

We are Starting the New Year with a Great Clearance of Values!

Begin your 1934 SHOPPING CALENDAR by attending the Great CLEARANCE SALE and see for yourself the wonderful values we offer. Make it a RESOLUTION to attend this sale and you won't regret it.

THE LAST CHANCE to Buy OSH KOSH OVERALLS and JUMPERS for \$1.35. We have left on hand, a stock of these fine overalls at the old price, which will be cleaned up during this clearance.

FALK'S

A Bargain in **Bed Spreads**
Large assortment of heavy cotton Bed Spreads for single and double beds. All Colors. Regular \$3.25, now **\$2.69**

Fancy Package of Past Color **Tea Towels**
Very absorbent, do not shed lint. Regular \$1.00 Package **79c**

JANUARY CLEARANCE

MEN'S STORE CLEARANCE SALE
Kuppenheimer Suits
Styled by Kuppenheimer. One of the finest pieces of clothing that can be had for this price. NOW during this clearance \$35.00 value for **\$28.00**

M. WILE SUITS
Good hi-grade clothing for Men and young men, to clear, \$29.50 values **\$18.85**

\$5 Coat Sweaters \$2.95
FINEST OF YOUNG MEN'S SUITS
Seinshiemer Suits
For young men. Styled to suit the taste of young men. Sizes 34 - 35 - 36 - 37 - 38 **\$14.75**

OVERCOATS 20%
Consists of camel hair, tweed and nigger head fabrics. All colors and patterns. Sizes for everyone.

Men's Complete Stock DRESS SHOES
In blacks and browns including Kangaroo - kid leather and pebble grain brogues. **Reduced 20%**
ALL SWEATERS Consisting of the Finest Makes **REDUCED** Also Columbia Knit and Pliskin **Sweaters Less 20%**

Men's WORK SHOES
Made of sturdy leathers with leather or composition soles. Priced to Clear **Reduced 10%**
Campus Cords
All Sizes the Best Grades **4 DAYS ONLY \$3.56**

All Wool 20-oz. Blue **Work Coats**
In zipper and button styles. Very best make and bought right, complete stock. **Less 20%**

All Sheep Lined **Coats**
Imitation Leather and genuine horse hide. In mens and boys. All Reduced. **BUY NOW Less 10%**

Starts at 8:30 a. m. Jan. 3rd

Sale

Wednesday Jan. 3rd Thursday Jan. 4th Friday Jan. 5th Saturday Jan. 6th

DON'T FORGET, every item in the store will be REDUCED for this, our annual CLEARANCE SALE. When we always make new friends and greet our old ones. MONEY SAVED is money earned. And you can be money ahead at this great event. BE THERE. All items in store reduced except THREAD, OVERALLS and CONTRACT LINES in the TOILETRY Dept.

CLEARANCE OF SHOES
SAVE ON YOUR SHOE NOW. SHORT lines and ODD LOTS. Large group of good wearing shoes. Broken sizes—but all sizes in the lot. Ties and pumps, in blacks and browns. Values to \$6.00. To close out at **\$2.95**
Regular \$4.95 and \$5.85 **STYLE SHOES \$3.95**
One large group at **\$4.95**
Short lines and odd lots of better SHOES — One large group of Peacock, Armstrong, Rysnol, etc., to sell at **\$1.95**
One large group of fine CHILDREN'S SHOES. Including boys' shoes. Broken lots and odd sizes **\$1.19**
Group of odd lots in CHILDREN'S SHOES at **\$1.95**
Boys' fine RUBBER BOOTS, knee length—Goodrich Brand. Sizes 12's to 6's **\$1.95**
Entire Stock ARCH PRESERVER, ARMSTRONGS and \$8.50 PEACOCKS. Blacks and browns, mediums and high heel. Distinctive styles in suede and kid and combinations of both **\$6.85**
ALL ENNA JETTICKS, \$5.00 and \$6.00 STOCKS. In black and brown oxfords and dress shoes **\$4.45**
ALL RED CROSS SHOES. Regular \$6.50. All new stock. Fine shoes in ties, pumps, and oxfords. In black and brown **\$4.95**

Entire Stock of **Fine Silks & Rayons**
Dresse goods and linings, etc. Satins, Crepes and Failles. **20% Reduction**
A Wonderful Buy Entire Stock of Fine **Necklaces & Bracelets Earrings, Etc.**
New Patterns and Styles. Regular 50c **79c**

A Soap Value **Jergens Soaps**
Made by Jergens, Woodbury & Co. Fine, perfumed, hard based soaps. **1/2 Regular Price**
Modess Sanitary Napkins As fine a napkin as there is made today. 1 doz. to the box. **2 Boxes 29c**

DRESSES
Our Regular stock of CHENELLE CREPE DRESSES Assortment of patterns and colors, clearance **\$5.95**
40 DRESSES—All new styles, from our regular stock of \$10.00 and \$12.50 dresses, to sell at **\$7.45**
70 DRESSES in this wonderful group of regular \$15.00 and \$17.50 stock. For the Clearance Sale **\$12.45**
30 DRESSES. Regular \$19.75, \$21.75 and \$25.00 To Clear at **\$16.45**
KNIT SUITS—A real bargain. Complete stock of \$16.75 and \$17.50 values **\$14.00**
Complete Stock of KNIT SUITS. Regular \$25.00 and \$29.50. For Clearance **\$19.75**
Betty Boxley HOUSE DRESSES. In this group we have 60 dresses—all sizes. Regular \$1.95. To clear at **\$1.19**
HOUSE DRESSES. Standard make. Full cut and good length. Regular \$1.00, while they last **69c**
160 Betty Boxley HOUSE DRESSES. Very latest styles. Extra special. Regular \$1.95, 4 days only **\$1.55**

COATS
A Selected Group of **COATS** at **1/2 PRICE** Values to \$29.50
Another Group of Fine **COATS** Values \$69.00 - \$79.50 and \$97.50, Now **\$39.50**
All Items in the Store Reduced Except **THREAD, OSH-KOSH OVERALLS and CONTRACT LINES in the TOILETRY DEPT.**

HATS
Complete stock of pattern hats. Formerly \$10.00. All colors, black, brown, blue, wine, taupe, green and raspberry. Made of the finest materials, such as felts, velvets, fur felts, soliels, etc. **\$3.95**
The balance of hats, values to \$5.95, to sell for **\$1.95**
Beautiful felts, fabrics and velvets. All colors. Styled in brims and turbines. Headsizes 22 to 24 inches.
CLEARANCE of TAMS & Tam Sets
Clean-up of Women's and Children's GLOVES. Priced to sell less **20%**
Every Item Marked with the Selling Price.

Our Regular Stock of **Foundation Garments**
Nothing Reserved Priced to Sell Regular Price **Less 20%**

Every Item in the **Lingerie** Will be Reduced to Sell Less **10%**
Group of Women's and Children's Slip-on and Blouse Style **Sweaters** Regular \$1.95 **\$1.45**
Group of Children's **Sweaters** All Wool Slip-Over Real \$1.25 Value **98c**

Values
Men's PHOENIX DRESS **HOSE** All colors and patterns. Regular 35c **25c**
20 Flannel and Silk **DRESSING ROBES** Beautifully Tailored. Priced to Sell **LESS 20%**
Special in Flannel **PAJAMAS** Slip-over and coat styles. New items. Best quality outing **4 Days Only \$1.32**

CLEARANCE OF HOSIERY
Service and Semi Chiffon HOSE. Full fashioned, all silk, all new fall and winter colors. Sizes 8 1/2 to 10 1/2 **59c**
2 Pair \$1.15 **79c**
One large group of regular \$1.00 SERVICE and CHIFFON HOSE. Gordon, Kayser and Phoenix **2 for \$1.50**
Balance of **WOMEN'S HOSE 15% OFF**
A buy in Children's HOSE. Best quality, all wool fine ribbed. Extra length. Long wearing Munsing and Phoenix. Regular 39c **29c**
Children's fine ribbed Cotton HOSE. Long life brand. Regular 25c **19c**
Children's heavy ribbed Cotton HOSE. Regulars 15c — 2 Pair **25c**

PEQUOT SHEETS Buy now and save, 81x108 **\$1.49**
81x99 — \$1.39 72x108 — \$1.39 72-99 — \$1.29
PILLOW CASES 42x36 **35c** 45x36 **40c**
FRUIT OF THE LOOM SHEETS Full count, no filler, great bargain, 81x99 **\$1.00**
Cases to Match 42x36 — 25c
COMET SHEETS—Long wearing, economical, 81x99 **63c**
Canal Cases 42x36 — 15c

Entire Stock of Fine **LINEN DAMASK, CLOTHS & NAPKINS 20% OFF**
Your Choice of our Stock of **GIFT ITEMS 20% OFF**
Entire Stock of **BRACELETS, EARRINGS, ETC.** Regular 50c **39c**

2-lb. Long Fibre Wool **BATTS**. Regular \$1.49 **\$1.19** Each
1-lb. **BATTS**. Make fine quilts for cold weather. Regular 79c **59c** Each
Entire Stock of **HAND EMBROIDERED LINSNS 20% OFF**

A Group of **ODDS and ENDS of Fine SILKS**. Val. to \$1.95 **65c** Yd.
FAST COLOR-PERCALES 36 in. wide, regular 15c **12c** Yd.
Our Finest **PERCALES**. Large Assortment of patterns, plain and fancy. Regular 23c yard **18c** Yd.

MINEOLA OUTFIT. Regular 14c. Plaids and checks. Dark and light colors. 36 inches wide **12c** Yd.
CRETANNES. 36 inches wide. Large assortment of patterns and colors. Now **19c** Yd.
PETER PAN PRINTS. Regular 39c. Finest in Cotton Dress prints. Now **29c** Yd.

Large Stock Women's **PURSES**. Reg. \$1.00. Now **79c**
ENTIRE STOCK of WOMEN'S PURSES Envelope, pouch and under-arm styles. Regular \$1.95 **\$1.45**
\$2.95 PURSES—Envelope, under-arm and pouch styles **\$2.29**

Entire Stock of all wool **BLANKETS**. Including Indian Robes, and Car Robes. Reduced **20% OFF**
Heavy Cotton, Reversible, **SCRANTON BED SPREADS**. Extra Large. All new colors and patterns **20% OFF**
Dubval **TRANSPARENT VELVET**. One of America's finest velvets. In Black, Seal brown, and blue. Regular \$3.95 **\$2.49** Yd.

Falk's January Clearance Starts Tomorrow AND LASTS FOUR DAYS