

Organized To Buy For You

Reception Friday Evening, from 7 to 9. Opened for business Saturday Morning, at 8 o'clock.

Announcing the Grand Opening Superb New Department Store

Saturday Morning, November 7th, at 8 a. m., this National Institution will open its doors to the buying public. This is an invitation to the people of Klamath Falls and surrounding country to pay us a visit on our opening day. We hope that you will accept this invitation. We cordially invite you to enjoy an hour or so looking over our magnificent line of New Fall Merchandise. No matter if you do not buy now or have no immediate needs, we want you to learn what really exceptional values we have to offer.

What we want is a chance to show you how painstaking our service to our customers is. How complete our assortments are. How dependable our qualities are. How reasonable our prices are. How absolutely we carry out our guarantee of satisfaction.

YES, we are out for the trade. We are out for the trade on a purely business basis; on a basis whereby we can give the customer thoroughly satisfactory service, and thoroughly satisfactory merchandise at fair prices.

R. PILCHER COMPANY INC.

Corner Main Streets
KLAMATH FALLS, OREGON

We know if you get what you expect and what you are entitled to in this store that you will come and trade with us again and again, and we will try and run it to give you everything possible in dependable merchandise.

We have equipped our store with many modern conveniences, such as Rest Rooms, Drinking Fountains, Radio, etc., etc. All the conveniences and comforts of this store are just as free to you as the flowers of May. We want you to know that you can come here at any time

just simply as a visitor, to look, linger, rest and read and wait for your friends. While the final business of this store is to sell goods, it is not the sole business. Part of our business is to make friends and have them visit us and make them comfortable after they come, and we want you to visit this store at any time, and make yourself perfectly at home. This is a store for everybody—the farmers, the laboring men, the working girl, professional and business people and society folks. Below we quote a few of the many bargains we have to offer.

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NEW SILKS

- Brocaded Velvets in very attractive patterns, full 36 inches wide, at \$8.98 yard
- Embroidered Faille in ten beautiful new shades, 54 inches wide, at \$7.49 yard
- Embroidered silk and wool novelty patterns, 54 in. wide, at \$5.49 yard
- Satin Canton in ten new shades, black and white, 40 inches wide, at \$2.89 yard
- Crepe de Chine in exactly twenty new shades, an extra quality, 40 inches wide, at \$1.98 yard
- Taffetas in new changeable colors, 36 inches wide, at \$1.75 yard

New Hats



Just Received — Newest Styles

Every hat a distinctive mode of unsurpassed style, and about 500 from which to choose. The prices are unusually low.

\$1.98, \$2.98, \$3.98, \$9.98, \$10.98 to \$16.50

Children's Coats, Dresses

COATS—Strictly new and stylish, in beautiful materials, ages 4 to 10 \$5.00 to \$15.75

DRESSES—Velvet, wool plaids, wool crepes and several combinations, ages 4 to 12

\$4.95 to \$12.50

Misses' Coats

Ages 10 to 14, at from \$12.50 to \$27.50



Women's Gloves

Fabric Gloves with new turn down cuffs, in sizes 6 to 8, new colors 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.

New Dress Goods

- 54 inch new Balbriggan Tubing, in several new shades, priced at \$2.39
- New Rayon in the very newest shades of pansy, bokhara, tomato, rose, orchid, honey dew, blonde, white, black, maize, clay, priced at 69c & 98c yd.
- Fast Suitings, 36 inches wide, usually sold at 50c yd, our price 39c yd.

New Fur Trimmings

Raccoon opossum, lynx hare, fawn coney, chinchilla, hare, chinchilla, coney, cocoa coney and hundreds of other new shades in one, two or four inches wide, at 98c to \$4.98 yd.

Stamped Goods

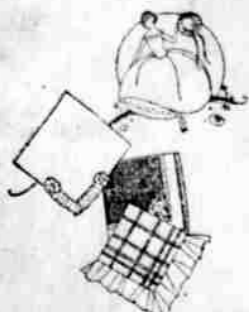
New and well selected items are being displayed at lowest prices. About one hundred items from which to choose.

Handkerchiefs

Handkerchiefs of Pure Irish Linen. Batists and mercerized materials in plain white and colors, some with fancy embroidery work. Packed in boxes of three or single, at from

70c Box to 98c Each

A big range at 5c, 10c, 15, 25, 3 for 25c, 2 for 25c, 35c and 50c



Sheets and Sheetings

- Hope Muslin 16c yard
- 54x90 Pequot sheets \$1.19 each
- 72x90 Pequot sheets \$1.39 each
- 81x99 Pequot sheets \$1.59 each
- 42x36 Pequot pillow cases 39c each
- 45x36 Pequot pillow cases 43c each
- 7-4 Pequot bleached sheeting 55c yard
- 8-4 Pequot bleached sheeting 59c yard
- 9-4 Pequot bleached sheeting 65c yard
- 10-4 Pequot bleached sheeting 69c yard
- 8-4 Pequot unbleached sheeting 55c yard
- 9-4 Pequot unbleached sheeting 59c yard
- 10-4 Pequot unbleached sheeting 59c yard
- 72x90 Seamless sheets 79c each
- 81x90 Seamless sheets \$1.39 each
- 81x99 Seamless sheets \$1.49 each
- 42 in. Pillow tubing 39c yard
- 42 inch Pequot tubing 49c yard
- 45 inch Pequot tubing 55c yard
- 42x36 Pillow cases 23c

Winter Blankets at Low Prices

A large and well selected stock of brand new blankets are displayed, all sizes from 54x74 to 72x84 in wool, cotton and mixtures. Priced at \$1.49, \$1.98, \$2.49, \$3.49, \$5.49 to \$8.95

Cotton Fabrics

- 36 inch percales 18c yard
- 32 in. fast color ginghams 23c yd.
- Lingette materials 49c yd.
- Fancy plaid suitings 98c yd.
- Underwear crepe 29c yd.
- Jap crepe 19c yd.
- Silk stripe madras 49c yd.
- 27 in. white outing flannel 19c yd.
- 36 in. solid and fancy out-ings 27c yd.

Underthings for Women

Glove silk and Rayon bloomers, vests, step-ins, chemise in colors of pink, peach, orchid and other at from \$1.98 to \$3.49. Cotton ribbed vests, union suits in wool processed and combed cotton materials at from 49c to \$3.49.



Underarm Bags

Underarm Bags of fine quality, beautiful silk linings, equipped with powder puffs, mirrors, and other requisites, at

98c, \$1.39, \$2.49 and up to \$7.50 Each

Hosiery

Women's pure thread silk hose in all the new shades and black, at 98c pair
Women's Rayon silk hose at 49c pair
Women's Heather hose at 25c pair
Children's heavy ribbed hosiery sizes 5 1/2 to 10 at 25c pair

Women's Dresses

A selection number from which to choose. Crepe-back Satins, Velvets, etc., etc. Styles remarkable for their graceful lines, sleeves, with several styles of neck finishes. Regular at \$22.50 to \$42.50



Women's Coats

NEWLY NEW
Trimmed with Fur. Every garmentable and good looking. Every Distinct Style.

\$89.50, \$125.00

COATS

With large fur collar and in combination. Materials of Bolivia, Velour, etc., etc. Styles and Marvelous Values. \$4.75, \$17.50, \$32.50

Men's Furnishings and Clothing Department



Little Gents' 4-Piece Suits

\$4.95 to \$12.95

They consist of 1 golf, 1 longie trousers and vest, of fabrics that will stand the racket. At a price that invites the youngsters to pay us a visit.



Men's Hats

Of that superfelt that wears and holds its shape. In smart styles, with silk lining, Morocco leather sweat band. For the conservative dressers, and young men who like the novelty effect, all sizes. \$3.98



Men's and Boys' Caps

In the new fall and winter light shades. All wool with satin lining and leather sweat band, unbreakable visor, new radio and eight-piece patterns. 98c to \$1.98

Men's Work Clothing

Heavy blue and grey chambray work shirts. 69c and 89c

Union made denim overalls, usually sold at \$1.75 to \$1.98. \$1.39 pair

Leather faced knit gloves 2c. Canvas gloves 2 for 25c. Men's wool mixed work socks, a good value, and serviceable. 30c pair.

Cotton socks 15c. Lumberjacks heavy wool top shirts. \$3.19 and \$4.98

Shop caps 35c

Lamb lined leather vests and coats \$6.75 to \$16.50

Men's heavy fleeced lined ribbed cotton union suits, closed crotch, color ecru. \$1.39. Union made expressmen's overalls, \$1.39.

Men's and Young Men's Two-Trousers Suits

Men here is what you have been looking forward to. Through our tremendous buying power we are able to offer you these most exquisite fabrics and qualities; which consist of high grade woolen fabrics. In worsteds, chevots, cashmeres, serges, and unfinished worsted. Colors—new penny brown, stone greys, powder blues, blue pin stripes, the business-man's banker grey, and a complete line of blue serges, true fitting, full draping lines, latest English styles. In single and double breasted models.

Priced at \$32.50

We also have a nice range of suits, prices \$19.75, \$24.75, \$27.50.



MEN'S OVERCOATS

\$27.50 to \$42.50

YOUNG MEN'S OVERCOATS

\$12.75 to \$27.50

Men here is some good news for you. Think of buying a hundred per cent all virgin wool overcoats at such low prices. In the very latest models of the best wearing fabrics made. True fitting, with French silk lined, quilted shoulders, single and double breasted models, in the new fall and winter prevailing colors. It's another demonstration of a Pilcher value.

Our Shoe Department Offers Real Values

All Leather Footwear For The Entire Family

LADIE'S FOOTWEAR DEPARTMENT

Ladies' Gore pumps, new spike heels in patent kid, black satin, toast brown kid \$5.85

A large array of 2 strap pumps in patent kid, black satin, black kid \$4.95



Growing girls' 2 eyelet sport oxfords, low heel, rubber lift, patent kid, black \$3.25

We specialize in fitting children's footwear. Our stock is complete. Priced from 98c to \$3.98 pair



Men's Footwear Department

Men's sport oxfords, semi Balloon toe, tan calf pair \$5.50
Men's semi balloon toe shoe, welt double sole. Rubber heels, pair \$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 sole, pair \$5.95

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

Men's Dragon shoes and oxfords, all leather pair \$3.90

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

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

