

For Springs the Most Sensational Trade Event, Considered From Every Angle the Most Vitally Important Sales Event Ever Inaugurated By This or Any Other Store in Klamath Falls

The Above is a Plain, Straight-Forward Matter of Fact Statement of What Is Behind This Advertisement, Emphasizing These Words:

"MOST SENSATIONAL, MOST VITALLY IMPORTANT"—AND IT IS SO Beginning as Soon as Doors Open Friday, October 30, 9 a. m.

KLAMATH FALLS

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 in 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 Store

You Know the High Quality of 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.

AT THE UNVEILING OF OUR WINDOWS THURSDAY

The 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.

Inside of Twenty-Four 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

Our Windows Thursday

read this ad, re-... Folks, thousands are eagerly scanning columns; every person is hearing this Sale with you will be storeward

- Chiffon Hosiery, gun metal, pair 79c
Waterproof pure silk hosiery and colors, to go at pair \$1.28
Pure silk hosiery, full silk top pair \$1.98
Waterproof pure silk hosiery, all and black pair 68c
Waterproof silk and wool pair \$1.00
Kayser's chamoisette Gloves, pair shades 79c
Rubber Aprons 29c
Stock NOTIONS ONE-HALF Price
Waiser Knit Vest, all sizes 29c
Rayon Silk Vests 58c

Entire stock Kayser Italian silk vests, bloomers, stepins, gowns; value from \$3.00 to \$15.00 garment to \$1.45 to \$7.45 to at garment

\$2.95 Rayon Silk Princess Slips \$1.88

\$6.50 New Style Under-Arm Hand Bags \$4.85 All Others Greatly Reduced

All children's and women's Knit Underwear discounted as much as 33 1-3% OFF

KOTEX 39c

Children's union suits, cotton fleeced wool and sink and wool, values \$1.00 to \$3.25. Sale prices 89c to \$2.85

15c Crochet Cotton Coats and Silkaine Ball 5c

Childrens New Fall Coats, all wool, fur collars, Values \$5.95 to \$12.50. Sale prices \$4.47 to \$7.88

Entire Stock of Millinery Greatly Reduced. \$7.50 Hats, sale price \$4.40

\$1.50 House Dresses Each 89c

Over 150 New Fall DRESSES, values from \$18 to \$35 Sale price \$10.85 to \$16.85

Over 80 new Fall Coats; values from \$25.00 to \$95.00 \$16.85 to \$68.75 Sale prices

Entire stock of all wool tweed suits, values to \$25.00 to go choice \$7.45

Entire stock of all wool skirts, \$6.50 to \$12.50, to go at HALF PRICE

54-inch Indian Head, 50c value, to go at yard 34c

- 27-inch Outing Flannel, 25c regular to go at yard 9c
36-inch Outing Flannel, light fancy, 30c value, to go at yard 14c
36-inch Satin Messaline, \$2.00 value, to go at yard 98c
\$2.50 Pure Silk Crepe de Chine yard \$1.48
\$1.00 Fancy Art Linens and Huck Crash yard 58c
75c EVERFAST SUITING EVERFAST CREPES yard 39c
\$1.25 Everfast Pure Linen, guaranteed not to fare, all colors, yard 68c
\$1.75 Crepe de Chine, 40-inch, street shaded yard 98c
\$4.95 English Broadcloths, all colors yard \$1.98
\$4.50 Porriett Twill, colors and black yard \$1.98
36-inch wool plaids, \$1.50 values yard 58c

You Enter Our Store Friday Every Department Will Be Astir With Enthusiasm. You Will Walk Down a Great Avenue of Sale Prices—Every Aisle a "Garnering Aisle", Where You Will Buy Much for Little. These Are the Facts Unadorned. We Extend a Glad Right Hand of Welcome That All May Come, and You Have Assurance That There Is no Store in America Which Can or Will Offer Greater Savings on an Entire Stock Than You Will Find at Our Store Friday.

HECTOR'S KLAMATH FALLS

COME FRIDAY BRING A FRIEND

STORE CLOSED THURSDAY