

1919
Merchandise
at
1914
Prices

Your 30c Dollar
Positively Has a
Purchasing Power
of 100 cents at the
North Main
Dept. Store

SAVE THIS
AND WAIT

A \$75,000.00 GRAND

Save This and Wait—

In Charge of J. DANIEL RILEY, of Chicago

OPENING SATURDAY, NOVEMBER 8

The North Main Department Store throw open their doors to the public by inaugurating

Gigantic Mercantile Battle for the Masses

Positively Opens, Rain or Shine, Saturday, November 8th

The humblest citizen of Tulsa is just as welcome here as the millionaire. Everybody wants to save. The greatest price bombardment positively starts on the north side next Saturday. The thunder of our low priced batteries will reverberate throughout the city, striking terror to the hearts of the profiteer and filling every mind with amazement. This super-sale, supreme, masterful and all-powerful, will prove a veritable God send to every man, woman and child, coming right in the heart of the fall and winter buying season; at a time when you are as careful of the pennies as you were of the dollars. The public is forced to economize. The buying power of your dollar has been reduced 70%. It is a duty that you owe to yourself and family to come to the North Side Department Store where your 30-cent dollar actually has a purchasing power of 100 cents. \$75,000 worth of dry goods, clothing, shoes, ready-to-wear and furnishings for the family to be distributed to the homes of the people for less than the present cost of the raw material.

A Word to the Public About

MRS. J. G. COLE
The North Main Department Store started in business with the most honest dealing and extraordinary values their industry has ever known. The news of their low prices spread from house to house. On Saturday, November 8, the Bargain Flood Gates will be swung and is scarcely large enough to display the merchandise now crowded in. The growth of this business has been simply wonderful. The store is a powerful factor here. The management bids you welcome, and Saturday. ALLOW NOTHING TO KEEP YOU AWAY. T

Saturday, November 8

READ!! — READ!! — READ!! — READ!! — READ!! — READ — Prices You Never Expected
No Fakes or Substitutes Here. We Positively Guarantee to Deliver the Goods. There Are No Misprints in This Advertisement. Bring

FREE FREE FREE FREE

100 Dress Patterns Given Away Positively Free. Each pattern will contain sufficient Material to make a Lady's Dress. The first 100 ladies entering the store after the doors open Saturday at 9 A. M., making a purchase of \$1.00 or more anywhere in the store will receive one of these handsome Dress Patterns FREE. Be in line when the doors open SATURDAY NOV. 8, AT 9 A. M.

FREE FREE FREE

10,000 Shopping Bags will be given away on the opening day to patrons of this store. These Shopping Bags are souvenirs of our grand opening. A very handy article to carry home your bargains from the North Main Department Store.

Dry Goods Department.

Miles and miles and miles of piece goods of every description heaped up on great big bargain counters and reduced to almost nothing.

- Very best quality dress gingham, including Toile du Nord; value up to 50c yard, sale price 25c to 35c
- 36-inch percale, extra fine count; 45c value, sale price 35c
- One lot percale worth 35c a yard; sale price, yard 25c
- Birdseye diaper cloth, worth 40c yard; sale price 29c
- Table Damask, value to \$1.50 yard; sale price 85c
- Table linen, value up to \$2.50 yard; sale price \$1.75
- Hope muslin and other famous brands, yard 25c
- Curtain scrim, extra quality; 50c value; sale price 35c
- Good weight feather ticking, yard 65c
- \$1.50 value wool flannel; sale price 89c
- 60c value cretonne; sale price 35c
- Genuine Pepperell pillow slips; sale price 49c
- \$1.00 value sheeting, 9-4; sale price 79c
- Indigo blue denim; 60c value; sale price 45c
- Washable crinkle crepe; all colors; 60c value; sale price 43c
- 8-ounce Duck, yard 49c
- \$1.50 value bed sheets; sale price 95c
- \$2.00 value bed sheets; sale price \$1.39
- Hundreds of other items in dry goods impossible to mention.
- 75c curtain scrim; sale price 49c

Ladies' Ready-to-Wear Department

- 1,000 new fall dresses on sale for the grand opening. Serges, tricotines, velvets and tricolette.
- \$18.00 value winter dresses; sale price \$8.98
- \$22.50 value dresses; new styles; sale price \$10.98
- \$27.50 value dresses; braid and embroidery trimmed; sale price \$13.98
- \$32.50 value dresses; extra good style; sale price \$16.98
- \$37.50 value dresses; very latest models \$18.98
- \$42.50 value dresses; sale price \$21.98
- \$47.50 value dresses; sale price \$23.98

- \$55.00 value dresses; sale price \$27.98
- \$65.00 value dresses; sale price \$32.98
- Up to \$75.00 value fancy silk velvet and tricotine dresses; sale price \$34.98
- These are new winter styles.
- \$22.50 value ladies' coats; sale price \$11.98
- \$27.50 value ladies' coats; sale price \$13.98
- \$32.50 value ladies' coats; sale price \$16.98
- \$37.50 value ladies' coats; sale price \$18.98
- \$42.50 value ladies' coats; sale price \$21.98
- \$47.50 value coats; sale price \$23.98
- \$55.00 value coats; sale price \$27.98
- \$65.00 value coats; sale price \$32.98
- \$75.00 value coats; sale price \$34.98

These coats come in plush, velvet and fancy cloth coats, fur trimmed. Positively and actually the greatest coat values ever offered in the city.

- One lot of ladies' French serge suits, fur trimmed; \$85.00 value; sale price \$39.75
- \$12.50 value ladies' fancy dress skirts; sale price \$6.48
- \$15.00 value ladies' fine all-wool skirts; sale price \$8.98
- \$18.50 value ladies' classy dress skirts; sale price \$11.48
- \$20.00 value dress skirts; sale price \$12.49
- One lot ladies' French serge suits, fur trimmed; \$85.00 value; sale price \$39.75
- Heatherbloom petticoats; extra special \$1.39
- \$8.50 value silk petticoats; sale price \$4.98
- \$13.50 value silk petticoats; pleated flounce \$8.98
- \$7.50 georgette waists; sale price \$3.98
- \$9.00 value georgette waists; sale price \$4.98
- \$11.00 value georgette waists; sale price \$5.98
- Fancy voile waists go at \$1.19
- Silk camisoles \$1.25 up
- \$6.50 value silk teddies; sale price \$3.75
- \$8.50 value silk teddies; sale price \$4.98
- \$10.00 value silk gowns; sale price \$4.98
- All our silk kimonos on sale as follows:
- \$10.00 value silk kimonos; sale price \$5.98

- \$15.00 value silk kimonos; sale price \$8.48
- \$20.00 value silk kimonos; sale price \$12.98
- \$25.00 value silk kimonos; sale price \$14.98
- \$4.00 value crepe kimonos; sale price \$2.69
- Extra heavy flannelette kimonos; sale price \$3.49

Shoe Department

- Extra special men's leather work shoes; \$5.00 value; sale price \$3.28
- 75c value baby shoes; sale price 49c
- \$8.50 men's dress shoes; sale price \$5.98
- \$10.00 value men's dress shoes; sale price \$6.98
- \$12.50 value men's dress shoes; sale price \$7.98
- \$13.50 value men's dress shoes; sale price \$8.98
- \$15.00 value men's dress shoes; sale price \$9.98
- \$6.00 value boys' shoes; sale price \$4.19
- \$5.00 value girls' shoes; sale price \$3.69
- \$6.50 value boys' shoes; sale price \$4.69
- Growing girls' kid lace shoes; \$10.00 value \$7.98
- \$9.00 value ladies' kid shoes; sale price \$5.98
- \$11.00 value ladies' shoes; sale price \$6.98
- \$12.50 value ladies' shoes; sale price \$7.98
- \$15.00 value ladies' shoes; sale price \$9.98
- \$3.00 value children's shoes; sale price \$1.98
- Ladies' comfort shoes, worth \$4.00; sale price \$2.25
- Ladies' black kid shoes; high heels; sale price \$4.98
- Ladies' black kid shoes; high heels; sale price \$7.69
- Ladies' \$7.50 value real rest shoes; sale price \$5.69
- \$1.50 value baby shoes; sale price 98c
- Boys' gunmetal lace shoes; \$5.00 value; sale price \$3.69
- \$2.50 value ladies' felt house slippers; sale price \$1.75
- Leather heel and sole felt slippers; \$2.75 value; sale price \$1.75
- Girls tan lace English shoes; \$5.50 value; sale price \$3.69

Bear in mind this shoe stock is all new. Not an out-of-date or old pair in the house. Prices are actually less than factory cost.

Star Bargains Selected at

- 50 stylish poplin Dresses; value up to \$16.50. Sale price \$6.98
- One lot ladies' Waists; value up to \$2.50. Sale price 98c
- 50 dozen men's flannel Shirts; \$3.50 value. Sale price \$1.98
- 50 dozen men's flannel Shirts; \$2.50 value. Sale price \$1.28
- \$3.00 value men's sleeveless Sweaters. Sale price \$1.38
- 50 dozen ladies' Union Suits; good weight; \$2.25 value. Sale price \$1.18
- Men's extra heavy rope stitch Sweater Coats; \$13.50 value. Sale price \$7.98
- Men's extra heavy fleece lined Union Suits; \$3.00 value. Sale price \$1.88
- Men's \$2.50 value, extra good Overalls. Sale price \$1.68
- 5,000 yards of Lace and Embroidery, on sale, yard 1c
- Small boys' Overalls. Sale price 74c
- Full size bed Comforts. Sale price \$2.98
- Extra special \$2.98

WANTED—100 SALESPEOPLE

LOOK FOR THE LARGE RED SIGN COVERED. UNDER LOCK AND KEY ALL DAY. SOLD AND NO ONE ALLOWED IN THE BUILDING.

Sale Positively Opens Saturday, November 8

Between Archer and
Brady Streets

NORTH MAIN DEPARTMENT STORE