

ENTIRE STOCK OF MEN'S AND WOMEN'S SHOES REDUCED IN PRICE—MAIN FLOOR

Double Trading Stamps Given Today With Cash Purchases in All Departments



Odd Lot of Curtain Samples
Basement—Unlucky Friday Sale of many odd curtains in assorted patterns. White 25c and cream. Full length. Priced, each 25c

The Standard Store of the Northwest
Olds, Wortman & King
Reliable Merchandise—Reliable Methods

Mazola Oil \$2.00 Gallon
Model Grocery, Fourth Floor—Unexcelled for shortening. Delivered only with \$2.00 other grocery purchases. Gallon



Lower Price Offerings From All Sections of the Store for—

Table Napkins 6 for \$1.95
Main Floor—Mercerized Damask Napkins—hemmed, ready for use. Limited quantity only. Special, 6 Napkins \$1.95—5000 yards best quality Percales in light and dark colors. Special, a yard 25c

“UNLUCKY FRIDAY”

Outing Flannels 39c Yard
Main Floor—Splendid heavy quality Outing Flannels in a choice assortment of desirable patterns and colors for night gowns, pajamas, shirts, etc. Full 36 inches wide. Specially priced for Unlucky Friday, yard 39c

Unlucky for Those Who Stay Away — But Lucky for Those Who Come — Share in These Notable Sales for Unlucky Friday

UNLUCKY FRIDAY SALE NO. 1
\$12 to \$25 Imported Ribbons \$5.95 and \$8.95
Great Special Purchase and Sale
—These beautiful Ribbons have just arrived and will be shown for the first time Friday. The most important sale of its kind we have ever announced! Heavy rich Metal Ribbons and Silk Ribbons in a large assortment of patterns and colorings. Suitable for bags, girdles, vests, bodices, etc. Exquisite gold and silver effects and combination colors of brown, taupe, jade, cerise, turquoise, lavender and orchid. Ribbons of standard \$12.00, \$14.50, \$16.50, \$20.00, \$22.50, \$25 grades at \$5.95 to \$8.95 per yard.

Satin Ribbons 1/2 Price
Main Floor—All-silk Satin Ribbons in a good assortment of odd colors. Narrow and medium widths. Regular prices 12c to 85c—on sale Unlucky Friday at 6c to 43c yard.

Velvet Ribbons 1/2 Price
Main Floor—Imported Colored Velvet Ribbons in many good colors. Numbers 16 up to 40. Look these over, perhaps just the shade you want is in the lot—HALF PRICE.

75c to \$1.00 Ribbons at 65c
Main Floor—Fancy Hairbow Ribbons in floral and brocaded effects. Pink, blue, open, maize and combinations of different colors. Extra heavy quality. An opportune time to buy holiday ribbons. Regular 75c, 85c and \$1.00 grades—specially priced for today's selling—the yard

RAINBOW RIBBONS

SALE NO. 2
\$1.00 Gloves 50c
Main Floor—Women's first quality Cashmerette Gloves at half price for Unlucky Friday. Medium heavy weight and very serviceable for shopping and utility wear. 50c Gray, olive, black. \$1 gloves 50c

SALE NO. 9
\$2.48 Felt Slippers \$1.98
Buy Now for Gifts
Main Floor—Women's Felt Juliets with leather soles and heels. Ribbons or plush trimmed. Red, green, blue, black, wine, gray or brown. Full range of sizes. Regular \$2.48 \$1.98 Slippers—on sale for one day at \$1.98

Women's \$16.00 Boots \$10 a Pair
Main Floor—All-black Suede Laced Boots with medium toe and military heels. In \$10 several famous makes. \$16 grades at \$10

\$16.50 Kid Boots, Special \$10 a Pair
Main Floor—Brown or black Kid Laced Boots with military heels, and many other styles. Short lines, but best of makes. Regular \$16.50 \$10 Boots. Take advantage of this notable sale. Unlucky Friday, pair \$10

SALE NO. 12
\$5 Sweaters \$3.19
Main Floor—Men's Sweaters in slip-on styles. Good range of desirable colors in various combinations. Winter weights. Sizes 36 to 42. These are of a well known make and are regular \$5.00 values. Special at \$3.19

Men's \$2.50 Shirts At \$1.19
Main Floor—Men's Outing Flannel Work Shirts in Oxford and khaki colors. Coat style with military collar. Regular \$2.50 \$1.19 grade. Priced special at \$1.19

SALE NO. 3
\$1.25 Door Mats 98c
Third Floor—Cocoa Door Mats—\$1.25 grade—one day—Japanese Matting in fancy patterns. Regular 50c quality, 36 inches wide. On special sale 39c Unlucky Friday at—the yard

SALE NO. 10
Hair Nets \$1.15 Doz.
Notion Dept., 1st Floor—Cap shape human hair nets of guaranteed quality. Full size. Regular price 15c. On sale Unlucky \$1.15 Friday, special, dozen

—Steel Scissors, 7, 7 1/2, 8-inch sizes. Bent or straight. Sold \$1 as "seconds." Special, each

—Spool Silk in all colors—50 yards to the spool—doz. 75c

SALE NO. 13
Women's Waists \$4.98
—Values to \$14
Second Floor—Georgette Crepe, Net, Crepe de Chine and Lingerie Waists. These are from lines selling earlier in the season up to \$14.00. Long and short sleeves. Many beautiful models to select from but only a few of \$4.98 each style. Special at \$4.98

Dress Skirts \$5
Second Floor—Only 23 Dress Skirts in this lot. Georgette Crepe, Baronette Satin, Wool Jersey, Wool Plaids and Crepe de Chine. Gathered and sport models. Several colors. Values \$5 to \$18.50—special at \$5

\$6.50 Corduroy Robes \$3.99
Second Floor—Women's Corduroy Robes in slip-on and coat styles. Collarless, short sleeves, tie sash. Cerise, open and wisteria. Regular to \$6.50 values—specially priced for today's selling, at only \$3.99

SALE NO. 4
Food Choppers \$2.39
—Universal Food Choppers in family size. Cuts all kinds of raw or cooked meats, vegetables, fruits, etc. Coarse or fine. Special for Unlucky Friday's sale; only \$2.39

SALE NO. 5
\$3 Georgette Crepes \$1.95
\$2.50 Georgettes at \$1.49
Lace Department—Georgette Crepe of dependable quality. All-silk, double twisted thread—the kind that gives such good service. Choice of 25 shades. Regular \$3.00 \$1.95 Crepes, on sale today at \$1.95

—Good quality Georgette Crepe in an excellent assortment of wanted colors. This is the grade sold heretofore at \$2.25 and \$2.50 the yard. On special sale Unlucky \$1.49 Friday at, the yard, only

—Double Stamps Given With Cash Purchases

SALE NO. 6
\$4 Hair Curls At \$2.50
Second Floor—Cluster Hair Curls—the newest style for evening hair dress. Regular \$4.00 grade \$2.50—specially priced today at \$2.50

—\$4.00 Ear Puffs, special at \$2.50

—Child's Hair Binders, two for 25c

SALE NO. 11
Regular \$6 Satin Francaise \$3.34
Main Floor—Genuine Satin Francaise in black, white and full range of colors. Regular price \$3.34 \$6.00—special, the yard

—4.50 Satin Etoile in light and dark colors, black and white. 36-inch, yard \$2.79

SALE NO. 7
Boys' Overcoats Now \$6.95
Sizes Range From 11 to 18
Main Floor—Boys' Winter Overcoats of heavy tweed. Belted-back styles with patch pockets. On sale \$6.95 Unlucky Friday, special \$6.95

—Odd lines Boys' Winter Overcoats. Belted styles with convertible military collars. Dark colors. Values to \$18.50. \$11.85

SALE NO. 8
Stamped Night Gowns \$1.50
Regular Selling Price \$2.50
Bargain Circle, Main Floor—Women's made and stamped Night Gowns greatly reduced in price for Unlucky Friday. Round, square and V necks. Made with French seams. Very attractive designs. These are \$1.50 regular \$2.50 values. Made of fine quality material. Special at \$1.50

You'll Be Unlucky If You Miss Them

—Additional Offerings for Unlucky Friday—

You'll Be Unlucky If You Miss Them

\$12 to \$20 New Fall Hats
\$10
—A phenomenal underprice offering that will be of special interest to every woman who has put off buying her winter hat. Beautiful new models in Trimmed and Tailored effects—an especially good showing of the new Sailors in haters' plush, vealour and beaver. Also turbans, tricornes and the large dressy styles trimmed with ostrich, bows, ribbons, flowers, etc. Black and all the best colors are represented. Don't fail to see these first thing this morning. \$12.00 to \$20.00 Hats \$10

Millinery Salons, Second Floor

Women's Hand Bags \$3.50
Main Floor—Women's Velvet and Silk Handbags in latest styles. Some are fitted with inside coin purse and large mirror. \$3.50 Asst. colors. Special at \$3.50

Novelty Beads One-Half Price
Main Floor—Large assortment of Novelty Bead Necklaces—all lengths and colors—at 1/2 Price.

—Bar Pins and Brooches in assorted styles on sale at 1/2 Price.

\$6 Ivory Set \$4.50
—Imitation White Ivory—\$3.00 Hair Brush—\$2.50 Hand Mirror—50c Comb—total retail value \$6.00—Special at \$4.50

Notion Special—Sure-Fit Snap Fasteners—all sizes, black or white. Regular 10c value for 5c

20c and 25c Handkerchiefs Special 15c
Main Floor—Women's Sample Handkerchiefs of fine sheer quality materials. White and colored corner embroidery in neat attractive designs, 1/4 and 1/2-inch hems. Handkerchiefs of splendid 20c and 25c values. 15c Unlucky Friday you may buy them for only

—Women's 35c Handkerchiefs with white and colored flower and bird designs in pastel shades. Some 25c with open-work designs. Specially priced at only

Handkerchiefs 5c and 7c
—Women's and Children's Handkerchiefs with white and colored one-corner embroidery and fancy stitched edges. Each 5c

—Plain Handkerchiefs of good quality material. Neat hemstitched border. Very desirable for school children. Special, at 7c

Sale of Children's Underwear At HALF PRICE
Main Floor—Children's Silk-and-Wool Underwear in a great one day sale at half price. Vests, Pants and Union Suits in the famous Carter make. These have slight imperfections but are good as "firsts" as far as service goes.

—\$8.00 Silk-and-Wool Underwear, priced special at	\$4.00	—\$10.00 Silk-and-Wool Underwear, priced special at	\$5.00
—\$8.50 Silk-and-Wool Underwear, priced special at	\$4.25	—\$10.50 Silk-and-Wool Underwear, priced special at	\$5.25
—\$9.00 Silk-and-Wool Underwear, priced special at	\$4.50	—\$11.00 Silk-and-Wool Underwear, priced special at	\$5.50
—\$9.50 Silk-and-Wool Underwear, priced special at	\$4.75	—\$11.50 Silk-and-Wool Underwear, priced special at	\$5.75

Basement Sale Trimmed Hats \$2.98
Basement—Extra special offering for Unlucky Friday in the Basement. Women's Trimmed Hats in a great variety of smart, up-to-date models: Banded Hats trimmed with chenille novelties, gold and silver effects. Values \$2.98 in this lot \$5.98. Special \$2.98

100 New Tams Special \$1

50c Brassieres 39c Basement Sale
—Randaen Brassieres of fancy pink mesh. Front and back fastening styles. Sizes 34 to 44. Special for this sale 39c

Sleeping Garments At \$1.49
Basement—Children's Sleeping Garments of heavy grade outing flannel. Made with feet, \$1.49 sizes 2 to 8. Special at \$1.49

—MEN'S Black Cashmerette Hose with gray heel and toe. Sizes 10 to 11 1/2, four pairs for \$1

Sale of Sheets Main Floor
Main Floor—Bleached Sheets of standard make, size 63x90 inches. Special

—Bleached Sheets, size 81x90 inches, special at	\$2.40
—Bleached Sheets, size 81x99 inches, special at	\$2.65
—Bleached Sheets, size 81x108 inches, special	\$2.90

Sheetings Reduced
—Unbleached Sheetting, 72 inches wide; per yard 75c

—Unbleached Sheetting, 81 inches wide, per yard 85c

\$7.00 Coatings at \$5.25 Yd.
\$3.50 Tweeds Special \$2.89
Main Floor—Heather Polo Coatings in all the new and wanted colorings. \$6.00 grade—54 inches \$4.25 wide. Friday special at \$4.25

—\$7.00 grade—54 inches \$5.25 wide. Friday special at \$5.25

—\$1.50 Printed Venetian, for Coat Lining, 33 inches wide—on sale at \$1.19

Main Floor—Heavy Coating Tweed—made right here in Oregon. 56 inches wide and standard \$3.50 quality. Can be used without lining. On sale Friday at the \$2.89 low price of only, yard

\$15 Wool Sweaters \$7.98
\$6.50 Smocks Special \$3.98
Second Floor—Women's Wool Sweaters in sport coat, flare, slip-on and tuxedo styles. Light, medium and heavy weights. Plain or fancy weaves. Good range of \$7.98 colors. Values to \$15—at \$7.98

Second Floor—Women's Smocks of cotton crepe and poplin in several pretty styles. Trimmed with wool embroidery and contrasting materials. Novelty colors. All \$3.98 sizes 16 to 42. \$6.50 values

\$8.50 Blankets At \$6.85
Third Floor—Large Double Blankets of fine gray wool with striped border across ends. These weigh full 5 pounds. Regular \$8.50 \$6.85 grade priced special

—BED PILLOWS filled with sanitary feathers and covered with fancy striped ticking. \$3.45 Regular \$4.50 grade, pair

\$50 Bed Outfit \$33.75
Fourth Floor—Ivory Enameled Steel Bed in attractive design with high-grade spring and felt mattress—total retail value of this \$33.75 outfit is \$50.00. On sale \$33.75

Laces 1/4 to 1/2 Off
Main Floor—Here is a wonderful opportunity to buy the finest of Laces at worth-while savings. Odd Bands, Flouncings and Edges in beaded, metal and silk embroidery designs. Laces suitable for dresses, gowns, camisoles, millinery, fancy work, etc. Take advantage of this sale and select dainty laces at savings ranging from 1/4 to 1/2.

Castile Soap—Large Bars 98c
Drug Department, Main Floor—Spanish Castile Soap in the large size bars you have been paying \$1.50 for. Each bar weighs 2 1/4 pounds. Sold only in full size bars—no cuts. On sale for Unlucky Friday at 98c bar.