Note These Daily Offerings

ASTONISHINGLY LOW IN PRICE

These particular bargains will not be offered on any specified day during the sales, but some one or more of these bargains will appear as a "surprise" each day of the sale. Come today.

Several hundred yards fine Valenciennes lace, special a yard 3c
27-inch Zephyr dress ginghams in pretty patterns, special a yard 25c
36-inch messaline, foulard and fancy silks, special a yard $1.69
18-inch linen and cotton crash toweling, special a yard 12c
Women's white fibre hose, special a pair 23c
Wash hats in white and colors, special each 35c
$2.50 white cloth shoes, rubber soles and heels, lace, English style, special $1.95
One lot 35c fancy 4½-inch ribbon, special a yard 21c

Beginning Today

and continuing for ten selling days, to and including August 7, we offer our 1918's greatest values in Summer Merchandise. Be here every day and watch the windows and inside the store for new daily offerings—they're marked with show cards bearing a calendar design.

A Safe Place to Buy

Appearances often disappear because looks often deceive. It is only by getting right down under the surface of things that the worth of an article can be accurately measured up. And that is why the meaning of the words "high-priced" is often misconstrued.

This store never was and never will be a so-called "high-priced place to buy." It sells goods at a modest advance over actual cost. It sells tried and tested quality. What it does not sell is its good name for giving the customer full value received for every dollar spent.

Quality for quality and price for price, the selling figures here stand for the uplift of public confidence and the maintenance of permanent trade. We would rather lose a customer than to lose our self-respect through "cheap" prices for "cheap" goods.

SUMMER DRESSES in a JULY SALE

There's months of service ahead for every one of these smart, practical dresses. Even some models, fabrics, colors that have been unusually hard to get are included. Here are remarkable values—plenty of them.

$2.50 values, special at $2.19
$2.75 values, special at $2.39
$3.50 values, special at $3.19
$4.00 values, special at $3.29
$4.50 to $5.00 values, special at $3.95
$5.50 to $6.00 values, special at $4.95

CHILDREN'S DRESSES REDUCED

STYLES FOR PLAY, SCHOOL OR BEST WEAR

All mothers of girls will be interested in this announcement, for it goes a long way toward solving the problem of providing suitable clothes for the children. We've reduced the prices on children's dresses to a point that makes it economy to purchase them ready to put on. Neat and attractive styles in ginghams, tastefully trimmed. A personal inspection of these splendid values is urged.

$1.25 values, special this sale each 98c
$1.50 values, special this sale each $1.19
$2.25 values, special this sale each $1.89
$2.65 values, special this sale each $2.19
$3.25 values, special this sale each $2.98

The calendar is your bargain guide. Every working day between today, Friday, July 26, and Wednesday, August 7, will be a saving day for you here. A generous share of bargains will be offered from day to day in several departments so that every day you come to the store new saving opportunities will greet you. Watch for the display cards with calendar designs—they'll show you where the feature bargains are.

July Sales prices are, in many instances, lower than we expect to pay wholesale for goods of equal quality in the fall. Yet in spite of high costs and the shortage of good goods, we must clear out incomplete assortments, odds and ends and remnants of all spring and summer goods to make room for fall stocks. We rely upon such low prices as these to accomplish our purpose. You're not likely to see such values again for a long time.

Muslin Underwear

Offered at Unusually Low Prices

Dainty creations are these beautiful undergarments of sheer silk or cotton materials so artistically trimmed and so carefully made. The waning summer season is responsible for these groups which have been re-marked at exceptionally low prices. An excellent opportunity to save on garments of special worthiness is offered through these unusually low prices.

75c to $1.00 values in corset covers, drawers, gowns, etc., special at 69c
$1.50 to $1.75 values, any garment $1.19
$1.85 to $2.25 values, any garment $1.39

A Sale of Middy Blouses

Young women and girls should by all means freshen up their summer wardrobes with some of these pretty and practical middies so very low priced. Quantities are limited, due to an exceptionally active selling season, therefore, selections should be made at once.
$1.25 value special this sale **79c** $1.50 value special this sale **$1.19**

July Sale of Parasols

25 PER CENT SAVING

Including all newest styles in cotton, pure linen and silk top styles in white, black and colors to match or harmonize with your gown—parasols for sun or rain.
Special at ..... 25% OFF

July Sale of Corset Brassieres

20 PER CENT SAVING

This sale of brassieres includes a wide variety of styles, both lace and embroidery trimmed. Your size is here if you do not wait too long.
Specially priced at ..... 20% OFF

July Sale of Scrim Curtains

25 PER CENT SAVING

These lace and scrim curtains are really big bargains at regular prices on today's market and the sale prices for quick clearance are extraordinary. See them today.
Specially priced at ..... 25% OFF

July Sale of Corsets

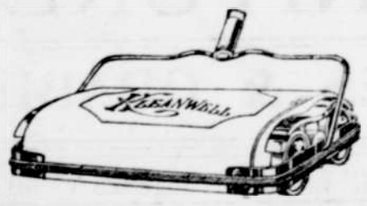
20 PER CENT SAVING

Our entire stock of corsets are offered at this reduction to induce quick turnover of broken lines—your size is here if you come early.
Special at ..... 20% OFF

SPECIAL INTRODUCTORY SALE OF

Kleanwell Carpet Sweepers

$1.95



This week we are introducing a new line of combination vacuum and brush sweepers, and in order to get you acquainted with this new line this week we are offering the Kleanwell Carpet Sweeper at a low price—slightly more than the cost of a broom. You will want one at this price. Each $1.95

July Sale of House Furnishings

AT BIG SAVINGS—INCLUDING

One lot heavy enamelware, regular value, including stew kettles, dish pans, coffee pots, stew pans, special this sale each 49c

SPECIAL NINE-CENT SALE OF KITCHEN NECESSITIES

Including mixing spoons, can openers, measuring spoons, graduated cups, funnels, pie pans, salt and pepper cans, soap savers—regular values 10c to 20c—special this sale each 9c

$1.25 NEW INDIA BROOM 95c

See the new Hugro Indian broom—give it a drink of water once a week and it is guaranteed to wear over a year of hard use and will outwear several brooms. Regular price $1.25.
Special this week 95c

JULY SALE OF WOMEN'S AND CHILDREN'S SUMMER

Knit Underwear

All thrifty women in need of summer knit underwear for this year or next will investigate this special sale of knit underwear at lowest prices this season and for many months to come. We have already been forced to contract for 1919 summer underwear at greatly increased prices and were it not for the fact that we need room and capital for fall stocks this sacrifice would not be made at this time. Avail yourself of this saving opportunity now.

One lot 35c to 45c sleeveless lisle vests for women, priced at 27c
One lot 30c sleeveless lisle vests for women, priced at 23c
One lot $1 lisle union suits for women 79c
One lot 75c union suits for women 59c
One lot 30c sleeveless vests for misses 21c
One lot 50c union suits for misses 39c

OUR JULY CLEARANCE SALE OF

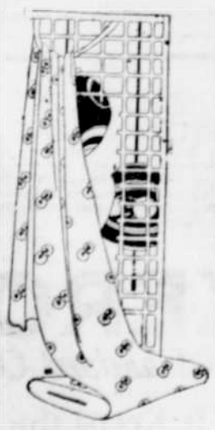
Women's Shoes

Although women's fine shoes for fall are scarce, slow in delivery from factory and higher in price, we have a number of broken lines which must be cleaned up before the arrival of fall stocks—hence these sharp reductions in price.

One lot $3.50 shoes, special $2.98
One lot $4 to $4.50 shoes, special $3.39
One lot $5 to $5.50 shoes, special $4.19
One lot $6 to $6.50 shoes, special $4.95

All Summer Fabrics July Sale

Silks, wash goods, light woolens—all warm weather materials that you'll need to make additional garments for your wardrobe, now at prices lower than you've seen this season.



One lot 25c and 30c cotton wash goods, a yard 19c
One lot 35c cotton wash goods a yard 23c
One lot 50c cotton wash goods a yard 39c
One lot 36-inch silks including foulards, messalines and fancy silks, regular values $2.00 to $2.50, special a yard $1.89
One lot wool dress gods, regular values $1.50 to $1.75, special a yard $1.23

OUR BIG JULY CLEARANCE SALE OF

Men's Wear

Snappy Bargains for Men Tersely Told
Prices Talk—See for Yourself

$1.50 values in pleated dress shirts 79c
$3.50 to $5.00 values in men's tan and black button oxfords, a pair $2.49
$3.50 values in felt hats, all sizes $2.75
One lot Slidewell linen collars, good styles, at ..... 2 for 25c
One lot men's Panama straw hats, $3.50 to $5.00 values, priced each $2.69

A GREAT

July Sale of Blouses

Scores of choice, dainty waists in the best 1918 styles—models for sports, dress, and ordinary wear—have been decisively reduced. You'll surely find your size in the models you want if you come here early.

$3.50 value silk waists, each $2.95
$5.00 value silk waists, each $4.19
$6.00 value silk waists, each $4.95
$6.50 value silk waists, each $5.19
$7.00 value silk waists, each $5.95
$8.00 value silk waists, each $6.39

July Sale of Children's Wear

Hundreds of dainty and practical-wear things that mothers want for their children—now at the season's smallest prices. There will be scores of better dressed babies after this sale, if such values as these find the appreciation of mothers.

One lot children's 35c hose 23c
Children's $1.25 to $1.50 shoes the pair $1.19
Children's $1.65 to $2.00 shoes the pair $1.39
Children's $2.25 to $2.75 shoes, the pair $1.98
One lot babies' soft-sole shoes the pair 43c
$1.25 values in white dresses, special each $1.19
$1.50 values in white dresses, special each $1.39
$1.75 values in white dresses, special each $1.69

Umphrey & Mackin
THE QUALITY STORE—GOOD SERVICE

STORE CLOSES EACH DAY AT 5:30 P. M. EXCEPT SATURDAY UNTIL SEPTEMBER FIRST