

WHERE QUALITY MEETS CONFIDENCE

YOUR CITY

This is your city. We should all take a personal interest in it. Civic pride is greatly responsible for the many blessings American people enjoy.

Isn't  
Everyday  
Bargain Day  
the  
Better Way

PILCHER'S  
Shopping News

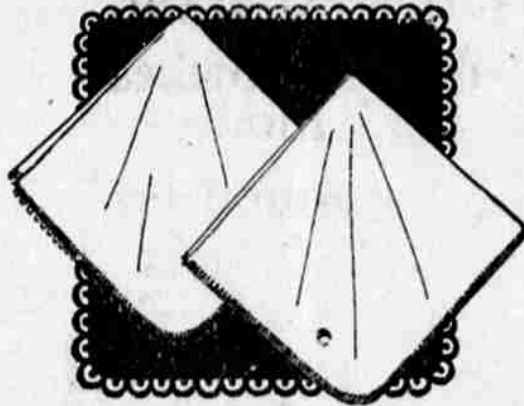
Isn't  
Everyday  
Bargain Day  
the  
Better Way

Handkerchief or  
Dress

The same courteous service is rendered you at Pilcher's whether you purchase a one-cent handkerchief or a Fifth avenue dress, courteous service always!

Handkerchiefs

1¢ each



Ladies' Handkerchiefs 1c ea.

Yes, it's a fact! We are offering handkerchiefs at this almost unheard of price! For everyday use—for children's school use when so many handkerchiefs are misplaced and lost—they're a delightful solution to the handkerchief problem.

Made of lawn, either in white, colored or with neat picot or overlock edge of color, or of solid color with contrasting colored edges.

SEE THEM IN OUR WINDOW!

**Ladies Handkerchiefs**—in white with colored embroidery at corner, or in solid colors & prints, 2 for 9c  
**Ladies Handkerchiefs**—a fine assortment in white and colors. Some have fancy colored borders. Good quality. 2 for .....15c

**Ladies Handkerchiefs**—some hand-painted borders, some hemstitched and some lace inset at corner. In white or colors. 2 for .....19c

**Ladies Handkerchiefs**—in white or printed patterns. 2 for .....33c

**Ladies Handkerchiefs**—scalloped edges, hand painted designs, colored lace—all add pretty touches to these handkerchiefs. In colors and white. Each .....23c

**Ladies Linen Handkerchiefs**—Here's a value that is truly remarkable. White or colored linen with colored embroidery. Fine handkerchiefs. Each .....15c

DRESS SLIPS

In the new summer shades as light pink, rose, peach, orchid, tan, brown.

Lingette slips .....\$1.49, \$1.75 and \$1.98  
Rayon slips .....\$2.98  
Angel satin .....\$2.98

Just received a new shipment of silk under things. Come in and see them.

Petti knickers—a combination of bloomers and a short skirt in front and in back, sun shadow proof, all good shades .....\$3.49

UNDERWEAR FOR HOT DAYS

Rayon silk bloomers in peach, pink, orchid, green, and blue. Each .....\$1.19, \$1.69 and \$1.98

Crepe Bloomers—pink, peach, orchid, each .....59c and 79c

Lingette Bloomers—pink, peach, orchid, blue and other colors .....49c

Soisette Bloomers—pink, peach, orchid, blue, and other good shades .....98c

Voile Bloomers—Extra value .....\$1.19

Who Wins the Most Applause?

AT THE baseball game—the great American national sport—who is it that the teeming thousands cheer; the player who does the consistent work or the one who makes the grandstand play? The latter of course. But the public is just as ready to acclaim another player the next minute. After all, it is the consistent worker that really counts—the one who can be depended upon. In the end, the public appreciates it. We have no unusual sales here. We give the public the benefit of the lowest prices and honest values at all times, and we keep everlastingly at it.

Another Demonstration of Our  
Buying Power

For Our Washington, Oregon and California Stores  
10,000 ALL DAY FROCKS  
for Morning and Afternoon Wear



In the three groups we offer the biggest values ever offered in this section of the country. These dresses are made of gingham, English prints, cotton crepes, nicely trimmed with laces and self materials, and contrasting colors, well made, at such prices you can't afford to make your own dresses.

SEE THEM  
In Our Windows

Friday  
and  
Saturday

Millinery Special Purchase

150 Ladies' Hats; value up to \$9.90. The most wonderful buy we have made this season.

Your Choice \$3.90

See Our Display

R.A. PILCHER CO.  
INCORPORATED  
Department Stores

5th and Main

Klamath Falls

IN OUR PIECE GOODS  
DEPARTMENT

We are offering the every day price values, six days out of every week, buy at Pilcher's and be thrifty

Rayon Silk—figured and striped pattern for .....89c, 98c, \$1.19

Silk Mixed Crepe—new patterns and color combinations .....96c, \$1.19, \$1.39

Pongee, 12 m .....69c

Pongee, 14 m .....98c

Voiles—40 inch wide, figured patterns, good bright coloring, per yard .....39c

Plain colored, a real value yd. ....23c, 29c, 39c, 45c

Ginghams—Apron checks, yard .....10c

32 inch gingham, yard .....15c and 23c

Davenshire gingham, .....35c and 39c

Broadcloths—Guaranteed fast colors, plain colors, all the latest shades, yard .....49c

Plain and striped patterns, good bright colors, per yard .....59c

English Prints—Guaranteed fast colors, figured patterns of flowers and conventional patterns, yd .....45c

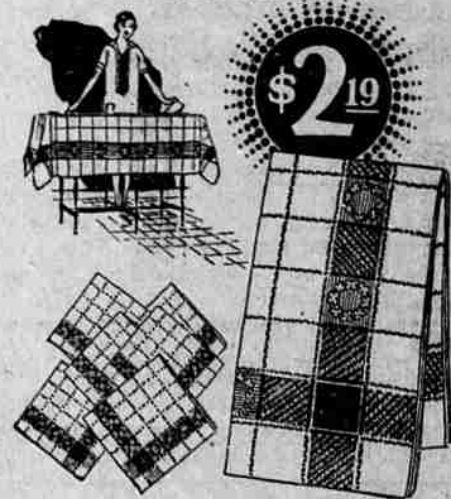
Huck towels each .....10c and 12½c

Toweling—glass toweling .....23c

Huck toweling .....15c, 19c and 23c

Luncheon Sets

WARRANTED PURE LINEN



Luncheon Sets

Almost unbelievable, but its true, another Pilcher value of warranted pure linen luncheon sets. Size 50x50 inches, with six napkins, come in boarders of rose, gold and blue.

EXTRA VALUE \$2.19

Table damasks, plain white figured, per yard .....69c, 98c, \$1.35

Checked Damask in checks of blue, or gold or tan, per yard .....89c

WHERE QUALITY MEETS CONFIDENCE