For with such prices as we have placed on this right in the season merchandise, the minute a person gets home they will be sending the whole neighborhood down.

- Hole Proof hosiery, pure silk all colors, black **68c**
- \$3.00 Pure Silk hosiery full silk to garter top, pair **\$1.98**
- \$2.50 Holeproof hosiery silk and wool, pair **\$1.00**
- \$1.50 Holeproof hosiery, pure silk, black and colors, pair **\$1.28**
- \$1.50 Chiffon hosiery gun metal, pair **\$1.28**
- \$1.25 Kayser Chamoisette gloves all street shades **79c**
- 50c Kayser knit vests all sizes **29c**
- \$1.00 Rayon silk vests **58c**
- Children's union suits, cotton fleeced, wool and silk, and wool. Values \$1. to \$3.25 per garment, to go at **89c to \$2.85**

- Entire stock children's and women's knit underwear discounted as much as **33 1/3%**
- Entire stock Kayser's Italian vests, bloomers, stepins' gowns, values from \$3.00 to \$15.00 per garment. To go at, garment **\$1.45 to \$7.45**
- \$2.95 Rayon silk Princess slips **\$1.88**
- \$6.50 new style under arm HANDBAGS **\$4.85**
 All others greatly reduced
- 50c rubber apron **29c**
 All Notions 1/2 price
- 55c Kotex for only **39c**
- Over 150 new fall dresses, values from \$18.00 to \$35.00. Sale price **\$10.85 to \$16.85**

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- 15c Coats crochet cotton, silkaine, etc ball **5c**
- Entire stock millinery at big reductions, \$7.50 hats to go at **\$4.40**
- Over 80 new fall coats. Values \$25.00 to \$95.00. Sale price **\$16.85 to \$68.75**
- Children's new fall coats, all wool, full collars, values \$5.95 to \$12.50. Sale price **\$4.48 to \$7.88**
- \$1.50 House dresses for only **89c**
- All wool tweed suits, English imported values to \$25.00 your choice, each **\$7.45**
- All wool skirts, \$6.50 to \$12.50, at 1/2 price 54 inch Indianhead **34c**
- 50c value, to go, yard **34c**

- 27 inch outing flannel 25c value to go, yard **9c**
- 36 inch outing flannel, 30c value light fancy colors, yard **14c**
- \$1.25 Everfast pure linen guaranteed not to fade, all colors, yard **68c**
- 75c Everfast suiting Everfast crepe, yard **39c**
- \$1.00 fancy Art linens and Huck crash, yard **58c**
- \$2.50 pure silk crepe de chine, yard **\$1.48**
- 36 inch messaline satin \$2.00 value, to go, yard **98c**
- \$1.75 crepe de chine, 40 inch street shades, yard **98c**
- \$4.95 English broadcloths all colors, yard **\$1.98**
- \$4.50 Porriett twill colors and black, yard **\$1.98**
- \$1.50 wool plaids 36 inch **58c**

Store Closed THURSDAY

HECTOR'S

KLAMATH FALLS

Come Friday Bring a Friend