

# FALK'S FOUNDERS WEEK

1868 to 1931



### 100 Brand New Summery DRESSES \$3.95

Gay flowered prints — shantung in pastel hues — smart polka dots — the most attractive assortment of dresses at such a low price that we have been able to find anywhere.

All Reg. \$25.00 DRESSES FROM THIS SPRING'S STOCK \$19.63

In this group are dresses for every occasion — figured and plain colors in novel styles.

\$15.00 and \$18.00

### DRESSES \$13.63

For street and afternoon wear as well as for the more formal occasions.

### Twenty Spring Coats

# 1/2

### PRICE

Here's an opportunity to buy your spring coat at a remarkably low price — be here early Saturday morning and get first choice.

All Reg. \$25 COATS \$19.63

All of these are new spring models picked from our regular high quality stock... the cleverest styles to be found are in this group.

\$15.00 and \$18.00

### COATS \$13.63

Just at the height of the season comes this opportune saving for you — our entire assortment of \$15 and \$18 coats at this one low price



415 Spring and Summer

### HATS

In These Four Price Groups

- 65 Hats ..... \$1.93
- 100 Hats ..... \$2.93
- 150 Hats ..... \$4.63

Every new spring and summer version of smart millinery is included in these groups — all head sizes to select from

### 100 OF THE FINEST PATTERN HATS 25% OFF

# SEVEN DAYS OF BARGAINS

## Saturday, May 16th to 23rd



**SINCE 1868** Falk have been serving the people of Eastern Oregon and Western Idaho. This institution has probably done more to build up this country than any other factor except **The Union Pacific Railroad Company**. It took courage for Nathan Falk to travel overland in a stage coach to open the Boise store in 1868. It took courage and a belief in the future of this territory, to furnish homesteaders with groceries and dry goods — sometimes unpaid for until years later. And yet that courage and foresight has been vindicated, in this strip of land from Twin Falls, Idaho to La Grande, Oregon — is known as the "bread-basket" of the West.

**AND NOW** in appreciation of the many years of patronage from this country, we are proud to announce **Falk's Founder's Week**. Coming at this time:

- 1st. To honor Nathan Falk and pioneer associates.
- 2nd. To carry on the tradition of N. K. West & Co.
- 3rd. To show appreciation to present charge customers and to add as many new charge customers as possible.
- 4th. To say "thank you" to the many cash customers who honor us by their patronage.

### COME TO THIS GREAT EVENT — COME TO BUY AND TO SAVE!

## Ladies' Shoes

In Three Remarkably Low Price Groups

- \$3.63
- \$5.63
- \$7.63

This group comprises short lines of our regular \$4.95 and \$6.00 shoes — you'll find amongst these the famous Enna Jettick arch shoes in colors of both blond and black, medium and low heels.

All shoes in this group are this spring's styles — shoes priced at \$6.50 and \$7.50 regularly — oxfords, pumps and strap slippers — in black and a wide variety of light shades — medium and high heels.

### Linen Huck Towels

White linen towels in several sizes — values up to 70c — during Founder's Week ..... 18c  
2 for 35c

### Four-Piece Curtains

Cream and ecru ruffled curtains, regularly priced at \$2.25 ..... 79c

Extra Special Size 18 x 36  
**Turkish Towels** 18c  
6 for \$1.00

A special purchase of heavy colored border Dundee Turkish Towels — a first quality towel.  
In Size 22x45 29c — 4 for \$1

### Rayon Panel Curtains

Rayon panels in pongee color — an exceptionally rich looking curtain — specially priced at ..... 63c

### Regular \$1.00 Hand Bags

Your choice of our entire assortment of lovely bags at this one low price ..... 73c

### Linen Lunch Cloths

All-linen lunch cloths with colored border — size 34 inches square — an extraordinary value at this price ..... 83c

### Bridge Playing Cards

Here's extra value in bridge decks — genuine U. S. playing cards — buy several decks at this low Founder's Week price ..... 29c  
4 for \$1.00

### \$2.95 Hand Bags

55 high quality bags in every style you might wish for — your choice of a wide variety of leathers and colors ..... \$1.63

### All Floor Lamps

Your choice of our entire assortment of Floor Lamps — parchment and silk shades ..... 1/2 PRICE

### Overnight Cases

Sampson 18-inch case made from good looking black and brown fabric — you'll have a lot of uses for one of these ..... \$3.63  
In 22-inch size — \$4.63

### 49c Whisk Brooms

Black enamel whisk brooms with heavy fibre bristles set in rubber — priced at ..... 19c

### 81 x 99 Sheets

A real good quality sheet, size 81 by 99 inches — hemmed — regular \$1.00 quality ..... 89c  
2 for \$1.73

### \$17.50 Linen Table Cloths

We have four beautiful linen table cloths — your choice of these Founder's Week at ..... \$10.63

### One Lot of Table Cloths

Table and Luncheon cloths — some are linen, others are the famous Kerrydell stainless madras, regularly priced from \$3.25 to \$7.25 ..... \$2.95

### THREE DAY'S SPECIAL SATURDAY — MONDAY — TUESDAY All Regular 25c

### PRINTS 19c

The finest quality prints we are able to buy anywhere — fine count — guaranteed fast colors.

1868 to 1931

# FALK'S FOUNDERS WEEK

1868 to 1931

### Boy's All Wool Longies

In light spring patterns—regularly priced up to \$8.95 — For Founder's Week ..... \$2.63

### Silk-All-O Ties

The full silk lined tie that will hold its shape — every color — priced regularly to \$3.50 ..... \$1.63

**Genuine Pewter COCKTAIL SHAKERS \$1.83**

A fine quality quart size genuine pewter shaker bought specially for this event — there is a limited number so take advantage of this special early.

### Extra Fine Quality Work Shirts

Two-pocket chambray work shirts — cut very roomy — Founder's week price ..... 69c

### Shirts and Shorts to Match

Combination shirts and shorts sets in excellent quality rayon — a special purchase for Founder's week — a set ..... \$1.63

### Collar Attached Dress SHIRTS

One lot of collar attached shirts in a wide range of pretty patterns — guaranteed fast colors ..... \$1.23

### \$1.00 Neckties

This group is comprised of Cheney ties as well as other well known makes — buy several at this price ..... 63c

### Band Collar Dress SHIRTS

Band collar dress shirts formerly priced up to \$3.50 — finest materials — a real Founder's Week bargain ..... 83c

### Chambray Work Shirts

All sizes in a good quality men's chambray shirts — now priced at ..... 49c

### Our Finest Quality EAGLE SHIRTS

Regular \$2.50 and \$3.00 Values \$1.93  
Three for \$5.50

The finest fitting dress shirt on the market — all of our newest spring patterns are included in this group.

### Men's Dress Socks In Fancy Patterns

A super-value of men's dress socks — 19c made from good quality fancy rayon.....

### Special Purchase of Men's Russian Pajamas Also Middy Styles \$1.85

The last word in broadcloth pajamas — Russian styles with the high button collar, also cool middy slip-overs — all sizes.

### MEN'S AND YOUNG MEN'S

# SUITS

Regularly Priced up to \$40.

## \$24.63

An exceedingly interesting variety of men's suits. In this group are the newest spring fashions. Twists, cashmeres, worsteds, home-spuns — in the newest spring shades — all sizes are in this assortment that formerly sold up to \$40.00.

### SUITS Values to \$35. \$17.63

### SUITS Values to \$50. \$29.63

This large group is from such makers as Hart, Schaffner and Marx and M. Wile (Club) — a wide range of colors and all sizes.

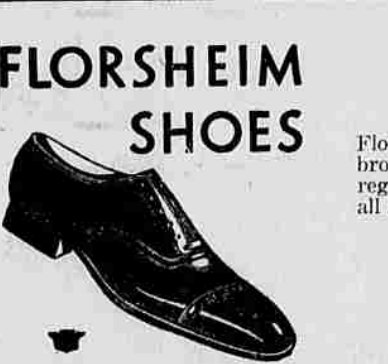
These are picked from among our very finest suits such as Fashion Park, Michaels-Stern, etc. — suits that have an expensive look and tailored to fit correct — in new shades of grays, tans, browns and blues.



### Arrow and Eagle SHIRTS Values up to \$2.50 \$1.73

Three for \$5.00

New patterns and weaves — new collar styles — all guaranteed to be absolutely fast colors — you'll need new shirts for the coming hot weather and this is the opportune time to buy.

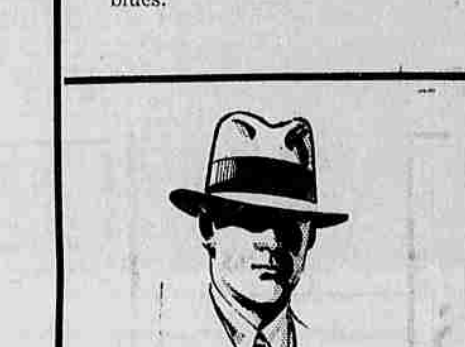


### Florsheim SHOES



### Freeman and Roberts Johnson and Rand SHOES and OXFORDS

Short lines of both shoes and oxfords selling regularly at \$5.00 and \$6.00 — a wide range of styles to select from — a pair



### Your Choice of Our \$5 HATS \$3.63

During Founder's Week your choice of any Byron or Schoble \$5 hat in the store at this one low price — This includes all of the new spring colors.



### BOY'S SUITS GROUPED IN TWO LOTS

Values to \$15.95 \$7.63  
EXTRA PANTS \$1.03  
Colors of brown, gray and tan — ages from 6 to 16 years.

Values to \$19.75 \$12.63  
EXTRA PANTS \$1.63  
New spring colors—ages from 6 to 16 years.

Colors of brown, gray and tan — ages from 6 to 16 years.



### New Straw Hats \$1

Right at the beginning of straw hat season comes this special buy of genuine Truciol straw hats in colors of tan and white — a very smart looking hat.

1868 to 1931 "Sixty-Three Years of Progressive Merchandising"

### Rothmoor Spring STREET SUITS 1/3 OFF

New creations from Rothmoor — basket weaves and wood crepes — some have the long tailored coats others with the popular sport jackets — an exceptional saving on brand new merchandise.

### SKIRTS Pleated and Flared \$4.93

A beautiful assortment of new skirts in colors of green, blue, red and tan—regularly priced at \$5.95.

### Munsing Pure Silk BLOOMERS and VESTS

Made from pure thread silk — in black only — the bloomers sell regularly at \$4.50 and the vests at \$2.95 — your choice of the lot at 1/2 PRICE

## Three Outstanding HOSIERY BARGAINS

- Regular \$1.65 Chiffon HOSE \$1.19  
3 Pairs \$3.50
- Regular \$1.00 Silk HOSE 83c  
3 Pair \$2.43
- Irregular \$1.00 Service Weight Silk HOSE 63c  
3 Pairs \$1.83

Falk's Supreme Hose of the absent chiffon, full fashioned and silk to the top. These are not seconds, every pair being perfect — every new spring shade included.

Kayser and Munsing chiffon and service weight hose — full fashioned — buy several pairs at this Founders Week special price — you'll find an array of new shades.

An exceptionally fine wearing hose in smart spring colors — all silk to the hem — be here early Saturday morning and get several pairs as there is a limited quantity.

ONE SPECIAL GROUP OF \$1.00

### Necklaces 63c

This is a beautiful assortment bought specially for this Founder's week event.

