

Jergens SOAP 1/2 Price	SOAP Including Lytex, Woodbury's, Castile, hand lotions and shampoos. For The Price of 1	Regular 25c HANKIES Including initialed hanks 3 for 66c	Regular 35c HANKIES Large sport size; embroidered linen. 4 for 96c	TOWELS Fancy new styles. Fine quality. Regular 29c each 5 for \$1.00	HUCK TOWELS Regular 15c each. Colored borders; good quality. Large size. 2 for 25c	TERRY TOWELS Heavy single thread 10c each	WASH CLOTHS Heavy quality. Large size. 5c	WASH CLOTHS Regular 10c In pastel colors 4 for 29c	Steven All Linen CRASH Bleached and unbleached—with colored border. Regular 25c yd.— 5 yds. \$1.00	BABY BLANKETS Fine cotton—sateen-bound. 36x50. Regular 98c— 79c	BOYS' SHIRTS 59c Values Percales, in stripe and plain colors. 3 for \$1.00	Ladies' Munsing Silk Net SHORTS Regular 85c Value Special lot 35c 3 FOR \$1.00	Misses' and Ladies' SHORTS Standard make shorts. Regular \$1.00, and extra size regular \$1.25— 66c	Misses' and Ladies' BRASSIERES Standard make. Regular 50c 35c	SPORT DRESSES Regular \$2.95 Reduced to \$2.36	VOILE DRESSES All New Regular \$1.95 value Now \$1.75
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Cape and Suede Leather
JACKETS
Regular \$7.45
\$5.66

COLUMBIANIT
Medium Brushed Wool
SWEATERS
Regular \$4.95
Famous Bulldog Style
\$2.95

NOW STORE-WIDE REDUCTIONS

FALK'S FOUNDERS WEEK SALE

66th

Women's
Gloves, Neckwear and Underwear
Reduced 10%

One Lot of Regular \$1.50
RUFFLED CURTAINS
Priscilla style, extra full cut, fine Marquisette
98c pr.

Sensational Value!
'Can't Bust 'Em' CAMPUS CORDS
\$4.45 Values
\$3.55

All Sport
OXFORDS & SHOES
20% Off

Regular \$1.29
SCOWCROFT
OVERALLS
8-oz. Denim; full cut
\$1.22

SOX
Black Bear Brand
Blacks, browns and greys. Reg. 15c
8 for \$1.00

BOYS' CHAMBRAY SHIRTS
In blue and grey. Regular 49c
39c

LEATHER WORK GLOVES
Regular 79c—a bargain at
59c

THE OPPORTUNE TIME TO GET THAT NEW SUIT
Ultra Fine for Graduation or Vacation
SEINSHEIMER VARSITY TOWN CLOTHES
Values to \$25.00

Now **\$17.66**
In light and dark shades—for sport and dress. All sizes

M. Wife Club
Clothes \$29.50 Values
Lovely new Spring models in light and dark shades. Worsteds and basket weaves.
\$22.66
Expert Fitting Assured

KUPPENHEIMER SUITS
Duncan Paige models for young men and quality tailoring for men. Finest of materials. Buying values made possible by Falk's.
\$33.66
\$45.00 VALUES
Wear a Kuppenheimer

Sport OXFORDS
White, Grey and Two-Tone Combinations
\$5.00 Values
SALE PRICE **\$3.95**

Big Yank Broadcloth SHORTS
39c Value
3 for **\$1.00**

Regular \$2.95
SWEATERS
Tans, Blues and Greys. With button or zipper fronts.
\$1.66

Regular \$1.05
PAJAMAS
Broadcloth—Fancy Patterns
Middle and Button Front
Now **\$1.19**

Men's Dress
HATS
\$3.95 Values
Greys, Browns, Light Greys, Tans — All sizes.
\$3.29

Value
Men's Work SHOES
Reduced 20%

Star Brand
Work SHOES
\$4.95 Value
Black and Chocolate
\$3.95

20%
ON ALL \$1.00
TIES
Cheney - Fashion-Craft - and Arrow Crepes and Barathes

FASHION LEADERS SINCE 1868

One Large Lot
DRESS AND SPORT COATS
Regular \$17.75 and \$19.75
All New Spring Merchandise
\$12.66

DRASTIC REDUCTIONS
On All
ROTHMOOR & REDFERN COATS
Regular \$25.00 and \$29.75
\$18.66

Very Best
Rothmoor & Redfern SPRING COATS
Regular \$35.00 and \$39.95 Values
\$26.66

DRASTIC REDUCTIONS
HERE IS NEWS FOR EVERY WOMAN!
Smart, up-to-the-minute models in the finest of
Chuell-Crepe DRESSES
Regular \$9.95 Values
ONLY **\$9.66**

Another Lot of Glorious and 2-piece KNIT
DRESSES
Boucle and wool knit. Cheaper than the yarn it would take to make a dress.
Formerly \$16.75, \$17.25, \$19.75 and \$21.25
Now **\$12.66**

Consist of new Spring Jacket-formals and all types of Sport-noon wear.
All Jacket, Sport, Afternoon, and Formal
Dresses \$21.75 and \$25.00 Values
\$18.66

KNIT SUITS
\$19.75 - \$21.75 - \$25.00 Values
\$14.66

KNIT SUITS
\$20.75 - \$25.00 and \$39.75 Values
\$25.66

PEACOCK and ARCH-PRESERVER SHOES
Regular \$8.50 and \$9.50
The very latest styles—trim, neat, comfortable—gives your foot the ease it deserves.
In Black, Brown and White.
\$7.85

ENTIRE STOCK OF
ENNA JETTICK SHOES FOR WOMEN
Delightful styles in Spring and Summer Footwear. White, Brown and Black, medium and high heel. An opportunity to get the shoes you have been wanting.
Regular \$5.00 & \$6.00
Sale Price **\$4.45**

CHILDREN'S SHOES
OXFORDS, AND STRAPS Broken sizes, but all sizes in the lot.
BLACKS, TANS and BROWNS
Every pair a wonderful buy.
Values to \$1.95
\$1.00

ENTIRE STOCK
RED CROSS SHOES
Famous shoes that give FOOT COMFORT plus Beauty. Great for Summer wear. Get a pair and give your feet a treat.
SALE PRICE
\$5.85

VALUES SUPREME
ENTIRE STOCK
DeBevoise - Gossard
CORSETS 20% Off

Clean-Up Of
Betty Baxley Frocks
\$1.19

One Lot of
Children's DRESSES
In Dark Prints
79c

Regular Stock — All New
Betty Baxley Frocks
\$1.95 Values
\$1.66

DRASTIC REDUCTIONS
One Lot of Dark Colored
SWEATERS
\$1.95 Values
\$1.00

All New Spring
SWEATERS
\$1.95 and \$2.25 Values
\$1.39

For that graduation gift, vacations and trip to the world fair ...
LUGGAGE
From our stock of fine luggage
20% OFF

REGULAR STOCK
PERCALES
Regular 19c Yd.
3 yds 49c

Large Assortment New Summer Fabrics
VOILES DIMITIES PIQUES
Regular 29c yd.,
4 yds \$1.00

Our advice is to stock on these articles at this
Exceptionally LOW PRICE

Cotton legislation is now forcing prices upward.

Pattern
HATS
Drastic reduction on all Wirth - Beth - Nicholson and others. Millinery at the price you won't pass by.
All shapes, colors and head sizes
Originally Priced to \$12.50
NOW **\$4.66**

Beautiful Hats
Originally Priced to \$5.95
Now **\$1.66, \$2.66** And **\$3.66**
Newest of materials and colors. All head sizes.

TAMS NOW 66c

Regular 49c
Rayon Prints SEER SUCKER
AND PETER PAN
PLAIDS & DOTTED SWISS
39c YD.

ENTIRE STOCK
Of New Spring Silk
PRINTS
including Printed Sheers.
Reg. \$1.19
98c YD.

Regular \$1.49
New Fancy Spring
SILKS
Plaids, Files, Moss Crepes
\$1.19

FINE STOCK OF
PETER PANS
Pre-shrunk. Several patterns in mercerized broadcloths
REG. 39c YD.
Sale Price **29c yd**

Wear Well SHEETS
81x109—no filler, taped edges reduce wear
\$1.09
CASES to match 25c

SCRANTON BEDSPREADS
86x108. Heavy, fast color. Regular \$4.95
\$3.66

COTTON BEDSPREADS
For single and double beds. All colors. Regular \$3.25
\$2.66

Large Assortment of
Tapestry FRINGE
To Close Out
Your choice 5c yd.

ENTIRE STOCK
2000 Yards
LACE EDGINGS
10 yds. 10c
No sale less than 10 yards

New, easily disposed of. No pins. No washing.
Small size. Pkg. of 50, reg. \$1.75
89c
Large infants size, reg. \$2.89
\$1.89

LINEN DAMASK NAPKINS
Large size; hemmed
6 for \$1.19

TABLE CLOTHS and LUNCH SETS
LINEN
Regular \$1.00 to \$5.95. All sizes.
Your choice 25% Off

Large Group of
JEWELRY
NECKLACES, EAR DROPS, PINS, Etc.
Values to \$1.00
Your choice 25c

27x54 HEAVY CHENILLE
RUGS
Fancy new borders. Regular \$1.25
98c

COTTON CHENILLE RUGS
Clever new Jacquard patterns. 24x48. Regular 99c
79c

PHOENIX
ANKLETS & HALF SOX
Regular 29c
2 pair 49c

COMPACTS Large group Regular 50c 25c	BATH MATS Heavy Terry. Pastel shades. Reg. \$1.00 each 85c each	BATH MATS Beautiful hooked mats. Fast color \$1.29	OUTING Fine quality 27-inch 10 yds. \$1.00	VESTS For Women Fine couched cotton; all sizes; new styles— 29c	Entire Stock Ladies' HANDBAGS All shapes, all colors. Regular \$1.95 \$1.49	New Ladies' HANDBAGS All colors and shapes. Regular \$2.95 \$2.49	HANDBAGS Hi-grade steerhide and calfskin. Several styles. Regular \$4.95 to \$6.00— \$3.95	Entire Stock of Fine DRAPERIES Monks Cloth, Warps, Damask, tapestry weaves and linens. 29c	SCRANTON LACE PANELS New designs. Special for this event. Regular \$1.95 \$1.49	CRETONNES Regular 39c Extra heavy, sunfast, washable— 25c yd.	Round-end Woven RAG RUGS Smart pastel colors. Regular 79c 66c	24x36 Cotton RUGS Very serviceable; plaid designs. Regular 45c— 37c	Leatherette Covered PILLOWS The thing for car, camping or porch. Reg. 89c— 49c	Simulated Overnight CASES 18-inch size. Regular \$1.75 \$1.25	Cotton NAPKINS Large size, heavy quality—hemmed 12 for \$1.19	Large Group of Dresser SCARFS Reg. 50c to \$1.95 Your choice 1-3 Off
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