

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

Double Trading Stamps Tomorrow With Cash Purchases In All Depts.



Curtain Samples
25c Each
Basement—Unlucky Friday sale of odd curtains in assorted patterns. Shown in white and cream. Full length curtains on special sale at, each only 25c

The Standard Store of the Northwest
Olds, Wortman & King
Entire Block—Morrison, Tenth, West Park and Alder Streets

Mazola Oil
\$2 Gallon
Model Grocery, Fourth Floor—Unexcelled for shortening and cooking purposes. Delivered only \$2.00 with other grocery purchases. A gallon for \$2.00



Lower Price Offerings From All Sections of the Store For

“UNLUCKY FRIDAY”

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—brown, taupe, jade, cerise, turquoise, lavender, orchid, etc. \$12, \$14.50, \$16.50, \$20, \$22.50, \$25 values \$5.95 to \$8.95 yard.



RAINBOW RIBBONS

Satin Ribbons Half 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 from 6c to 43c the yard.

Velvet Ribbons Half 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. On sale at JUST HALF PRICE

75c to \$1.00 Ribbons at 65c

Main Floor—Fancy Hairbow Ribbons in floral and brocade effects. Pink, blue, open, maize and combinations of different colors. Extra heavy quality. 65c An opportune time to buy holiday ribbons. 75c and 85c grades, a yard

SALE No. 2

\$1.00 Gloves At 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 glove

SALE No. 3

\$1.25 Door Mats At 98c

Main Floor—Cocoa Door Mats. \$1.25 grade, one day Japanese Matting in fancy patterns. Regular 50c quality. 36 inches wide. On special sale for Unlucky Friday at, a yard 39c

SALE No. 9

\$2.48 Felt Slippers at \$1.98
—Buy Now for Gifts

Main Floor—Women's Felt Julietts with leather soles and heels. Ribbon or plush trimmed. Red, green, blue, black, wine, gray or brown. In a full range of sizes. Our regular \$2.48 Slippers, special for one day at \$1.98



Women's \$16 Boots \$10 a Pair

Main Floor—All-black Suede Laced Boots with medium toe and military heels. In several famous makes. \$16 grades \$10.00

\$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. Boots on very special sale for Unlucky Friday at, the pair, only \$10.00

SALE No. 12

Outing Flannels 39c Yard

Main Floor—Splendid heavy quality Outing Flannel in a choice assortment of desirable patterns and colors for night gowns, pajamas, skirts, etc. 39c Full 36-inch. Unlucky Friday special, yard 39c

\$5 Sweaters \$3.19

Main Floor—Men's Sweaters in slipon styles. Good range of desirable colors in various combinations. In Winter weights. Sizes 36 to 42. These are of a well-known make and are \$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. \$2.50 grade. Special \$1.19

SALE No. 13

Women's Waists \$4.98

—Values to \$14.00



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 each style. \$4.98 Unlucky Friday at \$4.98

Dress Skirts \$5

Second Floor—Only 23 Dress Skirts in this lot. Georgette Crepe, Wool Jersey, Baronette Satin, Wool Plaids and Crepe de Chine. Gathered and Sport models. Several colors. Values to \$18.50. \$5.00

\$6.50 Corduroy Robes at \$3.99

Second Floor—Women's Corduroy Robes in slipon and coat styles. Collarless, short sleeves, tie sash. Colors cerise, open and wisteria. The values range up to \$6.50. On special sale for Unlucky Friday at \$3.99

SALE No. 4

Food Choppers \$2.39

—Universal Food Choppers in family sizes. Cut all kinds of raw or cooked meats, vegetables, fruits, etc. Coarse or fine. Special for Unlucky Friday \$2.39

SALE No. 5

\$3 Georgette Crepes at \$1.95
\$2.50 Georgettes \$1.49

Lace Dept.—Georgette Crepe of dependable quality. All silk, double twisted thread, the kind that gives such good service. Your choice of 25 different shades. Regular \$3.00 crepes, special at \$1.95

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

—Double Stamps With All 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. Specially priced \$2.50

—\$4.00 Ear Puffs special at \$2.50

—Child's Hair Binders at 2 for 25c

SALE No. 10

Hair Nets \$1.15 Doz.

Notion Dept., 1st Floor—Cap-shape Human Hair Nets of guaranteed quality. Full size. Regular price \$1.15 15c. On sale, special, dozen \$1.15

—Steel Scissors, 7, 7 1/2, 8 inch sizes. Bent or straight. Sold as \$1.00

“seconds.” Special at each \$1.00

—Spool Silk in all colors, 50 yards to the spool, a dozen for 75c

SALE No. 11

Regular \$6 Satin Francaise \$3.34

Main Floor—Genuine Satin Francaise in black, white and a full range of colors. Regularly priced at \$3.34 \$6.00. Special now at, yard \$3.34

—\$4.50 Satin Etolle in light and dark colors, black and white. 36 inches wide. Special, yard \$2.79

SALE No. 7

Boys' Overcoats at \$6.95
Sizes Range From 11 to 18

Main Floor—Boys' Winter Overcoats of heavy tweed. Belted back styles with patch pockets. On special sale Unlucky Friday \$6.95

—Odd lines Boys' Winter Overcoats in belted styles with convertible military collars. Dark colors. Values to \$18.50 at \$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. \$2.50 gowns special \$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 a 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 hatter's plush, velour 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 Friday \$10.00 morning. \$12 to \$20 Hats special \$10.00

Millinery Salons
Second Floor



Women's
Handbags \$3.50

Main Floor—Women's Velvet and Silk Handbags in latest styles. Some fitted with inside coin purse and \$3.50 large mirror, asstd colors

Novelty Beads Half Price

Main Floor—Large assortment of Novelty Bead Necklaces, all lengths and colors, on special sale Friday 1/2 PRICE

—Bar Pins and Brooches in assorted styles on special sale now 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; on special sale Friday at only \$4.50

NOTION SPECIAL—Sure-Fit Snap Fasteners—all sizes, black or white. Regular 10c value, on sale at 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 reduced for Unlucky Friday selling to, each 15c

—Women's 35c Handkerchiefs with white and colored flower and braid designs in pastel shades. Some with open-work design. Special for Friday, each 25c

Handkerchiefs 5c and 7c

—Women's and Children's Handkerchiefs with white and colored one corner embroidery and fancy stitched edges. Special at, each 5c

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

\$7.00 Coatings \$5.25 Yard
\$3.50 Tweeds \$2.89

Main Floor—Heather Polo Coatings in all the new colorings now on sale. \$6.00 grade, 54 inches \$4.25

—Friday special price \$5.25

—\$7.00 grade, 54 inches \$5.25

—Friday special price \$2.89

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

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. Braided Hats trimmed with velour ribbons, Plush sailors with velour rims, hats trimmed with chenille novelties, gold and silver effects. Values in this lot up to \$5.98. Special \$2.98

100 New Tams
Special \$1.00

Basement Sale 50c Brassieres 39c

—Bandeau Brassieres of fancy pink mesh. Front and back fasten 39c

ing styles. Sizes 34 to 44, at 39c

Sleeping Garments At \$1.49

Basement—Children's Sleeping Garments of heavy grade outing flannel. With white feet. \$1.49

—MENS Black Cashmerette Hose with gray heel and toe. \$1.00

Sale of Sheets —Main Floor

Main Floor—Bleached Sheets of standard make. Size 63

x90 inches. Special price \$1.90

—Bleached Sheets, size 81x90 inches, special \$2.40

—Bleached Sheets, size 81x99 inches, special at \$2.65

—Bleached Sheets, size 81x108 inches, special \$2.90

Sheetings Reduced

—Bleached Sheetting, 72 inches wide. On sale, yard 75c

—Bleached Sheetting, 81 inches wide. On sale, yard 85c

Children's Underwear 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.” We also include many odd garments of other makes in this remarkably special offering. But SHOP EARLY!

—\$8.00 Silk-and-Wool Underwear, specially priced at \$4.00

—\$8.50 Silk-and-Wool Underwear, specially priced at \$4.25

—\$9.00 Silk-and-Wool Underwear, specially priced at \$4.50

—\$9.50 Silk-and-Wool Underwear, specially priced at \$4.75

—\$10.00 Silk-and-Wool Underwear, specially priced at \$5.00

—\$10.50 Silk-and-Wool Underwear, specially priced at \$5.25

—\$11.00 Silk-and-Wool Underwear, specially priced at \$5.50

—\$11.50 Silk-and-Wool Underwear, specially priced at \$5.75

\$8.50 Blankets At \$6.85

Third Floor—Large Double Blankets of fine gray wool with fancy stripes across ends. These weigh full 5

pounds. \$8.50 grade priced \$6.85

—BED PILLOWS filled with sanitary feathers and covered with fancy striped ticking. Pair \$3.45

\$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 outfit \$50.00. On Sale Friday \$33.75



Sale of Laces 1/4 to 1/2 Off

Main Floor—Here is a wonderful opportunity to buy the finest 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, select dainty laces at savings of 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 1/2 pounds. Sold only in full sized bars—no cuts. Friday 98c a bar.