

Buy a Gift Each Week



Not only will it be easier on your pocketbook but by selecting at least one gift a week you are sure to make a more satisfactory selection than wait till the last when the selections are gone.

As a true American you will also be co-operating with the government's new ruling policy of making this Christmas light an increase on the delivery service as you can, too, are gone in the way of our store-men and women being open to war work or service and with-falls in the evenings, all Christmas shopping and spread light hours. So "buy a gift a week" from now on your purchases over the whole period until Christmas.

Umphrey Mackin

Select a Christmas Sweater



Choosing is a pleasure when you have a well selected assortment to pick from. We bought our sweaters early and are amply provided in both slip-overs, coat sweaters, coats and in knitted novelties of all the more serviceable colors and color contrast combinations in wool, silk and fibre.

Priced.....\$3.75 to \$6.50

Neckwear for Dainty Christmas Gifts

Nothing is so pleasingly acceptable as a neatly boxed piece of dainty neckwear in lace or silk-embroidered or treated with novel decorative hand work or ornament.

Priced.....25c to \$1.50



Dainty and Pretty Handkerchiefs for Holiday Purposes

We have been exceptionally fortunate not only in the finer linen kerchiefs, but have been equally capable in obtaining a most extensive selection of new and dainty numbers in the "linweave" cotton. The new "linweave" kerchiefs are an exact duplicate of the finest linen and will remain the same after being laundered. We show them plain, embroidered, hemstitched or lace edge. Dozens of novelties are included and the prices range to meet every pocketbook.

Prices.....5c, 8c, 10c, 13c, 18c, 25c, 35c to 75c

Patriotic Christmas Needs for "Little Women" and Children



We have coats and dresses for the little girl and many dandy coats for the little folks.

Styles and materials are fashionable and warm. The coats are well made, the dresses sensible and practical for every-day wear and pretty enough for the best of wear. We have been careful in selecting our styles to choose from the patriotic standpoint of neatness and hand-someness of appearance combined with sturdiness and strong-wearing qualities. Our prices will surprise you in their reasonableness.

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SELECT A SET OF DISHES FROM OUR WHITE QUEENSWARE

You can buy one-piece odd numbers or as many as you want. We carry this pattern the year 'round and you can always replace any piece when broken. These dishes are priced by the piece or set and you will find a considerable saving to be had here.

Buy Now for Christmas

In What Way Could You Better Your Selection of Things to

Practical Needs for a Patriotic Christmas

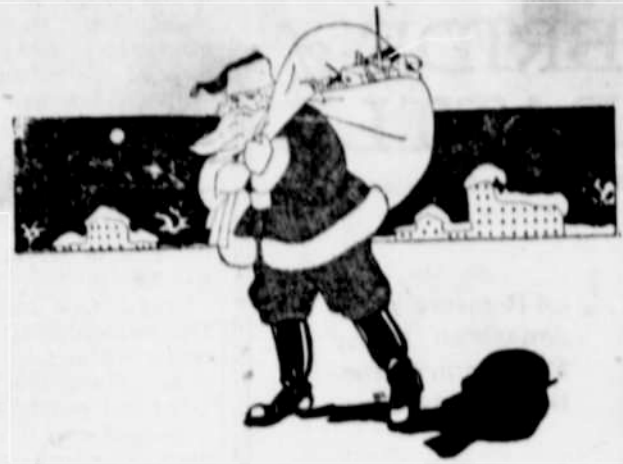
Choice Things of Worth in Wear; Sensible, Givable, Desirable

SANTA CLAUS HAS VOLUNTEERED WITH UNCLE SAM AND CALLS UPON EVERY ONE OF US TO MAKE OUR CHRISTMAS PURCHASES FROM WAR-WINNING MERCHANDISE. TO SELECT SERVICEABLE THINGS. TO BUY ARTICLES OF PRACTICAL VALUE. AND, ABOVE ALL, TO BUY NOW—TODAY.



Open Now for Your Inspection ENTIRE EAST BALCONY

Bring the kiddies and give them a look—you will find here quality toys to amuse the little folks and most practical games and toys for older boys and girls. You will even be not a little interested in this big Toyland Section yourself. Come Today.



GIFT SUGGESTIONS

PRACTICAL GIFT MERCHANDISE NOW SHOWN AT THIS STORE FOR YOUR SELECTION

Kimonos, felt house slippers, house dresses, umbrellas, silk "rain or shine" parasols, suit cases, trunks, hand bags, carpet sweepers, casseroles, bath robes, wrappers, lace curtains, shoes, silk underwear, dresses, coats, skirts, etc.

Christmas Blouses for Every Wear



There is as much correctness to the occasion in the styling and material of a blouse as there is to one's complete costume. Our assortment of fashions in blouses offers the finest opportunity for women of care and decision in matters of dress to please the discriminating.

Priced.....\$3.50 to \$8

Consider Hosiery Carefully in Christmas Giving

It is as important to one's appearance that one's hosiery should be in keeping as one's gloves, or one's neckwear. The mesh of the knitting, the color-tone, and, if embroidered, the contrast effect—all these considered. Let us help you in making your selection.

Priced a pair.....30c to \$2.00

Modish Materials and Fashionable Fabrics

Suggest a most suitable means of meeting a Christmas problem where it is desired to combine gratification with utility. The opportunity of war-time thrift permits and encourages the presenting of things useful if at all. You will find a plentiful selection both in range of choice to suit a particular personality as well as in prices ranged within reach of every purse, in our complete stocks of dress goods, new weave silks, woolen dress fabrics, fancy velveteens, velvet and silk plushes, as well as in ginghams and novel cotton goods.

Quality cotton fabrics priced.....25c, 30c, 35c to 75c

All wool dress goods and coatings, 42 to 60-inch, yd.....\$1.65 to \$6

Beautiful silks in plain stripes or plaids, yard.....\$1.95 to \$2.75



Our Christmas Selections Are Ready for Him



You will find among our accessories for the well dressed man, a wide choice of suitable Christmas needs both practical and useful as well as the best of quality. Prices reasonable, styles select and exclusive.

Dress shirts in cotton, silk and cotton and silk beautiful new patterns, priced.....\$1.50 to \$5

New felt hats, plain or silk lined.....\$3, \$3.50, \$3.75, \$4

Dress gloves, lined or unlined, pair.....\$2.50, \$2.75, \$3

Bath robes, heavy weight with just a touch of trimming on collar and cuffs—the kind men like—priced each.....\$6.50 to \$10

House slippers of wool, felt and leather.....\$1 to \$1.75

New ties in newest patterns to suit all tastes, priced at.....50c, 65c, 85c, \$1 to \$2

How About Your Supply of KNIT UNDERWEAR



It is a question that needs an immediate answer, for even though you may not require it for actual use for a few weeks, unsettled market conditions suggest that you buy now while fall and winter assortments are complete. Speaking frankly, we say in all sincerity that it may be impossible to obtain the prompt shipment of re-orders, therefore, you will exercise the best of judgment, if you supply your future needs now.

New "flat-lock" seam union suits in cotton, all styles.....\$1.50 to \$2.25

Silk top union suits.....\$2.25 to \$3.50

Wool union suits.....\$3.50 to \$4.50

Umphrey & Mackin
THE QUALITY STORE—GOOD SERVICE

SELECT ONE OF THESE NEW STONE CASSEROLES FOR A CHRISTMAS GIFT

Beautiful brown stone casseroles supported in silver plated frames. We show them small, medium and large shapes, round or oval style.

Priced.....\$1.95, \$2.25, \$2.75

A PREDICTION BY A POLISH GIRL

The following prediction was made by a Polish girl of Wausau, Poland, before the Polish society of psychology of that city. Although made as early as February 28, 1914, (before the war) the minutes of the society were not made public at that time. The vision has come into the possession of a Sparta family and is here printed in part:

Harvests of this year (1914) will be very bloody. War will break out in the whole of Europe. The German army will invade Russia as far as Warsaw and even beyond the Vistula, and the German people will go hand in hand with their government. Germany will be opposed by France, England and brave Belgium.

Poland, forgotten by the world, will

act bravely equal to that of Belgium, but few will realize the Polish tragedy, when, as a result of the partitions of a hundred years ago, brother will fight against brother.

During the first year fighting will take place with varying success. Galicia will pass from hand to hand, and the result—ruined cities, towns and villages, destroyed places of worship, population practically exiled from its land, lamentations, poverty, plague—one big cemetery.

Turkey will add its forces to the side of Austria and Germany, and Italy will enter the struggle as an ally of France, England and Russia. Before the end of 1915 Warsaw will be in the hands of the Germans. A lack of leaders will be evident on one of the fighting sides. It will seem Germany will bear the

banner of victory and the Germans as supposed victors will offer dictatorial conditions of peace and will find answer in the Russian government. The idea of war will gradually fall to pieces.

The year 1916 will be a year of world revolution—a year beginning a new era. Revolution will break out in Austria, Turkey, Russia, China and India. Japan will try to get control of the China territory. Dollar-loving America will make attempts to remain neutral, but in vain. The peoples of America will answer the cry of the nations on the other side of the ocean.

Revolution will break out in America, and revolutionary America will take its place at the head of the world's emancipation movement. The boundaries of Canada, Mexico and the states will disappear. The movement will be trans-

ferred to South America.

Years of 1917-1918 will be of greatest revolutionary tension. Revolutions will begin in Germany, France, England and Italy. Russia, Germany and Austria as countries will disappear, and on their ruins will arise a federation of the free people of Europe. Poland will gain independence. Turkey will be driven out of Europe, and Constantinople will be a free city. England will lose colonies. Egypt will be independent and a federation of the people of Asia and the world will arise. That wandering people—the Jewish nation—will at last win their rights. Nations will not disappear but will individualize themselves into one. Yet the process of restoration will last long. Finally—year 1929 will be a year of peace, and a year of a new era in the development of mankind

PACKAGE FOODS MORE SANITARY.

Sanitary food products are put up in packages by the manufacturer. Only by buying in packages can the consumer be assured that the product is sanitary. Bulk goods, offer too many opportunities for contamination by dirty hands, dust, mice and other vermin. As a consequence, today is witnessing the passing of the butter tub, the lard tub, the dried fruit bin, the cracker barrel and the tea and coffee bin. Today we buy all these and many other products formerly sold in bulk, neatly done up in attractive and sanitary packages, fully protected against contamination until they are opened by the housewife in her own kitchen.

Advertising is largely responsible for the development of the package idea. When the manufacturer made a good product, he wanted to tell the people about it so they would buy his product in preference to some competing brand. This required that he identify his product in some specific way so the consumer would know it was his. This led to the marketing of the product in a package or container bearing a distinctive label.

When you buy standard advertised package foods, you buy sanitary foods.

A want ad costs little and often brings big returns. Nothing too big or too little to be sold by a want ad. ***