



is 77 years young this fall and proud that we've a chosen place in Eastern Oregon. We're proud of our friends and customers. As in the past, quality is uppermost with us; it is with this in mind when we say that in the near future Falk's La Grande store's remodeling will be completed and will be the very finest store in the north-west, and on every shelf and counter will be merchandise famous in quality, economy, fashion and name!

## Whatever your choice, let it be the best!

### Dresses

NELLY DON  
IRENE CAROL  
JEAN LANG ORIGINALS  
BLOOMFIELD  
MISS HOLLYWOOD JR.  
CAROLE KING  
MME. REYNAULD FROCKS  
GEORGIANA FROCKS  
LEWIS LEVINE  
MARIE

### Suits

ROTHMOOR  
HOBB TAILUERS  
FASHION COLONY  
LEEDS  
JIMMY THOMPSON JR.  
MADEMOISELLE  
VOGUE

### Skirts - Blouses

HENDEN SHIRTS  
JUDY BOND BLOUSES  
GLENWEAR BLOUSES  
PATTY WOODARD  
BLOUSES  
BRYN MAWR SHIRTS -  
BLOUSES

### Corsets

H. W. GOSSARD  
MUNSING  
VASSARETTES

### Gifts

THEODORE HAVILAND  
ROSEVILLE  
TIFFIN  
ROYAL HAEGER  
LU-RAY POTTERY  
HEDI SCHOOP

### Dry Goods

Beautiful materials from the looms of America's finest manufacturers. Vogue and Butterick patterns.

### FAMOUS NAMES YOU'LL SOON BE SEEING A LOT OF IN OUR MEN'S DEPT.

ARROW SHIRTS, TIES, Etc.  
HICKOCK JEWELRY  
MUNSING UNDERWEAR  
OSHKOSH OVERALLS  
FREEMAN SHOES  
INTERWOVEN SOX  
KING'S MEN TOILETRIES  
SPORTS CLUB TOILETRIES  
CATALINA KNTWEAR

### Coats

ROTHMOOR  
LEEDS  
FASHION COLONY  
MADEMOISELLE  
VOGUE  
MILLER HALF SIZE  
C. E. CARLSON FUR COATS

### Rayon Undies

WONDER MAID  
BARBIZON

### Knit Undies

VAN RAALTE  
LUXITE  
MUNSING

### Slack Suits

STEIN MFG. CO.  
SUN ROSE  
MARY DEE

### Gloves

VAN RAALTE  
MEYERS  
HANSEN

### Sweaters

SNYDER BROS.  
CATALINA  
SELECT SPORTSWEAR

### Robes

SAYBURY  
MARIE  
KAUFMAN

### Millinery

GAGE  
VICKI  
BETH  
HANLON - SHORTALL

### Stationery

A wide selection of choice papers. Monogramed to your choice.

### Shoes

PEACOCK  
FERNCRAFT  
SELBY SYLE-EEZ  
SELBY ARCH  
PRESERVERS  
SADDLE MASTERS  
GOLD CROSS  
RUSSELL  
SANDLER  
ENNA JETTICK  
PARAMOUNT

### Handbags

KADIN BROS.  
HAMILTON  
GARAY  
DUBLER  
SILVERSTEIN

### Blankets

PENDLETON  
ORR HEALTH  
CANNON  
PURREY  
PORTLAND WOOLEN  
MILLS

### Cosmetics

OLD SPICE  
ESME OF PARIS  
MARIE EARLE  
ELIZABETH ARDEN  
CHEN YU  
REVLON  
OGLVIE SISTERS  
EVENING IN PARIS  
HARTNELL

### Jewelry

JORDAN  
JEWELART  
CORO  
KARET  
ZIEGFELD

