

Announcing the Grand Opening of a Superb New Department Store—Klamath Falls' Newest Center

R. A. PILCHER CO., Inc.

Corner Fifth and Main - - - - Klamath Falls, Ore.

Saturday morning, 8 a. m. November 7th, this National Institution will open its doors to the buying public, with a brand new stock of seasonable merchandise. We extend a cordial invitation to the people of Klamath Falls and surrounding country to visit our store on the opening day. We hope to be able to make you so welcome every time you come to this store that you will be glad to come back and visit us again. "This is the store where I feel at home." That is the slogan we are going to try our level best to make this store live up to.

We want you to feel that this is your store. Make it your headquarters. Meet your friends here. Use our telephones, rest room, drinking fountain and other conveniences. They are here for your comfort. For months we have been busy searching the markets for all that is best in Fall Merchandise. Only goods of the finest quality and the most distinctive, refined designs could pass our inspection. Now they are all ready for your approval. We are confident if you will inspect our showing you will make up your mind that this is the store that gives the most for the least money, the most in style and the most in quality and the most in endearing satisfaction. We want to demonstrate that it pays to investigate and we hope to see you Saturday.

Below we quote just a few of the many bargains that await your inspection.

Ready-to-Wear Department

Organized to Buy
for You

Reception

Friday Evening,
7 to 9

Open for Business
Saturday Morning
8 P. M.

Our Shoe Department Offers Real
Values—All-Leather Footwear
For the Entire Family

Ladies' Footwear Dept.



Ladies' Gore Pumps
New Spike Heels

Patent kid, black satin \$5.85
Toast brown kid

A Large Array of
2-Strap Pumps

Patent Kid, Black Satin \$4.95
Black Kid

Growing Girls'
2-Eyelet Sport Oxfords

Low heel rubb. Left, patent kid, \$3.25
Black Calf

We make a specialty in fitting children's
footwear property 98c to \$3.98
prices from



What
Dame Fashion
Bids You Wear!

Women's

Coats

Decidedly New

Splendid fabrics, lavishly trimmed
with fur. Every garment is practical.
Fashionable and good looking. Ev-
ery one a super-value and a Distinct
Style.

\$37.50, \$69.50, \$89.50 to
\$125.00

Other Coats

With large fur collars — fur cuffs —
fur at bottom — and in combination.
Materials of Bolivia, Velour and
others. Stunning styles and marvel-
ous values.

\$9.75, \$10.95, \$14.75
\$17.50 to \$32.50

Underarm Bags— Handkerchiefs

Underarm bags of fine quality, beautiful
silk linings, equipped with powder puffs,
mirrors, etc., at

98c — \$1.39 and up to \$7.50 each

Handkerchiefs of pure Irish Linen, Batists
and Mercerized fabrics in plain white and
colors, some with fancy embroidery work.
Sold in boxes of three or separate, at from

79c box to 98c each



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Men's Footwear Dept.



Men's sport oxfords, semi bal-
loon toe, tan calf \$5.50

Men's semiballoon toe shoe,
welt double sole, rubber heels \$5.50

Men's oxfords of style and snap
brown calf, rubber heel \$5.25

Extra Special

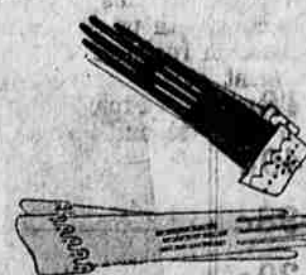
Wet weather shoes, dry sock-
welt, heavy oak soles \$5.95

Men's extra heavy double oak
sole, work shoes \$3.98

Men's dragon shoes and ox
fords, all leather \$3.90

Men's visceral tan full quarter
shoes, all leather \$3.90

Men's black all leather shoes
rubber heel \$2.98



Women's Gloves

Fabric gloves with new turn down cuffs in
sizes 6 to 8 at from 89c to \$2.49 pair.

Kid gloves in beautiful new shades, cuffs
of contrasting fancy embroidered materials
unusual values at

\$3.49 Pair

