

Klamath Falls Own Store

Startling Reductions on Seasonable Merchandise of Proven Merit

Falls Mercantile Co.

Klamath Falls Own Store

Doubly Important—Because It Comes at the Time You are Buying Christmas and Winter Wearables

Selling Starts Saturday, Dec. 5, 9 A. M.

And Continues Daily for 17 Big Bargain Days—Ending Christmas Eve

This great out-of-the-ordinary event will spring into action Saturday, December 5th, at 9 a. m. A mighty selling drive. A huge merchandise disposal for the purpose of closing out all surplus stocks and reducing our investment \$20,000. We are going to distribute vast quantities of seasonable, wanted, needed merchandise and wearables for men, women, misses, boys and children at prices that will amaze you.

With all the enthusiasm in our power, with prices cut to the lowest level known in ten long years, we announce the

greatest sale we have ever conducted. We invite every person and family who can get here to come and put us to the test. It is a master-stroke of "Big Merchandising" on our part which to accomplish necessities downright "Bargain giving" in every section of the store. The story is told on the price tags. Your own judgment will tell you that now is the time—to BUY and SAVE.

This event will be a real joy to thrifty, discriminating shoppers. New merchandising, desirable, seasonable, first-quality merchandise only will be offered. You will be thrilled on entering the store to see the remarkable sales that await you. Every article in the store is included at drastic reductions. We want every reader of this announcement to be hungry to see the merchandise on sale. We have planned this sale on a greater scale than ever before, and we want you to come and see with your own eyes the marvelous savings offered.

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A Sale of Women's, Misses' and Children's Ready-to-Wear

That Will Set a Standard of Value-Giving Never Before Equalled



One of the finest collections of Women's New Winter Coats and Dresses to be found anywhere—all cleverly and smartly tailored from the most beautiful all-wool American and foreign fabrics—many Coats luxuriously trimmed in fur—also a wonderful showing of Coats for Misses and Children.

Women's Coats

One group ladies' new up-to-date winter coats, the season's newest style; many are trimmed with fur collar and cuffs of the most wanted materials and colors. You will find in this group coats for large women as well as more slender styles. Formerly priced to \$26.50; now on sale for quick disposal, each

\$16.75

One group ladies all wool sweaters values to \$6.85. For quick disposal

\$5.45

Give a bath robe for Christmas. Our entire stock of ladies', misses' and children's bath robes, new styles, new goods, all drastically reduced for quick disposal.

One group of children's winter coats, cloth and fur trimmed, sizes 6 to 14; all new styles. Values to \$10.50, now on sale at each

15% off

Women's Coats

This group of ladies' beautiful coats all bought new this fall; the season's newest styles, trimmed with beautiful fur collars and cuffs; a wonderful assortment in the latest fall colors. Ladies, here is a wonderful buy in coats; actual values to \$38.50; now sacrificed for quick sale, each at

\$19.75

Our entire stock of ladies' suits, all good styles, of all-wool materials; values to \$45.00 now sacrificed for complete close out, each

\$10.95

Ladies' dress skirts of wool and silk and wool; latest styles and materials; values to \$10.50 will be on sale at \$7.50; special for complete disposal, values to \$7.50, sale

\$4.95



Scores of the Best Bargains Are Unadvertised

Dress Gingham Special

Saturday, December 5th, opening day of sale, we will sell (while supply lasts) to anyone making a purchase of \$2.00 or over in any department, 32-inch Kalburme Dress Gingham, sold most places at 35c. Get them here while supply lasts at this sensational low price—yard

12 1/2 Cents

LIMIT, 8 YARDS TO A CUSTOMER

Every Article in the Dry Goods Department Reduced

It does not necessarily take a shrewd buyer to recognize at a casual glance that the values in this sale are genuine beyond question of a doubt. We cordially invite the closest inspection of every item listed here; safe in the courage of our conviction, backed by years of experience that these values are unmatched and unbeatable anywhere.

Buy your Xmas ribbons now. Our entire stock, all widths and colors, will be on sale at just **HALF PRICE!**

Nashua wool mix blankets, double bed size, weight 5 lbs.; our low regular price of \$8.00 now reduced to extra special, per pair

\$5.95

40-inch all-wool Canton crepe Dress Goods in assorted plain colors. Our regular low price of \$2.98 reduced at, per yard

\$2.19

36 in. plain Costume Velvet, brown, blue, black and navy blue. Sale price, yd

\$2.69

All-wool Oregon Sport Flannel in plaids and checks, in assorted colors, 56-inches-wide, priced regular at \$3.25, now at, per yard

\$2.39

Entire stock, all silk Crepe de Chine, in the new wanted colors, 40 inches wide, priced regular at \$2.00; extra special at yard

\$1.49

36-inch Bangalow Cretonnes, in a wide assortment of patterns to choose from; our regular 25c grade, on sale very special, yard

18c

Plain and Fancy Windsor Plisse Crepe in a large assortment of patterns and colors, both plain and fancy, 30 inches wide; regular 35c grade, for quick sale, yard

23c

Ladies' silk and wool Union Suits, in all styles, ample length, a wonderful quality, sizes 34 to 44, \$3.25 to \$3.45 grade, extra special, suit

\$2.69

Nazareth taped cotton, fleece ribbed, Union Suits, all sizes; buy now and save; extra special, per suit

98c

Ladies' washable Suede Gloves, with fancy cuffs, assorted colors, beautifully trimmed, all sizes; our regular price of \$1.69 reduced to

\$1.39

54 inch Moresheen, plain and checks. All the new shades, \$5.75 for \$4.89 yd. \$5.00 for \$4.19 yd.

Our entire stock of ladies' misses and children's underwear and hosiery will be on sale at reductions which spell real savings.

Christmas handkerchiefs—wonderful assortments, single and in boxes. Greatly reduced.

Saturday Dec. 5th
BED BLANKETS

(While supply lasts) we will sell a fine quality cotton bed blankets, double bed size, in colors white, tan and gray. Gee, folks, you can keep warm under one of these. A mighty good blanket at \$3.50; on sale for one day only, Saturday, at the lowest price quoted in years, at only, each

\$1.79

Saturday, Dec. 5

36 In. Challie De Mousselin
Best material for comforts. Fast colors.

Sale price
15c yd.

Saturday, Dec. 5

81x90
Pequot Sheet

\$1.39

Saturday Dec. 5th
SILK PONGEE

(While supply lasts) we will sell a 12-moanimo imported Japanese silk pongee, full 33 inches wide; an unusual pongee value. Just the cloth for underwear, dresses, curtains and children's wear. It will go on sale Friday, December 5, only. Sold most places at 85c, yard

47c

EXTRA SERVICE

Prompt service—efficient service. Plans have been made to meet any emergency. Extra salespeople have been added to our capable staff to give each customer their share of attention. Every article is marked in plain figures, and everything has been conveniently arranged for easy selection.

The usual Fall's Mercantile Service will prevail during this sale, and everything has been arranged in such a way as to make your shopping pleasant and easy.