



A Store-wide Offering of Exceptional Values in the Season's Most Desired Merchandise
to Show Our Appreciation of Your Generous Patronage

Saturday, May 25, 1918, to and Including Saturday, June 1, 1918

This is the store that YOU built. To your generous patronage we attribute our past seven years of success. We have endeavored to serve you well, but it has been your keen appreciation of our efforts that has encouraged us toward even bigger and better things.

Value giving has ever been an important factor in our success, yet, it is your unwavering support that has made such value giving possible. It has been the firm foundation upon which the walls of progress have been built. So, in this Anniversary which marks the dawn of another year, VALUE GIV-

ING IS THE OUTSTANDING FEATURE. Every section throughout the store contributes its share of genuine savings.

The merchandise is new and needed. To special offerings from our own stocks we have added many extra purchases at very low prices, which our manufacturers have granted that this Anniversary of "the store that YOU built" may be fittingly celebrated. This is YOUR store. This is YOUR Anniversary celebration. This is YOUR opportunity. Come and share the savings it affords.

Baby Is Not Forgotten

Mothers will welcome this occasion which brings many interesting values in just the things that baby needs. Babies' soft sole shoes, 60c to 75c values, specially priced for one week, a pair, 43c Full size can talcum powder, each, 10c 27-inch fine thread dimity in fine checks or stripes, very practical for short dresses; specially priced one week, yd. 17c 27-inch ripplette crepe for baby's rompers, fast color; shown in navy, gray and black and white stripes; specially priced one week, a yd. 27c

Girls' Gingham Dresses

Pretty and charming gingham dresses are the subject of an "economy story" that will benefit both mothers and daughters. These dresses are very practical as well as pretty and are all made of wash materials. The styles are very attractive and new; collars of contrasting plaids and solid colors; buckle and buttoned belts. Priced each \$1.25, \$1.50, \$1.75, \$2.25 to \$4.95

BIRTHDAY SPECIALS

Though mentioned but briefly, each of these items mean worthwhile savings on things which meet your daily needs. Be prompt to make selections, for quantities are limited in many cases.

One lot new and pretty plaid zephyrs, special for Anniversary week, a yard, 29c 18-inch bleached crash toweling special for Anniversary week, a yard, 14c 18-inch unbleached pure linen Stevens crash, special for Anniversary week, a yard, 21c 36-inch fine thread percales, special for Anniversary week, a yard, 27c

GOOD NEWS FROM OUR

Grocery Section

It is easy to realize the benefits of an event which brings such timely savings in those things which are of vital interest to every housewife. Note the savings—especially priced for our Seventh Anniversary week: Uncle Sam corn flakes, bx. 10c Standard blend coffee, full flavor, per lb. 21c Pure Caracul or Penberry coffee 29c Magnolia blend coffee, rich and mild per lb. 32c Jelly powders, all flavors, bx. 10c Pure ground chocolate, bulk, lb. 30c Pure ground cocoa in bulk, lb. 30c Ginger snaps in bulk, a lb. 19c Large Italian prunes, a lb. 12½c Sweet Petite prunes, a lb. 12½c Clean white dry beans, lb. 12½c Clean colored dry beans, lb. 10c Diamond W brand baking powder, a can, 20c

Interesting Shoe Values

These pricings are of more than ordinary interest, because of the prevailing scarcity of good footwear. The savings foretell a generous response. In these special lots are shown broken size runs in the season's newest styles for women, men, boys, misses and children.

One lot women's dress shoes, \$5 to \$6 values, specially priced one week, a pair, \$3.95 One lot girls' shoes in lace and button styles, \$2.25 to \$2.50 values, specially priced one week, a pair, \$1.95 One lot children's shoes, \$2 to \$2.25 values, specially priced one week, a pair, \$1.89 One lot boys' shoes, \$2.50 to \$3 values, specially priced one week, a pair, \$2.19 One lot men's shoes, \$3.50 to \$4.50 values, specially priced one week, a pair, \$3.19

FOR OUR SEVENTH ANNIVERSARY WE HAVE PREPARED

Special Values in WOMEN'S APPAREL

Only a visit can reveal the exceptional advantages which this occasion affords. Beautiful garments of true Umphrey & Mackin quality are offered at substantial savings, marking this as an opportunity which prudent women will heartily welcome.

Pretty new crepe de chine and georgette silk blouses for women shown here in all the new and wanted shades of robin-egg blue, china, flesh, Nile, battleship gray, Kelly green, tan, white, etc., new roll and shawl collar effects; reasonably priced, \$3.95, \$6.00, \$7.00 to \$9.50

New smocked styles in middies for women in white and ceru striped line and natural color pure silk pongee; priced each here, \$2.75 to \$4.50

COTTON WAISTS

A PLEASING ARRAY

While studying the very moderate prices, do not fail to realize the perfection of style and fabric which prevails among these splendid waists included in our Anniversary offerings.

These waists include all new spring styles made of sheer lawn and voiles, lace and embroidery trimmed; specially priced for 7th Anniversary, including— \$1.50 to \$1.75 values, choice, \$1.39 \$2.00 to \$2.25 values, choice, \$1.89

New sleeveless sweaters in fine light wool, all new shade combinations and most fashionable colors. Just the thing for cool summer evenings and travel or street wear when too warm for a coat. Priced each, \$4.50, \$5.50 to \$8.50

Women's Wash Dresses

A BEAUTIFUL COLLECTION

Economy is not the only reason for buying dresses during this event; their splendid styles and beautiful materials are usually associated with dresses at much higher prices.

Made of fine zephyrs, crepes and gingham, shown in one piece and two piece effects, stripes, plaids and solid colors.

One-piece wash dresses shown with contrasting collar and belt in plaids, checks and stripes; priced at each, \$2.75 to \$3.95

One and two-piece effect wash dresses made of pretty fine zephyrs and chambrays, new collar styles and tie belts; priced at, \$4.95 to \$8.00

The Corset Specials

Models for every type of figure are included in the noteworthy values prepared. You can choose at substantial savings. A big lot of styles, all desirable for this season, in sizes 18 to 30, and including styles 176, 272, 390, 648, 650, 279, 414, 256, regular prices \$1.00 to \$1.00; specially priced one week, 25% OFF

Good Hosiery Is Scarce

Both variety and low prices commend these anniversary offerings in smart wash hats as worthy of your interest.

White cotton pique automobile wash combination hat or cap, specially priced, 49c

White cotton line wash hats, priced each, 49c

White and colored trench and sport hats; specially priced for our 7th anniversary, each, 95c

Timely Values in Underwear

Welcome thrifty women here during our Anniversary Sale. Fabric, quality and dainty styles give still further impetus to the lowered prices of many lines.

Including many beautiful lace and embroidery trimmed gowns and chemise, corset covers, drawers, slips, etc. Note the special Anniversary Week savings:

65c, 75c and 85c values at 49c \$1.50, \$1.75 and \$1.85 values at each, choice, \$1.39 \$2.25 to \$2.95 values at, \$1.98

Sport and Wash HATS

Therefore the values which this section contributes take on an added importance. As quantities are limited, we advise prompt selections.

Fibre silk hosiery in white and black, size 9 to 10; specially priced one week at pr. 39c Women's silk lisle hosiery, fine sheer thread; shown in black and white; an extraordinary good value and probably the last time offered at this price until after the war closes. Specially priced one week, 29c Children's Hosiery Special—Double heel and toe, all sizes; specially priced one week, 23c

Dress Goods, Silks and Wash Goods

No sections in the store show more clearly the advantages which the Anniversary event brings to our customers. Of many exceptional values, we mention the following:

Seventh Anniversary Week of Silk Specials

36-inch all silk chiffon taffeta in a wide range of colors and shades including browns, purples, greens, copen, navy, turquoise, belgian and marine blues, tans, raspberry, wine, cream, black, etc.; specially priced a yard one week, \$1.95

WEEK OF WASH GOODS SPECIALS

Including one lot of 36-inch wash goods in printed and yarn dyed patterns in pretty new designs. Special Anniversary Sale price a yard 39c

Clothes for Your Boy

"At substantial savings" is a little phrase that means much to parents who wisely provide son's clothing needs now. Never have we found the replacement of merchandise so difficult as now. Good clothing is especially scarce and prices are jumping upward every few days. We have anticipated this same situation some weeks ago by laying in a large stock of boys' pure wool Oregon cassimere suits. The trousers are full lined, coats are made in belted and pleated norfolk style; solid colors in navy blue, brown, dark gray and black and white check. In all probability we will not be able to replace this all-wool quality until after the war and certainly not at these low prices.

Singe trouser Oregon Cassimere suits for boys, \$10.00 Two pair trousers Oregon Cassimere suits for boys, \$11.50 Other suits up from, \$7.50

Coats—Noteworthy Values

No woman or girl in need of a good coat can afford to neglect the timely offerings which are a notable feature of our Anniversary celebration. The quality value and the money value of these new spring and summer coats cannot be duplicated later in the season and you should investigate these extraordinarily good values now.

All wool velour, poplin and fancy weaves; coats trimmed with buttons, belts, large cuffs and small and large collars; colors, navy, gray, tan, blue-gray, turquoise and brown; specially priced for Seventh Anniversary each, \$16.95

All wool poplin and empress cloth in navy blue, turquoise, tan and gray; trimmed with belt, large collar and attached over-collar of silk poplin in contrasting color; specially priced for Seventh Anniversary sale, \$21.50

In Our Men's Department

The all-inclusiveness of this event can be fairly judged when you realize that these specials in men's clothing and furnishings are granted despite abnormally high market values and great scarcity

SEVENTH ANNIVERSARY SPECIAL OF MEN'S DRESS SHIRTS

Including a big lot of new patterns in men's dress shirts without collars; laundered cuffs or soft finish cuffs; regular \$1.50 and \$1.75 value; specially priced Seventh Anniversary week, each, \$1.39 One lot men's black cotton hosiery, sizes 10, 10½, 11 and

11½; special one week pr. 19c One lot men's pleated bosom dress shirts, values \$1.00 to \$1.75; special one week, 79c

One lot men's blue bib overalls, good weight, sizes 38, 40, 42, 44 waist. Special price for one week.

One lot Slip-Easy and Slidewell brand linen collars, about 12 styles; size 12 to 17; special one week, 3 for 25c

Be merciful to the wounded, sick and helpless. Subscribe to the Red Cross War Funds May 29 to 27.

Umphrey & Mackin
THE QUALITY STORE—GOOD SERVICE

Back up our boys in the trenches. Subscribe to the Red Cross War Funds May 20 to 27.

