

Falk's 61st Anniversary Sale

Anniversary Features

From the Men's Store

Visit our men's store on the opening day tomorrow and see the many bargains offered you at prices you have never experienced before in La Grande. Come! Buy! Save! The more you buy the more you save.

Men's and Young Men's SUITS

Smart New Styles

\$23

A special purchase of suits for this sale in fine quality worsteds, all new this season. Suits and styles made by one of the best manufacturers of this style clothing in the country today.

Colors in the new brown shades, tans, grays and blues. The styles are all new, two and three button coats, for the young man, more conservative cuts for the older men. A few of the suits have extra trousers if you so desire at \$5.00.



Twice Yearly Sale of Eagle Shirts



Regular \$2.50 to \$4.00 Values **\$1.95**

IN collar attached and neckband styles with collars to match. An exceptional assortment of fine shirts in fancy patterns, wonderful quality percales, broadcloth, prints and madras.

Paris Garters

9c

THINK of it men! Regular Paris made garters in both single and double grip styles in many colors, all are regular 35c and 50c values, and there are no strings on this value.

Men's Pajamas Outing Flannel

\$1.95

MADE by Brighton! All new colors and patterns. A very large selection to choose from, regular \$2.50 to \$5.00 values. All sizes! Wonderful values! A few are slightly imperfect.

Rayon Sox

35c

A LARGE selection of men's fancy rayon sox, rayon and cotton and silk and rayon. Over 100 colors and patterns from which to choose. An outstanding Anniversary Sale item.

Shirts - Trunks 2-Piece Underwear

50^c garment

RAYON 2-piece styles. An exceptional purchase of fine quality shirts and trunks. Shirts are slip-over styles. Trunks with fine quality elastic waist bands. Shirts 34 to 42. Trunks 28 to 38.

The Mysterious Key



Unlocks A Week of Savings

A week of remarkable savings. Such savings as La Grande has never known before. It's Falk's 61st Anniversary Sale! A sale that has one big purpose. To save you money. Save you money on the very things you need for Winter and the Holidays!

The great buying power of the Falk Chain means we get lower prices from manufacturers every day of the year. At Anniversary we ask manufacturers for unusually low prices. And get them. That's why you'll find all sale merchandise in the 61st Anniversary Sale priced dramatically low.

Of course everything featured in the Anniversary is correct in fashion. You expect correct fashions - here - and get them. And naturally you expect dependable quality here. All Anniversary merchandise is of good trustworthy quality.

Plan to fill your Winter and Holiday needs in this sale. It brings apparel and accessories for every member of the family - at low prices. Things for the home - at low prices. Excitingly low prices. Dramatically low prices.

Come! Buy! And save money . . . here . . . Saturday . . . in Falk's 61st Anniversary Sale. The Mysterious Key unlocks the door - the More You Buy, the More You'll Save.

Here Are Three Typical Values!

Ladies' Coats
\$29.50 to \$39.50 Value

\$23.61

DRESS coats in colors of black, brown and blue, all are lavishly furred and nicely lined of silk crepes. An outstanding Anniversary value.

500 Yards
Stehlis Silks
1 to 2 Yard Lengths

\$1.39 Yd.

\$2.50 to \$4.00 silk values in lengths of one to two yards. All plain colors of flat crepes, satin faced crepes and satins. Many pieces of the same materials and same colors.

100 Dresses
Reg. \$18 Values

\$10.61

SMART new dresses shown for the first time tomorrow! Prints, plain colors and embroidered fabrics in the newest of Autumn colors, one and two-piece effects.