



Announcement

Inviting You to Attend Our Formal Opening A Most Cordial Welcome Awaits You

Brilliant in their newness, fascinating in their simplicity and effectiveness of style, the new fall fashions are indeed masterpieces. They represent the combined efforts of the greatest American and French designers who have co-operated with as much success as the soldiers of these two great nations themselves. Indeed, their creations are so handsome as to lead us to say that they will surely make "America a prettier place to live in"—so far as woman's appearance is concerned, at least.

Undoubtedly the war has been the leading element in influencing designers to abandon all thoughts of fancy, sensational styles and to favor the forceful, more elegant effects which only simplicity can produce. This very simplicity of the new fashions and the skillful use of a few plain but effective trimming and decorative features give them a smartness of appearance, a general air of distinction, that compels admiration and quite defies unfavorable criticism.

The New Coats Feature Simple Lines

Smartness of design and superior quality materials insure a very cordial reception for these coats, many of which are lavishly embellished with fur. Though conforming to the straight silhouette, there are many variations in methods of trimming which provide a note of pleasing individuality in every garment. The favored materials are velour, bolivia, suede-finished cloths, velvet, plush, silk velour, and other pile fabrics. Rich fall colors add further interest to the display, which includes many of the fashionably modeled capes so much favored. Priced from.....\$15.00 to \$45.00

New Fall Street Hats

Are you prepared for delightful surprises? You'd better be, for these new hats are replete with charming innovations. There is a certain simplicity in the new fall hat fashions that stamps them as distinctive, yet they are not in the least severe nor lacking in originality and beauty. There are many delightful models for every type of face.

There seems to be equal approval of large and small shapes and there are so many different trimming features that an almost unlimited variety of effects is offered. Let it be said that these prices are less than equally good hats will sell for later on. Prices range.....\$3.50 to \$6.00

New Gingham's Are Very Attractive

Such beautiful patterns and artistically blended colorings will unquestionably increase the favor shown towards gingham's for dresses of the better sort. Never before have we offered greater selections of attractive plaids and stripes—designs which will make up into the most pleasing and becoming as well as the most practical garments for house wear and for children at school.

Qualities will please, too, for we've made a point of securing the very best obtainable, and at prices as low as is consistent with good merchandise. Priced a yard.....25c, 35c to 75c

Consider Your Corset

If your appearance is to be all you desire, it is absolutely necessary that your corset be constructed upon the lines that conform to the prevailing styles. Our new fall models are so built that they give proper support, while enhancing the graceful lines of your apparel. A model for every type of figure. Priced at.....\$1.00 to \$5.00

The New Skirts Are Revelations of Smartness

There are sport skirts, tunic skirts and pleated skirts developed in many striking and "different" effects—skirts for every occasion. The novel panels and clever drapes, the artistic trimmings and the many other important style features cannot fail to interest you.

The fabrics, such as satin, taffeta, poplin, twill, tricotine, velvet, wool jersey and serge in the soft rich fall tones add further interest. You should most certainly see the new skirts. Priced from.....\$7.50 to \$12.50

Wool Dress Fabrics—A Showing We're Justly Proud of

It was hardly to be expected that, with wool so scarce, we could secure such a splendid selection; but through careful and systematic search of markets, we have obtained an assemblage of new weaves and colorings which far exceeds our expectations and which is deserving of consideration.

Bolivias, velours, duvetyns, oxford cloths, broadcloths, mixtures and plaids are here in all the season's new colors and in assortments which offer a wide latitude for choice. If you're planning new garments, by all means see these splendid displays. Yard.....\$1.65 to \$5

Blouses of Simplicity and Beauty

The new blouses are, in truth, beautiful; and yet, they owe their beauty to two elements—simplicity and color. Collarless styles predominate, although, in many instances, a collar effect is given by the use of head or embroidery trimmings.

Tiny ruffles and pleats also play an important part in the new blouses of crepe de chine, china silk, georgette, and other favored fabrics. Priced from.....\$3.50 to \$8.50

Silk Petticoats in a Wonderful Array of Rich Fall Colors

Choosing your fall petticoats from this splendid display is an assurance of satisfaction, for the variety is so extensive and includes such a wide range of colors and styles that the question of finding one that meets with your approval is conclusively answered in our generous assortments.

The quality is of the highest order—fit to grace the wardrobe of the most fashionable woman, as examination of those briefly mentioned here will affirm. Priced.....\$1.25 to \$8.00



Umpfrey & Mackin
THE QUALITY STORE—GOOD SERVICE

Appropriate Dress Accessories

"It's the little things that count." Therefore, by all means, select gloves, neckwear, hose and other details carefully, and from stocks which afford ample choice—in other words, select here.

New Hosiery.....25c, 35c, 45c, 65c, 75c, 85c, \$1 up
New Collars and Collar and Cuff Sets.....50c to \$1.50
Simmons Dress Gloves.....\$2.25 to \$3.00

SUGAR ALLOTMENTS MAY BE BOUGHT ONCE A MONTH

The regular allotments of sugar may be bought once a month by each family, according to announcement of F. M. Wilkins, county food administrator. That is, if there are two in the family, four pounds may be bought each month, and if there are six in the family 12 pounds may be bought once a month instead of buying only two pounds at one time as heretofore.

However, the two pounds per month per person rule will be strictly adhered

to, says Mr. Wilkins, the only difference being that the entire month's allotment may be bought at one time instead of going to the store several times a month for it. This will be a greater convenience to the consumer and less expense to the grocer. Sugar for canning may be obtained with a special permit.

PITS MAY BE LEFT AT RED CROSS MAIN ROOM

Arrangements to handle the fruit pits and nut shells out of which to make

carbon for army gas masks have been made and those who have been saving them but have no place to take them may now leave them at Red Cross headquarters.

Only pits from the following fruits are wanted: Peaches, prunes, plums, apricots, olives, cherries and dates, besides the shells of Brazil nuts, hickory nuts and walnuts.

Before taking the seeds to the place designated they must be dried so that they will neither mold nor attract flies. No pits or nutshells other than those named will be accepted.

FAILURE TO BUY BONDS CONSIDERED AS TREASON

Failure to meet fourth Liberty loan obligations will be dealt with stringently, according to instructions issued by Edward Cookingham, state executive chairman, as follows:

"Emery Olmstead, chairman Portland Liberty loan committee, Portland: All Liberty loan officials in Oregon have been given orders to report to the chairman of the state executive committee the names of any citizens who, financially able to do so, have declined to

subscribe for Liberty bonds, or have subscribed grossly inadequate sums.

"Every citizen living in a democracy like ours is charged with the solemn duty and responsibility of bearing his fair and just share of the burdens of the war in which the nation is now righteously engaged. For any citizen to decline to do his duty, or to manifest indifference to the call, is practically equivalent to a treasonable act.

"It has been made the duty of the state executive committee to furnish the state council of defense the names of those who may justly be termed

slackers and such action will be taken by that body as seems best for the interest of the country. The state committee has addressed letters to a number of persons in regard to whom complaints have been made.

"Kindly be governed in accordance with these instructions and take up with the state council of defense the cases of any persons who may come within the purview of this ruling."

EDWARD COOKINGHAM,
Executive State Chairman.

Classy job printing. The Sentinel.