

NOW! FALK'S LA GRANDE STORE • STARTING SATURDAY-12th

Successors to N.K.WEST & CO.

July Clearance Sale

Ladies Coats Are Now Drastically Reduced



Coat Values to \$18
Now Priced in Three Groups

\$10

All \$25 and \$29.75 Coats

\$15

\$35 and \$39.50 Values

\$19.75

This is the final reduction on ladies coats and suits. Now is the time to buy—many of these coats will serve you several seasons—but you'll not regret these prices.

ALL SUITS IN STOCK
Regular \$18 to \$39.50 Values
\$12 and \$15

Ladies three piece suits—skirt, jacket, and blouse in tweed and homespun weaves in gray and tan mixtures, all with fingertip length jackets.

150 Ladies' Hats, Values to \$7.95
\$1.95



A final cleanup of spring and summer millinery—think, values to \$7.95 for a mere \$1.95—all colors—all head sizes—in transparent—stitched silks and straws. Plan to be here early Saturday morning.

Now for the Sale of Silks!

All Regular \$2.50 Printed Silks

\$1.95
yd.

LUSTEROUS Summer silks in a wide array of popular colors all 39 and 40 inches wide, are now priced for Clearance at \$1.95.

ALL REGULAR \$1.95 SILKS
\$1.59
yard

Printed Silks—Silk
Shantung—\$2 Flat
Crepe—Printed
Georgette

In this group is a most attractive assortment of "smart" summer silks in colors that are new, all 39 to 41 inches wide.



Reg. \$1.65 Criss-Cross Sets
\$1.39



EVERYONE knows the popularity of "Criss Cross" curtains and these are the newest of styles either tailored or made as you choose in several colors—48" pairs long.

\$1.25 Special Curtain Set \$1
Especially attractive for the outdoor camp or summer home use in both tailored and tailored style—4" and 6" wide.

Our Annual July Clearance Sale starts Saturday the 12th! We are not overstocked, business has been good with us — this is a clearance of merchandise that is bound to accumulate in the best of organized stores. This does not mean that prices aren't sacrificed—they are—as this store has always made worth while reductions at this season of the year. Come! Saturday prepared to SAVE and you will not be disappointed, we assure you!



A Group of \$15-\$18 Silk Frocks

NOW PRICED \$13.95

Canton crepe—silk prints, etc., in gay summer styles and colors in the newest of new designs. This group includes a few of the smart jacket frocks at this Clearance price.

Child's Dresses Reg. \$1

Children's regular \$1 values in wash frocks that are guaranteed sun and tub fast. The ages are 2 to 12 years and the styles are the smartest.

69c



\$5 Coty's
Perfume
in Gift Box
\$2.95

3 Bars of
Woodbury Soap
\$1

35c and 40c
Hankies
6 for \$1



79c and 89c
Values

Shantungs—
Pique—Myrtle
Prints

69c
yd.

Toilet Goods
Special
Values to \$1
29c

Powders
Compacts
Lipsticks

50c and 60c
Linen Hankies
4 for \$1



\$10 to \$12.50
Values
Armstrong—Peacock
\$7.70

\$6.50 to \$8.50 Values
Light Colours—White
\$5.70

**ALL LIGHT COLORED FOOTWEAR IN
SPRING AND SUMMER PATTERNS
REDUCED 20% AND MORE**

FAMOUS ENNA JETTICK SHOE

250 Pairs of this nationally famous ladies' shoe at this price. All are first quality perfect shoes in colors of tans—blacks—browns, etc. The styles are strap, pump and the murel with Cuban and rubber heels.

\$4.95

MEN! Now For A Real SALE OF SUITS

Lot No. 1—Values to \$35

\$15.75

Lot No. 2—Values to \$40

\$22.75

Lot No. 3—Values to \$42.50

\$27.75

Lot No. 4—Values to \$50

\$33.75



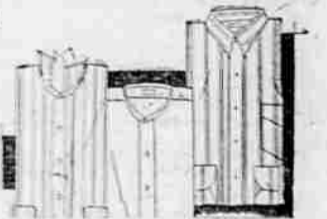
IN THESE four price groups are men's suits by Hart, Schaffner & Marx, Michael Sterns, Club Clothes, Fashion Park, etc., the finest of domestic and imported woolsens combined with skilled tailoring. These prices prevail for one week only so come early.

A GROUP OF COLLAR ATTACHED AND Neckband Men's Shirts

\$2.50 to \$5 Values

\$1.95

Manhattan, Shirtcraft, Eagle, etc., comprise this group of clearance shirts. English prints, madras, broadcloth, etc., in sizes of 14 to 17, now \$1.95 each.



MUNSING UNIONS
Athletic Style
Regular \$1.50

98c

Boys' Full Cut \$1
SHIRTS - BLOUSES
79c

SHIRTS - SHORTS
Regular 75c Each in
Summer Weight

50c ea.

Men's Elastic
PARIS GARTERS
9c

BOYS' CLOTHING REDUCED

12-14 Size **\$8.75**

14-16 Size **\$9.50**

12-14 Size **\$12.75**

14-16 Size **\$15.75**

The majority of these boys' suits are "Perfection" the finest in America—and now this opportunity to save. All are four piece suits in sizes of 5 to 16 years, with both knicker and long trousers, according to the age.



MEN'S STRAW HATS

Are Now Reduced
ONE-FOURTH

Seniors, Oxfords, and other popular styles in men's summer straw hats. The values of Milan, Panama, Leghorn, insure the maximum amount of warm weather comfort.