

# National Service Week

"All for one and one for All."—President Wilson

## SATURDAY, JUNE 23, TO SATURDAY, JUNE 30

### Extra Specials for Saturday Morning June 23 Only

- BATH TOWELS**  
26x50 inch bleached Turkish bath towel in splendid heavy weight—a rare good value at this price. For one day, each.....29c
- WOMEN'S VESTS**  
Women's sleeveless vests, silk mercerized finish, made in V-neck or round neck style. All thrifty women will take advantage of this item Saturday if in need of vests. Each.....21c
- WOMEN'S STOCKINGS**  
Our best black cotton lisle stockings for women. Introductory offer; try one pair and you will buy more because they are good. Special, the pair, one day only.....27c
- WOMEN'S GLOVES**  
Women's colored silk gloves, elbow length, double finger tips; shown in pink, blue, tan, gray, black, etc. Special one day the pair.....43c
- DAINTY COLLARS**  
Pretty and dainty lawn collars, made of dainty sheer lawn and organza and trimmed with val. lace. Each for Saturday.....19c and 39c

"Serve the nation"—that's the call to every one. "Keep business humming for your country's sake," is the slogan. As long as we are prospering we can pay our enormous war costs and have enough left to help our allies, but—if we do not prosper—if business halts—if money is hoarded through false economy or fear—then, and then only, will we be hard pressed.

In his momentous message to his country, President Wilson sounded a mighty appeal to all stores—to THIS store—and to all patriotic citizens—to YOU—to do their part to keep business humming.

**EVERY ONE IS GOING TO DO THEIR "BIT," AND THERE IS MUCH TO BE DONE BESIDES FIGHTING IN THE TRENCHES OR FLYING OVER FIELDS AND HOUSES AND DROPPING BOMBS OF DESTRUCTION BELOW.**

To do their part to keep money in circulation is the first duty of every real patriot. This store will do its share. Business will continue with us as though conditions were normal. We shall strain every effort to eliminate waste and reach the highest point of efficiency. President Wilson's words, "Low profits and quick service," have been made a fact here.

The nation's sensible patriotic program calls for elimination of waste and extravagance, but not for a lowering of our living standards. You personally play a most important part, for upon the individual depends whether we go on to prosperity—the most important thing at present—or otherwise. The nation's success depends largely on whether you and I, the individuals, keep up our normal purchases.

### SPECIALS

- MEN'S TIES**  
Men's new four in hand ties in new attractive patterns; choice of any 50c to 60c tie this week, each.....43c
- MEN'S UNION SUITS**  
Men's light weight, sleeveless union suits in white or unbleached. You can keep cool in these at small cost. Each.....56c
- SUSPENDERS**  
Men's crossback suspenders, new web, light or dark patterns; a good reliable suspender. This week only a pair.....23c
- MEN'S HOSIERY**  
Our men's best grade black lisle hosiery, introductory offer for this week; the pair.....27c
- MEN'S DRESS SHIRTS**  
One lot slightly soiled Hallmark dress shirts, all sizes, every shirt guaranteed fast color. This week, per shirt.....75c
- MEN'S HATS**  
This is a special saving offer on men's felt hats, all good styles; some from last season and some from last shipment; all fast color and water-proof. This week only, each.....\$2.65

### Common Sense

There must be no letting up on the part of any of us—man or woman—to keep business at its best. Money must be kept in circulation; our national success depends upon it. There must be no hysterical, misguided retrenchment, masquerading under the cloak of economy in any home. The nation calls for the support of all—every individual in it—to do his part to keep business booming.

The press of the entire country voices the above sentiments. We reproduce one editorial that is typical of them all. It is from the St. Louis Globe-Democrat. Read it.

**BUSINESS MUST GO ON.**  
..... There is a reason for the appeals that are going out from the government and other sources, for unless we conserve our products of the fields we shall suffer consequences that will be unpleasant to some and most distressing to many, while the cause for which we are battling will be impeded.

"But all this is not that we shall save our money, but that we shall husband our natural resources. The notion that our economies should extend to everything, that we should cease to buy anything but the necessities of life, and be mighty frugal with them, is not only mischievous but dangerous. For it is of the utmost importance to every element of the population that business shall go on. It is far more essential to the poor than to the rich. There can be no selling where there is no buying, and when selling ceases manufacture must of necessity stop.

"The business of a nation is the life of a nation and it is even more essential that it be fostered in war than in peace, for out of it there must come not only the sustenance of the people but the sinews of war as well.

"The United States has more money than it ever had before, more than any country has ever had, but its value is in its use. We must not get the idea that we should hoard it in banks and live the lives of anchorites until the storm blows over. Those who can afford to spend should continue to spend as their needs require or their desires impel, for it is only by spending that the money of the country can be kept in circulation and give vitality to industry.

"Extravagance is never to be encouraged, but drastic retrenchment along all lines would do vastly more harm than good at this time."

**NATIONAL SERVICE WEEK IS A WEEK SET ASIDE FOR THE PURPOSE OF STARTING THE PEOPLE OF COTTAGE GROVE ON THE ROAD TO SENSIBLE PATRIOTIC ECONOMY. DON'T MISS THE OCCASION.**

**LOOK THROUGH THE ITEMS IN THIS ADVERTISEMENT AND YOU'LL SEE MANY REASONS WHY YOU SHOULD COME TO THIS STORE DURING NATIONAL SERVICE WEEK—SATURDAY, JUNE 23rd TO SATURDAY, JUNE 30th.**

### VALUES EXTRAORDINARY—IN COATS, SKIRTS AND DRESSES

**SKIRTS**  
A new kind of a pocket, a new belt effect, a feminine bit of shirring, are only a few of the many distinctive markings that make the skirts for summer of 1917 the most striking style feature of a woman's wardrobe. The skirts are of both all wool poplin or soft serge, guaranteed satisfactory, one quality, one price—just \$1 cheaper than if we were showing several qualities to select from. Each.....\$6.50

**COATS—SPECIAL LOW PRICES**  
Effective models for street wear and for cool summer evenings; of soft light woolsens in pretty and fashionable tints of green, blue, burgundy, tan, etc. Loose, belted or high-waist styles. At the price that hardly any woman will want to pass the summer season without one.  
\$4.50, \$6.75, \$8.50 to \$13.50

**CHILDREN'S WASH DRESSES**  
65c, 95c, \$1.15, \$1.35, \$1.65 to \$2.65  
What girl could fail to greet with delight a frock from this collection? A dozen attractive styles are offered at these small prices—made of ginghams and chambrays in bright new plaids and plain colors. Sizes from 6 to 14 years.


We have enjoyed a remarkable season in ready-to-wear. Perhaps it's because we had such excellent styles, perhaps it's because the values were so good, but probably it's a combination of both these reasons. Anyway, we are sure that you who have a coat, suit or dress want to fill will be happily satisfied here.

### Something New in Men's Straw Hats

#### Italian Straw \$1.50

You've no idea the comfort in one of these light Italian straw hats, during these warm days, until you have tried one. These new Italian straws are very soft, light and flexible and will not break by bending. These Italian hats have every appearance of the most expensive Panama straws and yet cost but a small fraction of the Panama. You will like them on sight. Come in and try one on. Priced each.....\$1.50

We have other straws from cheapest harvest hats to Leghorn and Panamas.



### New Creations in New Blouses

You'll find it difficult to recall a season when blouses attained the charming distinctiveness which characterize the new models now being shown here.

Each dainty model portrays an individual style of its own—varieties of pretty, sheer fabrics fashioned in the most fetching designs. You can't help admiring them, or the moderate prices either.

65c, 95c, \$1.15, \$1.25, \$1.65 and \$1.95

**MIDDY BLOUSER FOR WOMEN AND GIRLS**

Just the thing for these warm days. Short sleeve or long; low neck, loose and comfortable. Shown in plain or belted styles. Pretty color combinations in cuffs, collar and belt. These prices are reasonable.

65c, 95c, \$1.25, \$1.45, \$1.85

### Boys' Knicker Trousers—Famous Dutchess Brand

**TEN CENTS A BUTTON FIFTY CENTS A RIP**

Buy a pair of Dutchess trousers for your boy at \$1.00 a pair or more; let him wear them two months. For every suspender button that comes off with regular wear we will pay you 10 cents. If they rip we will pay you 50 cents. We show a large selection of patterns at a good saving in price.

65c, 75c, 85c, 95c, \$1.25, \$1.35, \$1.45

### Visit Our Grocery Dept. This Week for These Savings

High Flight flour, best hard wheat, the sack.....\$3.00  
Arm & Hammer soda, a pound box.....8c  
Folger's soda, a pound box.....4 for 25c  
Best safety matches, per box.....5c  
3 dozen clothes pins.....5c  
8 to 9 oz. bar white laundry soap, 5 bars for.....25c  
Large Italian prunes, per lb.....10c  
Fresh full cream Tillamook cheese, a pound.....30c  
Standard blend coffee, a special good value, a pound.....19c  
Diamond W brand peanut butter (blended with other nuts) 5 lb. lot 75c

# Umphrey & Mackin

THE QUALITY CASH STORE - PHONE 33

