

25 BRAND NEW SUMMERY PRINTED FROCKS

2 DRESSES FOR \$15

Gay flowered effects in the smartest of short sleeve and sleeveless styles, many full circular skirts, cape collars, lace and button trims. You'll want several at this low price.

All Reg. \$15 and \$18 SILK DRESSES \$13.95

In this group are frocks for street and afternoon wear as well as for the more formal occasions — figured and plain colors in novel styles.

Ladies' Rayon Gowns and CHILD'S PAJAMAS \$1.95

Ladies' rayon gowns and child's rayon knit pajama sets, in attractive colors and combinations. Also at this price are ladies' rayon dance sets of exceptional values.

LOVELY NEGLIGEE Regular \$6.95 Values \$4.95

These negligee in smart pastel (also dark blue and black grounds) colors are indeed attractive, you'll just adore the different styles.

Others Priced at \$2.95

COATS FOR THE CHILDREN In The Cleverest of New Styles \$6.20



Clever sport and dress coats in lovely fabrics of novelty coatings all lined and nicely made, some are fur trimmed. Remember there are only fourteen of these coats in ages of three to 12 years.

\$1.65 to \$3.50 Values In Ladies' Fine NECKWEAR \$1

Collar and cuff sets—colors and fronts in ecru and dainty pastel colors—all shown for the first time Saturday.

Regular 49c MARTEX BATH TOWELS 39c

Colored Border

This is indeed a towel value full 26x40 size double tread in pastel colors with contrasting colored borders, now priced at 39c.



509 Spring - Summer Versions of Smart MILLINERY In These Two Price Groups Values to \$18

\$3.95 to \$7.95 values \$1.95 - \$3.50 - \$4.65 \$7.95 - \$10 - \$12.50

Baku, Balibantal, Straws and transparent effects are interpreted in the smartest of brim and off-the-face models. Dainty spring and summer colorings in all head sizes are in these groups.

THREE GREAT HOSIERY VALUES

Regular \$1.95 Service or Chiffon SILK HOSE \$1.39 3 Pairs \$4

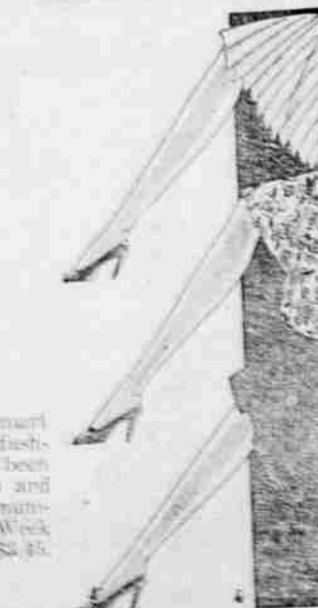
These are all silk full-fashioned hosiery that would sell regularly at \$1.95 pair. For Founders Week only we are going to sell them at \$1.39 or three pairs for \$4.00.

Irregular \$1.95 All Silk Chiffon (Name is Forbidden) HOSIERY \$1.19 3 Pairs \$3.45

Another bit of those sheer all silk full-fashioned chiffon hose in the newest of spring colors. Has pretty high square French heel. The maker requests us not to use the name.

Regular \$1.50 Semi-Service SILK HOSE \$1.19 3 Pairs \$3.45

A semi service hose in smart spring colors and full-fashioned toe. This hose has been sold regularly at \$1.50 and has been a satisfactory seller. New Founders Week \$1.19, three pairs for \$3.45.



To the First 15 Women SAT. 17 and WED. 21



We Will Sell One Only 3 1/2 lb. \$6 Wool Comfort \$3

The first 15 women in our store Saturday morning the 17th and Wednesday morning the 21st we will sell a regular \$6.00 wool filled, challie covered, sateen bound comforter for \$3.00.

50x50 Pure Linen LUNCH CLOTH \$1

An all-linen 50-inch square lunch cloth in colors of yellow, green and blue for one dollar. These are striped plaid patterns and very attractive — a popular size.

A REAL VALUE \$1x99 SHEETS \$1

Bleached snow white sheets in the popular \$1x99 size. Hemmed and ready to use, a fine quality sheet— for Founders Week only—yours at \$1.00 each.

1000 YDS. A.B.C. 39c Guaranteed Fast Color ZEPHYR PRINTS 29c

As a real special for Founders Week only we will sell more than 1000 yards of guaranteed fast color regular 39c A.B.C. Zephyr weight prints at this low price.

Regular \$5 Bottle COTY'S PERFUME \$2.95

A graceful size gift bottle in suede-like finished box, a full ounce and a half in scents of emeraude, chypre, jorjane, etc. For Founders Week only \$2.95.

Regular \$1 2-Quart HOT WATER BOTTLE IN PASTEL COLORS 62c

A regular dollar value in full 2-quart size with attachments or in hot water bottle style only. Colors of blue, green and rose. A typical Founders Week value 62c.

Fine Quality Colored Border LADIES' HANKIES 50c DOZEN

Just the thing for everyday use and the kiddies for school. In a fine quality cotton with colored borders in colors of rose, blue, gold and green.

Regular 69c Ladies' RAYON HOSE 49c

This serviceable rayon hose may be had in several colors of tans. A regular 69c hose anytime, priced for Founders Week at 49c.

3 Yds. of 45c SILK PONGEE \$1

A twelve ounce weight all silk pongee for Founders Week only, three yards for \$1. Comes in plain pongee color only, an imported cloth.

Values to \$4.50 LADIES' BAGS \$1.49

This is a price to clean up the odds and ends of early winter and spring bags. Some are slightly soiled others just didn't sell. You may like them at \$1.49 each. Former values to \$4.95.

FOR 62 YEARS

FALK'S have been serving the people of Eastern Oregon and Southern Idaho over this period of years. Only through faithful service could such an institution survive. So on our birthday we offer—

Founders Week MAY 17 TO 24TH. From the Days of the STAGE COACH 1868. To the AIRPLANE 1930. 61 YEARS of DEPENDABLE SERVICE. Starts Sat. May THE PURPOSE HIS YEARLY EVENT!

THE BACK CURTAIN \$1.25 Values Ruffled Curtains and Curtain Panels 2 1/4 Yards Long 89c

Dainty plain color ruffled curtains with colored ruffles, valances and tie-backs. There are a few reg. \$1.25 curtain panels of fine marquisette with fringed ends, priced at 89c each.

SPECIAL SAY 17TH Values \$2.50 to \$5.00 Values \$2.50 to \$5.00 \$1 \$1

Framed net ready to hang. Capt. French subjects in it. Among them are the "Gody" selling every day to \$5.00. See this color at \$1 each.

Short Lengths STEHLIS SILKS \$2.50 to \$5 Values \$1 yd

Short lengths ranging in size from one yard to one and seven-eighths in length. All plain colors of fine quality flat crepes, crepe satins. See these unusual values.

Regular 25c Men's Capitol Hill Garters 10c Pair One Pair to a Customer

Imported Wool GOLF SOX \$1.95



Smart plaid cuff and fancy plaid all wool imported golf hose in popular tans and browns at this price of \$1.95. You'll need several pairs at this low price.

Regular \$2.50 Values SILK-AL-O & CHENEY TIES \$1.95

Hand made all silk ties—even silk lined—in a wide variety of patterns and smart colors. These ties are exceptional values at \$1.95.

Men's Pure Irish Linen HANKERCHIEFS 19c

These handkerchiefs come in white only and have nicely hemstitched borders and are guaranteed all pure Irish linen. You should buy these by the dozen.

Regular 75c Men's INTERWOVEN SOX 62c

A wide variety of fancy patterns in this famous make. Silks and silk and lisle with the famous interwoven toe and heel. A real value.

SATURDAY ONLY Yard Long Work Shirts Regular \$1 Quality 2 for \$1.75 Regular \$1.25 Quality 2 for \$2

In order to acquaint the working man with the merits of this wonderful shirt we offer this special for Saturday only. Remember they are a "full yard long."

\$3.50 and \$5 MANHATTAN and GLOVER PAJAMAS \$1.95



Plain silks, silk striped madras, etc., in gay patterns of sport pajamas and plain numbers. All sizes are here at this astounding low price of \$1.95.

FINE QUALITY BROADCLOTH SHIRT in White Only \$1

This is a typical Founders Week value. A smart broadcloth shirt in white only. All sizes and full cut in every way. You'll want several at this price.

INTERESTING ITEMS IN THE MEN'S STORE MEN'S AND YOUNG MEN'S SUITS \$23.62

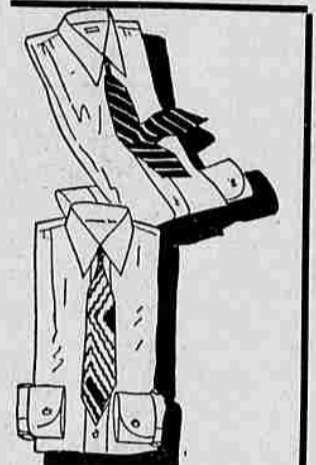
An interesting group of men's suits. In this group are new spring styles for the young man. Twists, cashmeres, worsteds, homespun, etc., in colors of grays, tans, browns and blues, make these unusual values. All sizes are in this lot that formerly sold to \$35.

STUDENT SUITS In Sizes 32 to 36 \$7.75

With two pairs of long trousers in colors and styles the young fellows want. Think of it a young man's four-piece suit for \$7.95, regular \$15 suits anytime. It will pay you to investigate this value.

MEN'S FELT HATS Regular \$5 Values \$3.95

Your choice for Founders Week only of any \$5 felt hat in our stock. This includes all new spring styles in popular new colors of tan, gray, blue, brown, etc. Most of these are fully silk lined.



100 Only \$3.50 to \$5

MANHATTAN SHIRTS \$2.62

100 collar attached shirts in discontinued patterns in colors of blue, gray and tans. These regular \$3.50 to \$5.00 shirts are an exceptional value, priced for Founders Week at \$2.62.

Men's Golf Knickers \$2.95

Pure linen golf knickers in plain ecru color linen only, full cut plus four style. The only knicker for warm weather wear, a real value too at \$2.95.

Manhattan - Glover Pajamas \$3.62

High colored regular \$6 and \$7 silk and silk stripe men's sport pajamas in all sizes. Coat and slip-on styles included.

Honeycomb Rayon Unions 95c

This garment comes in plain white only but in all sizes. The cool porous knit of this garment makes it ideal for summer comfort.

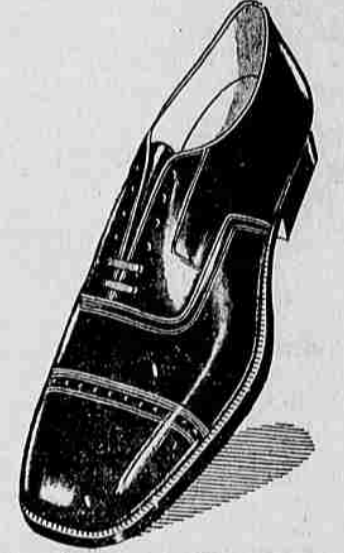
Regular Munsing Wear SHIRTS or SHORTS 69c

Shorts, most of them with elastic back of fine percales and broadcloths in striped patterns. Shirts of rayon in a number of colors. These are regular \$1.00 and \$1.50 values.

EXCEPTIONAL VALUES IN MEN'S & BOYS' SHOES YOUNG MEN'S OXFORDS \$2.95

\$10 to \$12.50 Values in MEN'S FLORSHEIM SHOES & OXFORDS \$7.85

High shoes in tan and black in kid and calfskin leathers, oxfords in black, tan and brown calfskins, all are Florsheim Shoes—with regular Florsheim service built in. Most all sizes and widths are here but not in all shoes.



Here is indeed a great group. Typical young men's oxfords—square and round toes—in trimmed and plain styles, all formerly sold for \$6.50. See if your size is here.

\$5.50 to \$7.50 Work Shoes \$2.95

In this group are work shoes of all descriptions priced at a fraction of their regular worth—broken sizes and styles account for this price.

SELBY ARCH PRESERVER SHOES Regular \$10 to \$12.50 Values \$7.85

Short lines and broken sizes account for this saving to you. In this group are blondes, blacks and browns all with medium heels in ties and strap patterns. Also style shoes from Armstrong, Peacock in high and medium heels—new Spring footwear all priced at \$7.85.

100 PAIRS ENNA JETTICK SHOES Factory Stamped "Slightly Imperfect" \$3.95

These shoes will give the same service as regular stock shoes and the imperfections are difficult to detect—remember there are only 100 pair of these. Also in this group are short lines of discontinued styles of \$5 to \$10 values of stock shoes. Woven sandals in colors are also included at \$3.95.