

UNIVERSAL DAY OF BAD LUCK

In All Ages Friday Has Been Considered a Period of General Ill Omen.

The French call Friday "Vendredi"—Venus day. Scandinavians regard Friday as the luckiest day of the week.

Our ancestors believed that eggs laid on a Friday would cure colic. "Friday face" still lingers as a term of reproach for a sour-visaged person. Friday is the United States' lucky day. Columbus discovered land on that day; the Pilgrims landed on a Friday, and Washington was born on a Friday.

The "unluckiness" of Friday owes its origin, of course, to our Lord Jesus Christ's death on Good Friday.

Friday marriages are "for losses," and superstitious couples who are getting married avoid this day.

Shipping returns of all countries show a much lower sailing rate on Friday than on any other day of the week.

The Talmud, the book containing the civil laws of the ancient Jews, says that Adam was created on a Friday, sinned on a Friday, and was thrust out of Eden on a Friday.

VICTORY MATTER OF COURSE

American Advantage in Battle Obvious to the Most Casual Observer of Events.

One of the great assets on the side of the United States in any war is the complete and unbounded confidence of all the people—soldiers and civilians—that we are going to win. No one for a moment has any doubt about that. Some of us feel that we may have to pay a heavy price, but most of us will feel also that it is going to be worth all that it costs.

It is to be noted that this sense of confidence that fills the hearts of the people is not the overconfidence by which great battles are sometimes lost, but rather the consciousness of being in the right and of having the mental and physical force to uphold that right for our own sakes and for the sake of the world. This calm confidence is unquestionably a great American advantage.

The magnificent showing that has been made and always will be made by the American soldier boys thrills the hearts of all loyal citizens. It is inspiring and it warms the heart—but it was not unexpected.

Nature Study.

In the study of nature do not try to teach too much in one lesson. Notice first the characteristic features and qualities of whatever is under discussion; let the child examine the object if possible; remember that children are more interested in what things do than in their form.

Let the child examine a little plant, seed and all. Lead him to observe that it does something. It pushes its roots and its stem up; it eats and drinks, breathes, sleeps and wakes. It makes things: Leaves and flowers, seed and fruits. Incidentally, notice the form and color that these activities give to each individual plant.

Nature study need not be dull or difficult; it provides plenty of life and action. It is mostly our own interest that is dead, or our senses that need quickening.

Grasp a few fundamental principles and nature study in the home, in the kindergarten and in the school, will become the children's delight, the teacher's friend, and occupation for the nursery to help start the youngsters in busy work, a daily delight when walking out.

Napoleon's Horses Trained.

Extraordinary were the precautions taken that Napoleon should never appear at a disadvantage on horseback. The emperor was not a first-class horseman, and his horses were always thoroughly broken in. Here is a description of the methods employed:

"They were trained to remain perfectly steady under tortures of every description; to receive blows about the head; drums were beat, pistols and crackers fired in their ears, flags waved before their eyes, clumsy packages, and sometimes even sheep and pigs, were thrown between their legs.

"None of the animals were deemed sufficiently trained till the emperor could, without the least difficulty, pull them up short at full gallop, which was his favorite pace."

Taking Notes.

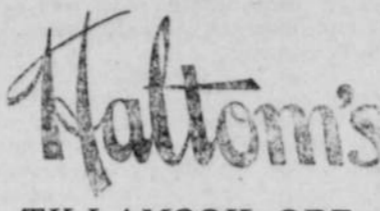
When you take notes let them be brief, sharp, in open order, so a glance will give you a bird's-eye view of your whole scheme. For instance: "John J. Jones—ex-mayor—38 automatic—9 a. m.—3456 Wabash—ill-health—12—born Springfield, O.—Cornell—Country Club, Golf Club—\$100,000—wife, Maria; children, Mary, John, William—Sunday 2 Trinity—Mt. Evergreen." Make your copy fast, devoid of deadwood like "that" and "which." Pick your own shorthand. For instance, "Nw tm all gd me cm aid prty," or "sldr, blln, dvn, emfg trnsprt, Ksr. bleship, arpin."—A. S. Paine in Pep (Cleveland).

Memorials of the Famous.

Interesting memorials have been sold at Plas Newydd, Llangollen, North Wales. Included amongst the unique contents of the old house were memorials of the Duke of Wellington, Madame de Genlis, Southey, Wordsworth, Lord Edward Fitzgerald, and many other famous personages with whom the "Ladies of Llangollen" were contemporaneous.

**The Fitter the Fighter
The Faster the Finish.**

The United War Work Campaign Drive (November 11th to 18th) is for funds to help make our boys fitter to finish what they have begun. They must have the things that make for fitness and morale. *Give Double.*



TILLAMOOK, ORE.

**Make a Soldier Happy
And You Help a Soldier Fight.**

Seven Organizations Y.M.C.A.—Y.W.C.A.—Jewish Welfare Board—National Catholic War Council K. of C.—American Library Association—Salvation Army—War Camp Community Service, Appeal to you to help. *Give Double.*

If You are a Patriotic Citizen You Will

Do Your Xmas Shopping this Month.

**The Government Urges
the Giving of Only
Useful Gifts
for Christmas**

In accordance with the Governments' desire along these lines this store has assembled a magnificent selection of Gift articles and wearables that will surely be appreciated by the recipient. We mention briefly only a few items:—

LADIES' UMBRELLAS

Utility and fancy styles in plain black, plain colors and novelties. Plain and fancy handles some detachable \$3.50 to \$10.00

LADIES' SILK HOSE

Phoenix Silk Hose, and other brands in pure thread silk in all the most fashionable colors and sizes 8½ to 10½ \$1.00 to \$2.50

LADIES' SILK WAISTS

Crepe de Chine and Georgette Crepe Waists in the loveliest of pastel shades and styles that are absolutely the very latest to choose from at very modest prices. All sizes - - \$4.50 and \$6.45

GIFT LINENS

A most noteworthy showing of desirable Linens imported from Great Britain. Table Cloths, Sets, Runners, etc., at wonderfully low prices for such lovely qualities.

GIFT TOWELS, Etc.

The selection of Gift Towels and Bath Mats comprises some beautiful qualities in pretty styles and colorings. Priced very modestly.

CREPES DE CHINE

40 inch wide all silk Crepes de Chine in about 25 lovely shades for Party Dresses, Waists and Negligees. Good heavy quality. Per yard - - \$1.98

GEORGETTE CREPES

An exceptional showing of these beautiful and very fashionable silks in a wide selection of colors. They are 40 inches wide and firm even weaves. Price Per Yard - - - - \$2.69

DRESS SILKS

The selection of Gift Silks this year surpasses any we have ever offered. There are lovely Duchess Satins, Lustrous Dress Messalines, beautifully Chiffon Taffetas and a wide selection of weaves in Black Silks. Prices from per yard - - - - - \$2.19

NOVELTY SILKS

36 inch wide Novelty Silks in the New Serge Weaves, Chiffon Taffetas and Messalines, are offered for gift purposes in an extraordinary wide and varied selection. We urge you to see these without delay. Priced per yard from - - - - - \$2.49

HANDKERCHIEFS

Linen, Lawn or Silk Handkerchiefs are always acceptable and here you will find a pleasing selection. Some are hemstitched only, others are embroidered and some have initials. Priced each from - - - 10c. to 75c.

PURSES AND HANDBAGS

Genuine Pin Seal and other fine quality purses in hanging and envelope styles, nicely fitted and finished at prices from - - - - - 75c. to \$5.00

MEN'S NECKWEAR

Every man appreciates the gift of a Tie especially when of the kind we show here—Wide flowing end ties in the loveliest of colors and designs. \$1.00 to \$2.50

**By Choosing from Our
Superb Selections of
Wearing Apparel**

The Growing Girl or Miss
Can be as Stylishly Attired
As her Mother.

The Ladies' Ready-to-Wear Department on the Balcony is now showing a splendid selection of garments for Fall Wear for Girls, Misses and Women.

Come to the store and see for yourself what beautiful styles we have secured for your viewing.

SERGE DRESSES

Styled on modish lines of Fine French Serges in Midnight and Navy Blues and Nigger Brown. Sizes for Misses, Small Women, Regular sizes and stouts Modestly priced around..... \$25.00

Also splendid little styles for Girls 4 to 14 years of age in Blue Serges with novelty colored trimmings \$6.45 from.....



Ladies' Dress Skirts.

We have just received a splendid selection of Ladies' Dress Skirts included in which are a number of extra large sizes. We urge you to view these garments at your earliest opportunity for they are exceptional values and very smart, stylish and becoming models.

Misses' Coats

Just Received this Week.

Smart, stylish Coats in the most fashionable shades of Blues, Browns and Tans. Coats in practical styles made of good looking good wearing Kerseys. Priced very specially from \$17.90

Also smart snappy models for Girls 12 to 14 years at prices from \$12.00



Perfect Fittings--Our Specialty

Every garment purchased in our Ready-to-Wear Dept. will fit you perfectly. Mrs. Edney, the lady in charge, is a seamstress of many years experience and will make any alteration the garment you purchase requires, to make it satisfactory.

**The Little Paris Shop
Is Completely Stocked with
Useful Xmas
Jewelry Gifts
For Men Women and Children.**



MÉRITÉ

the quality mark on novelty jewelry, regardless of its price.

The Little Paris Shop

in our store is a veritable mine of appropriate gift suggestions. There are things here for women, men and children, and each article bears the Mérite trade-mark, a guarantee of quality. Pay our Little Paris Shop a visit.

- Calf Buttons from..... 25c.
- Stick Pins from..... 25c.
- Watch Chains from..... 75c.
- Bracelets from..... 25c.
- La Vallieres from..... 75c.
- Pearl Beads from..... \$1.50
- Earl Drops from..... 25c.
- Beauty Pins, Lace Pin Sets, Novelty Beads, Rings, Baby Pins, Slipper Buckles, Hat Pins, Lockets and Chains at similar prices.

**Fine, Soft, Wool
Munsing Union Suits**

We show two styles in these famous Union Suits in a nice fine medium light weight worsted plaited fabric that comes in white only.

One garment is styled as illustration half low neck—elbow sleeves—half open front and ankle length. The other style has low neck—short sleeves—no buttons—and knee length.

- Regular Sizes..... \$3.25
- 34 to 40.....
- Extra Sizes..... \$3.50
- 41 to 50.....

Other Styles and Qualities at Prices from \$1.25 to \$5.25.

**Boys' and Girls'
Fall and Winter Weights in
Munsing Union Suits
\$2.00 to \$3.50**

Medium weight Union Suits in Worsted, Worsted plaited and worsted faced fabrics in white and natural. Styles are high or half low necks—long or elbow sleeves—half open fronts—drop seats and ankle length. Sizes are to fit ages 3 to 18 years.



**Two Extraordinary Sales of
New Fall Millinery
\$4.98 and \$8.65**

In all probability the first, last and only reduction sale the Millinery Department will announce this season. The inclement weather of the last few weeks and the daily increase in our New Fall stock has created a condition that leaves us with rather more Hats than ought to be on our counters at this time. Come and see what wonderful bargains we have prepared for your choosing. Actual Values to \$9.00 for only..... \$5.98 Actual Values to \$11.50 for only..... \$8.65