

500 Yards of Stylish Silks

Regular \$2.50 to \$4 Values

\$1.39 yd.



Gorgeous Silks Plain Colors

MILL ends we call them! Every piece in full measurement and perfect, ranging in length from one yard to one and seven-eighths and priced at \$1.39 a yard. Beautiful crepes, satins, crepeback satin, etc., in all of the most popular of Autumn colors. Plain to come early as this is an outstanding value.

75 Pairs of Enna Jettick Slightly Imperfect Shoes

On Sale at **\$3.95**



Red Cross Arch Preserver \$7.61

A SPECIAL group of Red Cross and Arch Preserver strap and oxford styles in black patent leather, black kid and tan calfskin. Regular \$10 to \$12.50 values. Anniversary Sale special price of \$7.61.

Short Line Shoes \$3.61

A LOT of ladies' and Misses strap, pump and oxford styles in patent, suede, calf and kid leathers all heels. Broken sizes, most all sizes and widths. These shoes formerly sold to \$10 or more.

Armstrong, Peacock, Rice-O'Neil—Broken Sizes \$5.61

ARMSTRONG dress and sport shoes, Peacock and Rice-O'Neil high style pumps and strap patterns, practically every pair are new Fall styles. Most all sizes are here but not in all shoes. Exceptional values if you possess a narrow or hard to fit foot.

Men's Work Shoes \$2.61

MEN'S heavy "Scout" work shoe in wide widths, made to give real service. An outstanding shoe value at \$2.61 a pair.

High-top Boots \$4.61

MEN'S 16-inch high cut lace leather boot with reinforced backstay. Heavy "comp" sole and rubber heel, a real shoe value at this Anniversary price.

Children's Shoes \$2.61

Sizes 8 1/2 to 11

Infants' Shoes \$1.61

Sizes 1 to 8

Special Purchase, Wool-Mixed Blankets

Double Size—66x80
Regular \$6 Values
\$4.95



A NEW mercerizing process is employed in the making of this blanket which produces a soft wooly feel like an all wool blanket. Come in several of the most popular colors, only a limited quantity is on hand.

No. 333, \$2.45 Double Cotton
No. 444, \$2.95 Double Cotton
No. 777, \$3.95 Part Wool

A popular size double cotton blanket in plaid combinations of blue, rose, green and yellow, special priced.

A 66x80 size in soft fleecy long fiber cotton in plaid colors of tan, rose, lavender, grey and maize. Note the extra length.

A pure white long fiber cotton blanket of the popular sheet size. This type of blanket is growing more popular each year.

A pure lamb's wool double blanket in fancy bordered ends—bound with satinet, comes in several colors.

FALK'S

New Silk Frocks Semi-Annual Sale

\$10.61 Smartly Styled Reg. \$18 Values



There are straight line sports type frocks—for actual sports wear, for spectator sports wear, for the classroom or for business. And there are the dressier types for afternoon—and even models for informal evening wear. These frocks follow the lines of the dressier type coats with the fullness placed low—with modified princess silhouette. Many exemplify the new feminine ruffles with soft lingerie ruffles at neckline and wrist. Sizes 14 to 40.

Children's Dresses

Regular \$1.50 to \$2.95 Values **95c**
CHILDREN'S wash frocks in seven to fourteen years in clever new styles, colors and combinations. These are regular values to \$2.95, specially priced at Anniversary Sale at 95c.

Ladies' House Dresses \$1.19

REGULAR \$1.50 to \$2.25 values in long sleeve house dresses in guaranteed fast color printed fabrics. These are exceptional values at \$1.19 in all sizes.

New Autumn Velvet Frocks Reduced **20%**
With the coming of the party season and of course for all of the informal daytime occasions comes this saving. New and different frocks of velvet are now offered at

LADIES' CALFSKIN BAGS AND PURSES
NEW and novel shapes and all sizes in fashionable colors of browns, blues and of course black. The construction and workmanship is equal to most \$3 to \$4 bags. Specially priced now at these two prices.
\$1.95 **\$2.95**

Linen Towels 29c
30 Dozen Handkerchiefs 5c

Imported warranted hand embroidered pure linen guest towels in 18x24 size only. These come in five patterns.

Regular \$1.25 2 1/4-yd. Curtain Panels
FINE wavy ceru color lace panels with matching rayon fringe. 2 1/4 yards long and 44 inches wide. These sell regularly at \$1.25 a pair, now priced for Anniversary special at **99c**

Regular \$1 Gillette Blades **50c**
Regular \$1 Golf Balls **50c**

Men here is a real value! Gillette's safety razor blades in the package a regular \$1 value. Anniversary sale special while they last at a pkg.

Genuine imported English silver king golf balls. These sell regularly at 75c to \$1.00. Specially priced for Anniversary Sale at **50c**

Eagle Shirts

Men's and Young Men's



Regular \$2.50 to \$4 Values **\$1.95**

EXCEPTIONAL values! These Eagle shirts at \$1.95. Twice yearly the factory makes this event possible. This lot contains all perfect shirts and all sizes of values from \$2.50 to \$4.00. New Fall patterns and colors and remember the price is \$1.95.

Outing Flannel Pajamas \$1.95

BRIGHTON Carlsbad made these garments. All smart colors and patterns. A large assortment from which to choose that sell regularly from \$2.50 to \$5 a garment.

Men's Two-Piece Underwear 50c

An unusual value in 2-piece underwear. Rayon slip-on shirts and trunks with elastic waist bands in three popular colors. Shirts 34 to 42, trunks 28 to 38.

Men's Pure Linen Handkerchiefs 3 For \$1

An extra fine quality imported Irish linen handkerchief for men. Pure white with spiked hem and unusually attractive. Would be a most appreciated Holiday gift.

Men's Sheep-Lined Coats \$8.95

EXTRA fine quality khaki colored duck coat with 26-inch felt lining. Full 32-inch belted style with shawl wombat collar. A real bargain at.

Silk-All-O Ties \$1.95

All hand constructed silk ties, even silk lining in smart new patterns, suitable for holiday gifts, ties that you would not hesitate to pay \$3.50 for.

Boys' Suits \$3.61

Boys' suits in all sizes and colors. Two pair of suits in each size. Long and short trousers for two sizes. A real value.

Rayon Undershirts \$1.35

Men's and young men's rayons in all sizes. Anniversary sale price of \$1.35.

Fancy Socks 86c

Men's and young men's fancy socks in all sizes. Anniversary sale price of 86c.

Silk Ties \$1.55

Men's and young men's silk ties in all sizes. Anniversary sale price of \$1.55.

Boys' Sweaters \$2.61

Boys' sweaters in all sizes. Anniversary sale price of \$2.61.

Boys' Pajamas \$1.95

Boys' pajamas in all sizes. Anniversary sale price of \$1.95.

Men's Ties \$1.50

Men's ties in all sizes. Anniversary sale price of \$1.50.

Men's Undershirts \$1.50

Men's undershirts in all sizes. Anniversary sale price of \$1.50.

Men's Socks \$1.50

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Sixty-first ANNIVERSARY SALE

REAL Top Coat Values



New Styles Well Tailored **\$23.00**

Medium weight, light weight, heavy weight, wonderful selection of tailored coats, made with satin linings and beautifully trimmed. Colors in light and medium gray. Dark blue with velvet collar. Dark browns, light tans; styles in raglan, double breasted, tube coats.

Men's Overcoats \$33.00

A fine assortment of Fall overcoats and top coats. Fine quality fabrics and expert tailoring. Raglan and plain shoulders, light and dark colors in both single and double breasted styles.

Men's Rayon Sox 35c 3 Pairs \$1

A wide variety of colors and patterns from which to choose, ever 100 to be exact. New colors in rayon, rayon and silk and rayon and cotton, all sizes of 10 to 12.

Men's Wool-Lined Gloves \$1.45

A good quality men's brown cape glove for driving or for dress. Made with fine quality fleecy lining in sizes of 8 to 11. Just the thing for the coming cold season.

Men's Slip-on Sweaters \$3.95

An extremely fine lot of Murry made sweaters. These are values in this lot up to \$10. May be had in either crew or V neck style in all of the popular Fall colors.

Beacon Bath Robes \$5.95

A fine quality Beacon blanket robe in new patterns. Fall out and nicely tailored with slippers to match. All sizes of 36 to 46. This robe sells regularly at \$8.00 to \$10. Priced specially now at

Ladies' Dress Coats

EXCEPTIONAL QUALITIES Regular \$29.50 to \$39.50 Values **\$23.61**

It's almost unbelievable that such coats can be sold at so low a price. They couldn't except at Anniversary time. And even then they couldn't if the manufacturers did not co-operate so splendidly with us. The most beautiful furs form the luxurious collars and cuffs. The fabrics are deep piled—dull finished. In these coats you will find the becoming modified princess lines—the graceful low placed fullness—the newest and smartest features of the winter mode. Sizes from 14 to 42.

\$65 to \$195 Ladies' Coats

20% Less

During our Anniversary Sale week we are giving a 20% discount on all sport dress coats in our stock between the prices of \$65 to \$195. This includes the finest of our entire coat stock, offered you at the beginning of the season.

Munsing Wear Gowns \$1.95

Beautifully tailored rayon gowns made by Munsing. These lovely garments you ordinarily would pay \$3.25 for priced now for Anniversary Sale at

Munsing Rayon Shorties \$1.19

Nicely made rayon step-in bloomers, elastic bands at waist and legs, trimmed in contrasting colors. Made by Munsing and a real value at \$1.19 a regular \$1.95 value.

Rayon Bloomers, 61c

A full cut rayon bloomer—from a famous maker at 61c. All of these garments are perfect and come in assorted colors and all sizes now 61c.

Anniversary Values in Ladies' Millinery

200 Hats—Values to \$7.50—Now \$4.95

A pre-season sale of millinery that is entitled to your attention! The smartest of new shapes of felt, felt combinations and velvet. Of course all the new Autumn colors are represented—black, brown, blues and greens. Don't fail to see the additional sale groups listed herewith.

Values to \$15 in Pattern Hats \$7.95

Other Bargain Groups Priced at \$1.95, \$2.95 and \$3.95

SAVE IN THIS FIRST GREAT DAY

Today is a great day! A great day to save money! It is the first day of Falk's 61st Anniversary Sale. It brings you things you need. Need for yourself and your family. For your home. Brings you all these things at low prices. Everything featured in this event is correct in fashion—of typical Falk quality. And everyone knows that means fine dependable quality.

Because the great buying power of this chain, we have secured merchandise at low prices. We pass the savings to you. You will save money on everything featured in this sale. Save money—real money on the very things you need. Attend the first day of Falk's 61st Anniversary Sale and buy the things you want and need for winter and the holidays. Come! Buy! Save! The more you buy, the more you'll save! At Falk's 61st Anniversary Sale.

Exceptional Hosiery Values



200 PAIRS Regular \$1 Values All-Silk Hosiery **79c**

Chiffon Hose \$1.49
Children's Hose 39c

Phoenix regular \$2.50 chiffon. The popular bracelet hose at \$1.95 and the \$1.95 twin spire heel chiffon hose priced to close out at \$1.49.

Fancy pattern rayon and cotton mixed hose for children in new striped and jacquard patterns, a regular 50c hose, Anniversary priced at 39c.

Another Allen-A Special

The \$1.65 Dancing Chiffon—Now **\$1.19**

Our introductory sale on Allen-A hose was such a success that we purchased an additional amount for the Anniversary Sale. But it was only possible to get a concession on this one special number the dancing chiffon a regular \$1.65 hose now at

New! Different Patterns in Rag Rugs 99c

These rugs come in two sizes only but in four patterns in oddly woven designs that are new and attractive. Through special purchasing power we were able to obtain the low prices \$1.19 - \$1.49 - 99c 24x48 and 27x54 sizes.

Special Purchase Jungle Robes \$1.29

More of those popular cotton jungle pattern robes are here. But this time at a greater saving to you. We were able this time to secure only the three most popular patterns and have a limited quantity only now at

Here's CLOTHING Value \$23.00

Men's and Young Men's Suits

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 type suit in the country. Patterns in Gleneagard Plaid, soft stripes, overblades, Herring Bone effects, etc. Colors in the new brown shades; tans, greys, blue greys. The styles are all new. Two and three button coats. For the young man. More conservative cuts for the young older man. In sizes from 35 to 46. Most all the suits have extra trousers if you so desire at \$5.

Broken Sizes—Florsheim \$5.61

Shoes and oxfords are included in this group in blacks and tans as well as high shoes. You know Florsheim comfort and value. Regular \$10 and \$11 values.

