

MODE O' DAY

Opens SATURDAY

Klamath Falls' Newest And Smartest Shop

A BEAUTIFUL NEW STORE DESIGNED AND BUILT ESPECIALLY TO FEATURE FAMOUS MODE O'DAY GARMENTS. A STORE ABSOLUTELY UNIQUE IN ITS MERCHANDISING SET-UP. EXPECT VALUES. ANTICIPATE THE UNUSUAL. IT'S ONE OF THE GREATEST OPENING SALE EVENTS EVER HELD IN KLAMATH FALLS. BE HERE WHEN THE DOORS OPEN AT 9 A. M. SATURDAY.

1200 Famous Mode O' Day Garments Ready For Your Selection Saturday! Doors Open at 9 A. M.!



HUNDREDS OF NEW SUITS AND DRESSES

Regular \$2.95 Values!

\$1.95

Styles! Fabrics!

- | | |
|----------------------------|----------------------------|
| Two-piece Suits . . . | Plain and Printed Crepes |
| Suit Effects . . . | Faille Crepes . . . |
| Gathered Fronts . . . | Diseret Novelities . . . |
| Full Pleated Skirts . . . | Highly Mercerized |
| Gable Backs . . . | Printings . . . |
| Biswing Backs . . . | Wooly Effects . . . |
| Perky Puff Sleeves . . . | Fabrics which actually re- |
| Velvet Novelty Trims . . . | tail at from 39c to 59c |
| | yard. |
| | All made to really fit! |

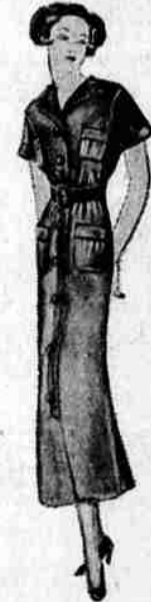
The largest assortment of suits and dresses ever shown in one store at one price! Garments you'll be proud to wear anywhere. A gift you yourself would thoroughly appreciate. Tailored perfectly throughout. Hems fully two to three inches wide! Dress-making details you would never expect to find on a dress twice the price. You'll want several. They're irresistible.

SIZES 14 TO 20 | YOUTHFUL STYLES 38 TO 48 |

ADORABLE NEW SUITS AND DRESSES

Regular \$3.95 and \$5 Values!

\$2.95



New unusual styles. Two-piece suits. Smart tailored frocks. Shirtwaist models. Types and styles for every use. Dresses Mode O'Day is proud to sell. Dresses you'll proudly wear. Tailored to perfection. A value only Mode O'Day could offer at \$2.95!

500 Regular \$1.59 Dresses

A Grand Collection for the Woman who really wants a Bargain! Practically all colors in novelty Cotton Prints in sizes 14 to 46. Also Children's Dresses, sizes 6 to 14 at \$1.00.

\$1



Tailored Mode 14-20 \$2.95



Satin Gown \$1.95 Regular \$2.95

Satin Slip \$1.59

Satin Dance Set \$1.00

Pure Dye Silk Slip \$1.00

Lovely Gift Lingerie...

Practical! Exquisite! Acceptable!

\$2.95 SATIN GOWNS

A delightful gift! Extra full length. Bias cut to fit snugly at the hips. Beautifully trimmed with imported and domestic lace. Perfectly luscious pastel shades of blue, Nile, turquoise, maize, pink and tea rose. You save \$1.00 on each gown!

\$1.95

\$1.95 SATIN SLIPS

Indeed a perfect gift! A finer quality panne satin. Full bias cut. Tailored or lace trimmed. Adjustable shoulder straps. Double and top stitch seams. Pink, white and tea rose. Full 50-inch length. Sizes 34 to 44.

\$1.59

Gift Boxes

We will gladly make up gorgeous Christmas gift boxes for Mode O'Day gifts at a slight extra charge.

PURE SILK SLIPS

Beautiful quality French crepe. Pure dye. Full bias cut. Adjustable shoulder straps. Lace trimmed. All sizes, 34 to 44. Pink, white, tea rose. A delightful gift and a very practical one, too.

\$1.00

SILK SATIN SLIPS

Made of beautiful pure silk (double weight). Guaranteed regular \$2.95 values. The silk used sells regularly at \$1.00 per yard. Imported lace trim top and bottom. Delicate pink, tea rose and white. A perfect gift, indeed!

\$1.85

Pure Silk Satin Dance Sets

\$1.59

Beautifully tailored. Pure dye silk satin. Imported lace in gorgeous designs. Clover new styles. A perfectly adorable gift. Regular \$1.95 value!

In Silk Crepe at **\$1**

MODE O' DAY

602 MAIN STREET

KLAMATH FALLS