

**ADVERTISING SECTION OF TODAY'S
PAPER MIRRORS NEWEST CREATIONS**

**OGDEN'S SHOPS
TO LOOK BEST
FOR FESTIVAL**

Community Celebration Friday and Saturday Signal for Fashion Show

Apropos Ogden's Autumn Festival which will be held Friday and Saturday of this week, this issue of the Standard-Examiner artistically reflects the beautiful fall and winter designs of wearing apparel that will be on exhibition at the various stores of the city.

The display advertisements indicate that the merchants of Ogden are "live wires" in the selection of the very latest styles of the fashion world. And, not only are they exhibiting wearing apparel that carries all the niceties of fashionable suitings but their stock contains meritorious values in materials and economic make-up. Even from the crown of the head to the soles of the feet may be found clothes suitable to the most fastidious taste and accommodating to the most exacting economical pocketbook.

LOOK THEIR BEST

It is certain that every store in the city will be adorned in gala-day attire during the week and especially during the two days devoted to community festivities of mirth and good will.

Not only will the occasion of the week be a dress parade of good clothes but it will demonstrate the better part of Ogden's educational, spiritual and industrial activities and progress. It will undoubtedly be an event unparalleled in the history of the city and become a permanent institution for autumnal festivals, a consummation much desired.

THIS YEAR'S STYLES

While fashion is fickle, always catering to the wishes and educated tastes of both men and women, yet the styles of this season are not far from the designs of former years. War conditions, during the time of that great struggle and after the signing of the armistice for peace, have lead the designers to create styles compatible with circumstances meaning that creations for men's, women's and children's wear are characterized by common-sense ideas and made to conform to the exigencies of the times and and effort has been made to make prices as low as cost of production would permit.



Conscientious efforts on the part of Ogden merchants and the concerted movement on the part of the consumers to exercise economy in buying mean rock bottom prices. The styles of this fall and winter cannot be said to be extravagant

productions but, rather, economic creations which meet the approval of a safe and sane community. The patterns in headwear and all other wearing apparel are pretty and becoming as will be disclosed to the shopper who visits the Ogden stores. Materials in all lines of clothing are of a reasonably substantial texture intended to give the best of service.



—our desire is to do what we can to serve our community in good clothes. —we price our merchandise as low as we can; we're willing to take a smaller margin of profit than ever before, in order to help.

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**Colorful Spectacle Is Promised
In Community Pageant "Ogden
On The March" Next Friday**

Splendid progress in all departments in connection with the plans for the community festival in Ogden next Friday and Saturday were reported at the Friday meeting of heads of committees in community service headquarters.

From Charles H. Barton, director of the finance committee, came a report to the effect that by Tuesday the committee expected to announce the completion of the task to the satisfaction of all concerned.

Miss Marjorie Day, director of the pageant, "Ogden on the March," de-

clared her work was well under way. She told the committee that all indications pointed to a most colorful spectacle as the many groups of the pageant pass in review before Columbia.

She has arranged for the construction of a stage on City Hall park. Furthermore, she reported that arrangements were proceeding for some surprising electrical effects.

PROXYER FEATURE

Mrs. W. H. Heeder, who is head of the committee on the section to represent the contribution of the pio-

neers to community and national life, reported that this section of the parade would be a small pageant in itself, showing in dramatic form the history of the pioneers in Utah.

John Culley said there were many business houses which would participate in the section on industry and in the section of progress.

SECOND DAY PROGRAM

The report made by Miss Rosalind Riemann, expert on girls' organization work, disclosed that the second day program will be one of the most unusual events in the history of Ogden. Her program calls for a field day for girls in Lester park, with a basket lunch for the family and a big community sing in the evening.

There will be field events for girls including various kinds of races with prizes for the winners in the several groups. There will be dances by groups from the public schools.

Miss Riemann has the assistance of physical directors for girls in the city schools. The exercises being arranged for the day indicated the park would be the scene of many interesting events.

PLENTY OF MUSIC

The essential feature of band music was not forgotten by the committee-men. There will be plenty of good music.

It was announced that the Rotary Club of Ogden would take upon itself the task of organizing a motor corps for the purpose of taking visitors on sight-seeing tours of Ogden's business and industrial district.

Miss Day reported that retail stores were enthusiastic about plans for providing interesting features in connection with "open-house" during the two days of the celebration. Decorations of an unusual order were promised by business houses.

RIVER GIVES UP \$2,000

DIAMOND LOST 2 YEARS

(By International News Service) YANKTON, S. D.—Two years ago Otto Huber, young real estate dealer here, and his fiancée, Miss Ruby Parr, went boat riding on the James river. A diamond engagement ring, which had cost Huber \$2,000 was lost in the water.

He and friends searched for the gem constantly during the next two days but it was not found and he was called away to war. Recently he returned.

Last Sunday he resumed the hunt using a fine sand screen. After working about four hours he was rewarded by finding the ring. It has been returned to the young woman and wedding is expected before the week end.

ALREADY WANTS ROOMS IN AKRON'S NEW HOTEL

(By International News Service) AKRON, Ohio—Despite the fact that only the preliminary work on the structure is under way, Akron's latest hotel, the Commodore Perry, has already been heard of beyond state boundaries.

The promoters recently received the following telegram: "Reserve room and bath for tonight." They cannot accommodate him except in the sub-basement.

Snug Warmth in the New Coats for Fall and Winter

The newly arrived ladies' coats—beautiful creations from the hands of style authors in the east—come at a time when the closeness of Fall and Winter is noticed keenly.

Those in the short models are done in plush, fur trimmed and lined fully with silk. Cloth coats of Bolivia and Velours, with neat trimmings of buttons and novel pocket effects, come in the equally popular long style. They are also fully silk lined.

Because of the limited assortment and the large demand for these coats right now, it would be well to come in and make your choice as soon as possible.

Prices Range From \$25 to \$70

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Women's Wearing Apparel

2470 Washington Ave.
Deliveries if Desired.

-hundreds of good looking overcoats

---you want good looks in your overcoat; and we're here to see that you get it. ---we show you just one type of many we could show; they're all very good looking.

clothes are the true economy. --ready made clothing is better today than ever before; it gives you more value, per dollar, in service and good looks than you get any other way

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