

Falk's Founders' Week SALE

Groceries and Meats

| | | | | | |
|--|---------------|--|------------|-----------------------------|---------------|
| 48 lb. sack hard wheat flour | \$1.39 | Heinz Catsup, large size | 21c | 2 Pound Carton Lard | 35c |
| 3 cans fancy white corn, No. 7 size | 39c | Seven Cent can Peas, good quality, 5 cans | 58c | Creamery Butter, pound | 45c |
| Green String Beans, No. 2 size, 3 cans | 37c | 1 lb. can Maxwell House coffee | 47c | 8 Pound Pail Pure Lard | \$1.16 |
| Large package Post Toasties or Corn Flakes | 19c | 2 lbs. for | 92c | Beef Pot Roast, pound | 20c |
| Solid Pack Tomatoes, 2 1/2 size, 3 cans | 39c | Van Camp Pork and Beans, med. size, 3 cans | 33c | Hamburger, 2 pounds | 43c |
| 3 lb. Caddy Crackers | 39c | Mayonnaise Salad Dressing, 1 pint | 35c | Good Pork Sausage, 2 Pounds | 43c |

Two Hundred Ladies' Newest Summer Hats

A Sample Line of a prominent Hat Maker—only one of a kind—secured for this Event through the cooperation of the Makers at such extreme Price Concessions that we are able to offer them at about Half regular Prices. A Real Opportunity to get your Summer Hat at a Small Fraction of its Worth.

This group consists of Straws, Braids, Visca Crochets and Combinations in close fitting Cloches, Irregular, turn up or draping brims. All the newest Spring and Summer colors. Values to \$5.95. **\$2.88**

This group consists of Hair Braids, Georgettes, Visca Crochets, Straws, all hand trimmed, all in the Season's most popular colors and style. Values to \$7.95. **\$3.99**

HALF PRICE SILK SALE

We are pleased to announce the purchase of a large lot of Corticelli 40 inch All-Silk Printed Plat Crepes and Georgettes at such low prices that we are able to offer this wonderful Bargain.

This season's newest prints and colorings, very desirable for summer frocks.

Now you'll want several dresses at this low price.

\$1.98 values, Yard **99c**

\$2.98 values, Yard **\$1.49**

Half Price Sale Men's Gordon Straw Hats

We were very fortunate in securing for this Sale the Gordon Sample Line of fine Dress Straw Hats. A wide variety of styles and all sizes. We are offering these High Grade Straws right at the beginning of the Season at **EXACTLY HALF PRICE**

Make Your Selection Early

Starting Saturday, May 18th

A Chain Wide Sale, of Fashion-right, Dependable Quality, Wanted Merchandise at Low

MONEY SAVING PRICES

AND WHY—To make many new friends and customers for Falk Stores to honor the Founders of the Falk organization, who so soundly funded this enterprise that it has grown to be one of IDAHO'S GREATEST MERCHANDISING CONCERNS

All Falk-Tingwall Stores join enthusiastically in this event and because of our greater buying power and our Larger Organization can assure our many customers the greatest Values we have ever offered them.

COME-BUY-SAVE

Downstairs Store

| | | | | | | | |
|--|--|--|--|--------------------------------|--|---------------------------|---|
| Ladies' Derby Ribbed Cotton Hose | Pair— 19c | Japanese Parsols Covered with fast color Cretonnes. Ladies, each— 79c | Children, each... 49c | Boy's White Broad-cloth Shirts | Factory seconds. Big Yank. Sizes, 12 1-2 to 14 1-2— 39c | | |
| Boxed Perfume Set Perfume, Talcum Powder, Face Powder and Toilet Water | \$1.29 values—59c | Boy's Fancy Golf Sox | Assortment of attractive plaids—at about half value. Pair— 19c | Burson Sport Sox | Slightly irregular. In fine quality Rayon in all new plain colors. Pair— 25c | | |
| Ladies' Washable Silk RAYON DRESSES | Trimmed with crepe collars and cuffs. Size 14 to 48. \$4.88 values \$2.89 | Oil Cloth | Highly colored table patterns, 54 size. Each— 29c | Tennis Shoes | Big Boys'—Youth's Little Gents' Extra Quality Tennis Shoes. Black sport trim, pebbled toe cap. Special, pair— 69c | | |
| Boy's Dress Shirts | Made of a very good quality—of percale. Sizes 12 1-2 to 14 1-2— 69c | CELONAP Absorbent Sanitary Napkins, 12 in a package. Package— 19c | Heavy IXL 12-Quart MILK BUCKETS | 60c Value 33c | Ladies' Pumps | One-strap and Oxford Ties | Plain and Trimmed. Patent leathers and fine Quality Kids. Founder's Week Special— \$2.49 |
| Youth's Fine Quality TAN OXFORDS | \$3.49 values. Founder's Week Special—\$2.79 | Men's Scout Shoes | Men's brown tan outing Bal, Scout style. Composition sole, Chrome middle sole, rubber heel, clinched, nailed, and sewed Munson last. Founder's Week Special— \$1.89 | Ladies' Patent Pumps | No. 5975—Ladies' One-strap Patent Leather Pump. Trimmed with fancy overlay on toe and quarter. Also center buckle built on a combination last and has a Junior spike heel. 35.95 Value. Founder's Week Special Pair— \$3.49 | | |

Silk DRESSES

Here is an opportunity to buy the Season's Best Merchandise at most Reasonable prices. Dresses of Georgette, Flat Crepe, Wash Silk Taffeta and Prints. Plaques, Flounces, Pleats, Ruffles and Two-piece affairs. Colors are Orchid, Wood Violet, Light Blue, Shell, Pink, Yellow, Tan, Green, Navy, Black. Regular \$15.00 to \$18.00 Dresses. **\$12.55**

Dress COATS

in Tan, Navy, Black, Broadcloth, Flannel and Twills. Some Fur-trimmed, all silk lined. Sizes 16 to 52.

Sport Coats, tailored models in good-looking Tweeds and Mixtures. Some with fur collar, colors are Tan, Green, Blue and Grey. These two groups are our regular \$18.00 values. They are specially priced for Founder's Week at **\$13.65**

| | |
|--|--|
| Patent Pumps | Ladies' Patent Pumps |
| One lot Ladies' Pumps, nice Quality. Soft patent leather. Widths A A A to C. Values up to \$5.95. Special for Founder's Week \$4.49 | No. 5975—Ladies' One-strap Patent Leather Pump. Trimmed with fancy overlay on toe and quarter. Also center buckle built on a combination last and has a Junior spike heel. 35.95 Value. Founder's Week Special Pair— \$3.49 |
| One lot Men's Tan Oxfords built over the new broad toe for fine quality—Golf—Shin—We have all sizes. Values to \$5.00. Special for Founder's Week. \$3.99 | No. 7286—Men's Tan Kid Lace Shoes, straight last. A Wonderful fitting and good wearing shoe. Regular price, \$1.95. Special for Founder's Week \$3.99 |

Bucilla Embroidery Packages

About 150 packages of these very Popular Stamped Embroidery Packages at **1/2 PRICE**

—Special for Kids—

Frozen Lolly Pops

2 to 5 P. M. Saturday **2 for 5c**

EXTRA SPECIAL—All Kids over 15 years old can have one FREE

75 Fine Wash Frocks

Beautiful new Wash Frocks of the better kinds—Very clever styles—Los Angeles made. We bought these fine Frocks at very much reduced reduced prices. Frocks worth \$4.95, \$5.95, and \$6.95. **\$3.95**

| | |
|---|---|
| Men's End of End Madras PAJAMAS | Men's Full Stock Horse-hide Gloves |
| Coat and Pajamas Styles—Worth a Great Deal More. Pair— \$1.00 | Light weight—good fitting for driving or work. \$1.25 values. Pair— 89c |
| Our Entire Stock of Fancy Rayon and Silk | Special Purchase |
| ART PILLOWS | A mill-purchase-of-thousands-of-yards for our chain, enables us to offer a very fine lot of extra quality, 36-inch, fast colored prints in beautiful colorful patterns. 20c value, per yard— 19c |
| EXACTLY HALF PRICE | Men's Ties |
| Men's Golf Hose | Men's Golf Hose |
| Imported knit ties, brought to this company to sell at \$2.00. Another special lot of new Spring silks for Foulard, Georget and Satins, \$1.50 to \$2.00 values— 95c | The Celebrated McGregor Golf Hose in large assortment of beautiful colors and patterns. Values \$1.25 to \$2.00 pair— 95c |

| | | |
|--|---|--|
| Ladies' Imported Kid Dress Gloves | Ladies' Rayon Bloomers | Ladies' Lace Collar and Cuff Sets |
| Centimeter and Sison's Hi-Quality Imported Kid Gloves in a wide variety of colors, trimmings, etc. All one regular \$3.00, \$3.25, \$3.50 during this event— \$2.39 | Fine Quality 42 gauge Rayon in assorted Pastel Colors a One Value Limit one to Customer... 59c | A Special Purchase for this event. Values up to \$1.25. Each 59c |
| | Ladies' New Sterling Finger Rings | Ladies' 12 Momee All Silk Pongee |
| | Well-mounted Sterling Rings with wide range of styles and stone colors. The present vogue large rings. \$1.25 values, each 89c | Bloomers, Slippers and Slips, Each... 99c |
| | Costume Jewelry | Bucilla Stamped Pillow Cases |
| | A Special Purchase of costume Jewelry, containing Pearls, Necklaces, Bracelets, etc. All in new colors... 79c | Ballroom Colored Hosiery and Houselined for lace designs. Per Pair... 99c |

Another Great Semi-Annual Introductory Sale OF FAMOUS Allen A Hosiery Starts Saturday

Regular Stock—Newest Styles at **20% Reduction**

Falk's Supreme HOSIERY

A REAL VALUE-GIVING OPPORTUNITY

Our finest \$2.00 hose—All in regular first-quality in Service and Chiffon weights. Hose that wear. Colors that last. Quality the best because only the finest silks produced are good enough for Falk's Supreme Hosiery, pair—**\$1.39**

Or three pairs **\$4.00**

Men's Suit Sale

One of the Greatest Purchases we ever made of Fine Quality Hand Tailored Clothing makes, we carry in stock at all times.

The manufacturers, to assist us in this Sale, gave us some remarkable Price Concessions. These are all this Season's Suits. No Carry Overs of any kind and made in the finest of hand finished materials, also of beautiful Casimires. Every Suit with two pair pants. Suits that ordinarily sell for \$25.00 to \$50.00.

One Pant Suit... **\$23.95**

Extra Pants **\$4.00**

Eagle Shirt Sale

This Semi-Annual Seasonal Shirt Sale which has been such a phenomenal success in some of our Stores for the past several years is now for the first time introduced in Twin Falls.

200 New Eagle Shirts—style, collar attached or neckband with collar to match. Each shirt as perfect as shirts can be—Materials, Broadcloth, Boulevarde Prints, Kollon Madras, Ang. lishoven, Decortone, etc.

2.50 to \$5.00 Values—Get a year's supply at this Low Price. **\$1.95**

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|--|--|---|
| Men's Hats | Men's Brighton Carl's bad Pajamas | Men's Fine Hosiery |
| We made a very good buy in Men's felt Hats. They are factory imperfect, but in very hard to find the imperfections. \$1.00 to \$5.00 values... \$2.95 | New style English collars, V neck with buttons, bigover without buttons. Both extreme and conservative five patterns. \$2.50 to \$3.50 values... \$1.95 | Purchased at Special Concessions for this Sale. Fancy Rayon stripes and plaids. Fancy top Silk Clocks, etc. 60c to 75c values. Pair... 39c |
| Long Pants | Lumber Jacks | Men's Fine Neckwear |
| Buy the Quality. All-wool in extra good Quality Casimires. Sizes 3 to 18. Regular \$2.95 values... \$2.95 | Buy All-wool, bright colors, heavy weights. \$2.95 and \$3.95 Values... \$1.95 | A Special Purchase of Imported Knit and Silk Ties. Values to \$2.00... 95c |
| Boys' Shirts | Boys' Golf Knickers | Wool Golf Hose |
| A fine Quality Broadcloth Madras, and Percales. Values, \$1.50. Sizes from 6 to 15. A fine garment well-tailored. Sport 89c | Extra Good Quality Golf Knickers. Made with elastic waist band and knee. New Spring patterns. Sizes 6 to 13. \$2.20 values... \$2.49 | Buy Imported, McGregor made. \$1.25 to \$1.50 values. Pair... 69c |

Special Atwater Kent Radios

For this event we are able to offer 1929 Model 42 A C Electric complete with tubes and latest Atwater Kent Clear Tone Speaker—\$132.50 value. Terms if desired.

\$91.00

Visit our Radio Department in Downstairs Store and hear this fine Radio.

FALK-TINGWALL

Men's Odd Pant Sale

This lot of very High Grade odd trousers was purchased at very Marked Reductions from our Regular Clothing House that at the season's end had accumulated a Large Selection of Trousers from Suits.

Fancy Worsted in Greys, Browns, Tans and Mixtures. Sizes 29 to 46 waist. Regular Values, \$7.50 to \$10.00.

\$5.00 Pair

J.C. PENNEY CO.

We Give the Values

That Wise Shoppers Expect
Not Now and Then—But Every Day



Brims Flare . . . Turn . . . or Disappear on These Smart Straws

Hats for Summer

So co-o-o, so comfortable . . . and so smart! You'll like these clever hats so well that you'll want to choose one for every frock you have . . . and the thrifty low prices will enable you to do that very thing, without feeling one bit extravagant! Viscons, hair brays, milans and novelty straws in favored summer shades, with a few in dark colors.

98c

New Spring-Styles! The Usual Savings!

Apron Dresses

As Smartly Styled As They Are Practical

Even the practical house dress knows its style these days—this delightful assortment of new ones for spring and summer includes a variety of different one-piece frocks—surplice closing, vestee effects, with collars and without, contrasting yokes, fancy pockets and piping. Such charming dresses are always ready for "unexpected company."

You Must See Them for Yourself

79^c

Sizes 34 to 44



Absorbent Bath Towels

Double Thread Terry—Soft and Spongy!



Summer's the time you need to have your linen-cloth brimming over with plenty of soft, absorbent towels. The pile seems to disappear as if by magic by the time the whole family has filled its needs! Be prepared with plenty! You'll find these of excellent quality . . . all white, or with colored stripes.

Easy to Afford All You Need at Our Thrifty Low Prices!

18 x 36 Inches 22 x 44 Inches

15c and 25c

"Compass" Work Shirts

Built to "Make Good" on the Job

Made of heavy mercerized blue or grey chambray and khaki jean.

Coat style—easy on and easy off—two button-flap pockets—continuous faced sleeves—triple-stitched bodies.

Sizes 14½ to 17, including slim and extra sizes.



98c

Men's Fancy Pajamas

Of Printed Broadcloth

Fashioned of fine quality broadcloth in a variety of interesting patterns.

Absolutely Fast Color Four Silk Frogs



Cut full for comfort. Shirt-collar or French-neck styles.

\$1.98

Aywon Shaving Needs

Smooth—Cool—Soothing

Finest quality Shaving Cream, Men's Talcum and After-Shaving Lotion in full-size packages. For a cool, refreshing shave use Aywon.



Shaving Cream, tube . . . 25c
Talcum for Men, can . . . 19c
After-Shaving Lotion . . . 25c



A smart one-strap for women of discriminating taste. Patent leather effectively trimmed with brown and pearl leather kid.

\$5.90



One-strap patent leather slipper with oak turn sole and fancy grain trim. Sizes 1 to 5. Dainty and inexpensive!

98c



Sturdy yet attractive one-strap slippers of all patent leathers. Sizes 5½ to 8 . . . \$1.79
Sizes 2 to 3 . . . 1.49



Boys' work or outing shoes. 2½ to 3½ . . . \$1.79
12½ to 2 . . . \$1.69
8, 10-12 . . . \$1.49

Men's 1-Piece Bathing Suits

Bathing Suits

A well-shaped, comfortably fitting bathing suit adds decidedly to the pleasure of your swim. These suits are knitted and finished with special attention to the requirements of proper fit.

Pure Waxed Rib Knit Suits

Good looking, too. Smart stripes or solid colors. Some with knitted collar. Strap shoulder straps.

\$2.98



"Jaciell" Powder

For Lovely Skins

Imparts a clinging fragrance you are sure to like. In warm and cool shades.

39c—69c

"Jaciell" Velour

Powder Puffs

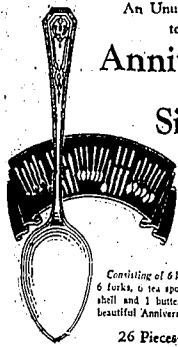
Need a new powder puff? You'll like these, so soft and caressing to your skin! Assorted washed, pink, and colors.

8c

An Unusual Opportunity to Buy Our Anniversary PATTERN

Silverware Set

at \$7.90



Consisting of 6 knives (stainless steel blades), 6 forks, 6 tea spoons, 6 table spoons, 1 sugar shell and 1 butter knife. The design is our beautiful Anniversary Pattern.

26 Pieces—Service for Six

Thousands of Women

Never Bother About Going To "Special Sales"

Often it is not convenient to leave their work and get down town early before the best of the advertised articles are gone. Then, too, sad experience has taught them that frequently the merchandise is the wrong shade or size and their shopping time is wasted.

We Are The Store of The Thrifty

They prefer to buy where they are assured of "lowest prices every day," not just once in awhile. A J. C. Penney customer can shop at any time that is convenient—can select what she wants, when she wants it, with the comfortable feeling that it is priced as low as sale prices elsewhere.

That our policy is appreciated is clearly evidenced by our rapid growth!

Take a Swim And Get a Smart Coat of Tan!



The low back assures a smart coat of tan that will go with any evening frock! All wool and comes in a selection of plain colors.

\$3.98



Patent leather with fancy trimming of blue, gold and red kid.

Sizes 12 to 2 . . . \$2.60
Sizes 8½ to 11½ . . . 2.19
Sizes 5½ to 8 . . . 1.79

New Rayon Underwear

in Smart Tailored Styles

Rayon vests and bloomers are proving a popular underwear mode this Spring. Chemises, too, find favor. These rayon undies are splendid values!

Vests, 49c and 79c Bloomers, 98c
Chemise, 98c

Cretonnes for Summer

Are Gay and Colorful

So many patterns for your choosing! Gay ones, conservative ones . . . to suit your preference. And low-priced to please the thriftest purses! Yard—

15c to 49c



Solid Comfort

And Smartness, Too!



A most desirable combination is found in these Black Kid arch-support Oxfords, which are easy on the eye . . . the foot . . . and the purse as well!

\$3.98

A New Shade

"Lido Sand"



For beautiful and formal simplicity change this graceful shoe in the new color, "Lido Sand." A clever Two-Strap effect.

\$3.98

Shiny Patent

Is Always Smart!



You may always be sure of being appropriately shod for just any time or place if you choose shoes of patent leather. These are smart . . . and moderately priced!

\$3.98

"Pen-a-Tox" Tooth Paste

Our new brand. Try a tube. You'll like it!

25c

Men's Suspenders

For Dress

Chris back style, 38 inch and 42 inch lengths.

49c

"Penimaid"

Spool Silk

Spool silk thread—20 yard spool.

6c

WEEKLY MAGAZINE PAGE FOR CHILDREN

Don't Blame Weather Conditions for Your Sore Throat

COLD TOO OFTEN IS CAUSED BY NEGLIGENCE

Inflamed Throat, One of the Common Ailments, Is Traceable in Most Cases to Sluggishness of the Intestinal Tract, Says Dr. Copeland.

By ROYAL S. COPELAND, M. D.
United States Marshal at Large,
Former Commissioner of Health, New York City.

ONE of the most common of human afflictions is sore throat. Many persons cannot get wet or expose themselves to the weather without an attack.

I doubt exceedingly if climatic and weather conditions are tremendously important factors in the development of sore throat. There are other causes which must not be overlooked.

Nine times out of ten a careful study of the case will show some violation of the rules of good hygiene. For the particular case mentioned above, the following conditions may be traced to the cause of the ailment.

It is a fact that must follow as a matter of course that overeating, abuse of the stomach by the taking of rich foods, and all the other things which are capable of producing indigestion, may be the background of a cold. If you go away on a visit and your friends feel something under the skin, you are not likely to have a sore throat is merely one of the symptoms.

The veins that carry the blood from the lining membrane of the throat to the bowels run almost directly to the bowels. They are the veins which we call the portal circulation. These large vessels go to the liver and that organ is supposed to filter out the bacteria and poisons which have developed in the intestinal tract.

Let us assume, for the sake of argument, that the intestinal tract is usually an accomplice of every sort of sore throat. If this is true, it must follow as a matter of course that overeating, abuse of the stomach by the taking of rich foods, and all the other things which are capable of producing indigestion, may be the background of a cold.

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The May Queen

By Madge Ceyer



"I'm to be Queen of the May, Mother, I'm to be Queen of the May." Do you remember the old poem, and how it thrilled you to death every year?

Lighten Kitchen Tasks by Selecting Right Tools

By Eleanor Ross

WHAT is the catch? It's easier to peel after slicing some of the vegetables. That is a simple trick of housework. When you are peeling, you are peeling. When you are slicing, you are slicing.

If I Were a Man

By Jill

I WOULD BE pretent to know all about women. I would be cynical and disillusioned at 21, and try to give their wags were to me an open book.

The Stars Say

For Tuesday, May 7.

By CELESTINE KEARNEY
DATE of great opportunity and important operations is forewarned by the interesting chain of planetary mutations.

Protecting Beauty at the Seashore

By Josephine Huddleston

With the bathing season at hand Miss Huddleston Offers a Make-Up Formula Which Will Withstand the Ravages of Sun and Waves.

IT'S almost beach time and this year all of us must anticipate what we'll need to protect our skins from over-exposure as well as plan our beach wardrobe and beauty kit.

Advice to Girls

By Annie Laurie

DREAM ANNE LAURIE
I'm a young man and I go with young men one year my senior. We have each other's names on our hearts.

Home-Making Helps

By Eleanor Ross

What is the catch? It's easier to peel after slicing some of the vegetables.

If I Were a Girl

By Jack

I'D like to get the hang of it. I'd like to get the hang of it. I'd like to get the hang of it.

Good-Night Stories

By Max Trefl

My Punch Has Shrapnel! Oh, Yes, Indeed!

A S MUG, Flor, Hank, Sam and Kevie—the five little animals, children with the turn-of-mind—approached Mr. Punch, who noticed that he was being nosed by the five little animals.

Love's Awakening

By Adele Garrison

Mrs. Tice's love to the humored little child before she will join in the family's plans.

Words of the Wise

Musik to the real universal speech of mankind. —Witcher. Still come so slow, and so fast doth by. —Dante.

Answers to Health Questions

ANNIE'S MAM. Q.—What should a mother do for a 27-year-old girl?

A Fashion Model's Diary

By GRACE THORNTON

She Talks About a Terrible Experience. Mother's Day and my very own mother's birthday.

Gray Tweed Ensemble With Blouse of White Crepe

The one I have in mind—and which I know you are becoming a crazy enthusiast of—is a gray ensemble, consisting of a jacket and a skirt.

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