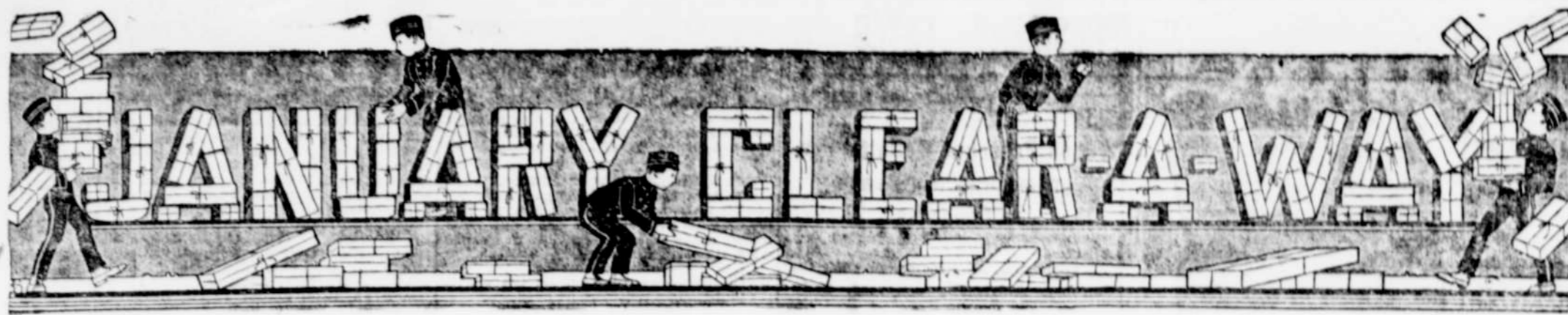


New Shipment of House Dresses and Aprons received this week

These new house dresses are a delight to the eye. The patterns are very pretty and practical. The styles are entirely new. We invite every woman in Cottage Grove and vicinity to look over these new dresses while the line is complete, whether you buy or not. Prices are indeed reasonable.



Beginning Sat., Jan. 19, Continuing One Week

New Spring Merchandise ARRIVING EACH WEEK

As usual this store is at the front with newest merchandise of the season. Among the new things to arrive this week are a big shipment of lace, Star brand shoes, dresses, next week are expected a new shipment of muslin underwear, Society brand shoes for women, street dresses, advance spring coats for women. Make this store your shopping headquarters.

Present market conditions, and the still further wholesale increases which seem inevitable, make this the most important January event we have ever announced. Be prompt to profit through its extraordinary savings!

To scores of odd lots and broken lines from every section of the store, we have added several very timely special purchases—to be sold at Clear-a-way prices—which offer an abundance of genuine bargains in merchandise of guaranteed quality and excellent style. The necessity of immediate response to these compelling values cannot be too greatly emphasized, for market conditions prohibit a repetition of equal savings for many months to come.

JANUARY CLEAR-A-WAY OF Curtain Scrims and Scrim Curtains

Those who buy for the home will eagerly await the opening of this sale, for it brings values in curtains and scrims that will do much to lessen the cost of home furnishing.

SCRIMS BY THE YARD
Including plain, figured and floral patterns, regular values worth 25c and 35c a yard. Clear-a-way price, yard.....21c

SCRIM CURTAINS.
These curtains are indeed good values at this time. These clear-a-way prices are reduced from the old prices of 1917, while the 1918 new stocks will be much higher in price. We only make these reductions now that more people may know of the large selection of curtains to be had here.

These curtains are shown in white and ecru with hemmed and crocheted lace edge. Note these low prices:
\$1.00 and \$1.25 values, this sale, pair...89c
\$2.65 and \$2.75 values, this sale, pair...\$2.39
\$2.50 values, this sale, pair.....\$2.19
\$3.50 and \$4.00 values, this sale, pair...\$3.19

JANUARY CLEAR-A-WAY OF Corsets

One and two of a kind of our most popular corset styles are assembled and reduced for prompt clearance.
Some \$1.00 and \$1.25 values (slightly soiled), each.....69c
\$1.50 and \$1.75 values, large range of sizes, each.....\$1.19
\$2.00 and \$2.50 values, broken sizes....\$1.69

Winter Underwear AT 1917 PRICES AND LESS

for men, women and children. You will make a big saving in your underwear needs for 1918 by buying now at 1917 prices and less. Much of the new underwear for next winter, whether of cotton or wool, will not compare in quality with former values and will no doubt be 25 per cent and more higher in price. You will, of course, act for yourself in regard to buying underwear for the future. Our advice, after making a thorough investigation of market conditions in regard to winter underwear for next fall is that you buy next winter's supply of underwear now. Prices will not be lower.

Our big complete stock of underwear is now offered for a limited time at ORIGINAL 1917 PRICES and some broken lots for less. Come this week.

NOTABLE VALUES AND SPLENDID STYLES FEATURED IN OUR January Clear-a-way of Women's Apparel

You'll have several months' use for these attractive garments, so low priced for this sale. Scarcity of merchandise has not affected our determination to quickly clear our apparel stocks. Seasonable garments, in desirable styles, are ready for the opening of this sale, and throngs of thrifty women eager to share these great economies will be on hand for early—and best selections.



THE COATS
Burgundy Wool Coat, trimmed large black silk plush collar; black silk plush cuffs and large black silk plush buttons. Regular price \$17.50; clear-a-way price.....\$12.98
All black wool chinilla, large black silk plush collar and cuffs, wide belt and buckle, a very becoming model to medium figure. Regular price \$14.50; clear-a-way price.....\$9.95
Black and white wool plaid coat; belt, collar and cuffs self-trimmed. Regular price \$12.50; clear-a-way price.....\$7.98
Tan cheek wool coat, trimmed with blue silk poplin collar and cuffs. Regular price \$16.00; clear a way price.....\$12.00
Gray raincoat, waterproof, made for service. Regular price \$6.45; clear-a-way price.....\$4.98
Silk pongee raincoat, waterproof rubberized; a bargain at.....\$6.98

SILK WAISTS REDUCED
Here's an opportunity to buy a new silk blouse at a bargain price. The waists are in the newest style and made of crepe de chine and georgette crepe. There are not many of them and you will do well to come early. The waists would be priced low at \$6.00, but for this sale your choice at....\$4.95

SWEATERS
Every woman or girl in need of a sweater should avail herself of this opportunity to get a wool sweater at reduced prices. Our sweaters were all purchased in the early part of 1917 and the reasonable prices marked on them at that time have not changed. Wool is becoming more scarce and higher each day. Do not wait longer. All sweaters for women and girls
REDUCED 20% FROM REGULAR PRICE

SKIRTS
AT REDUCED PRICE
There's a fine variety of wool serge and poplin models in plain tailored effects. They are so popular for business or semi-dress wear that we anticipate speedy sale of everyone of these fine skirts at this reduction in price. Clear-a-way price
10% OFF OF REGULAR PRICE

January Clear-a-way of Shoes

for men, women and children
Odd lots, broken sizes—a complete range of sizes but not all in the same styles. These shoes are all desirable styles and in brands which are a guarantee of the best value for the money. These clear-a-way prices represent a **25 to 75 Per Cent Saving** to you and are such low prices as you will see in but very few stores these days. Come, look them over, and save.

January Clear-a-way of Dress Goods and Silks

To their unusual price appeal, the assurance that these are the most attractive of the season's weaves, adds much interest. **25 to 33 1-3 Per Cent Saving**
Including some fancy silks, plain silks, plaid wool goods, checks and plain wool patterns. There are too many lots to be quoted here, but prices would be meaningless until you see the patterns for yourself and realize the good bargains to be found here.

New, Fresh Grocery Stocks

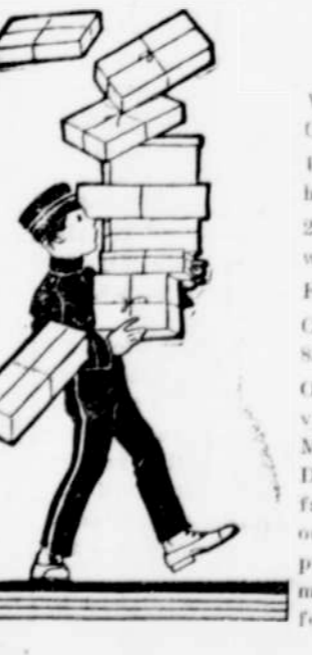
You can help to keep the cost of living down by trading at our grocery department. Our prices are always reasonable, no matter what the condition of the market, and we have large ample stocks from which to choose.

- ORDER HERE THIS WEEK**
High Flight flour, fancy patent, made of best hard wheat. Every sack guaranteed satis- factory. A sack.....\$2.90
Pride of Washington flour, medium hard wheat, made in eastern Washington; sk. \$2.65
Pride of Oregon, soft wheat flour, made in Cottage Grove. A sack.....\$2.60
Graham or whole wheat flour, 50 lbs., made of best hard wheat; a sack.....\$2.90
Graham or whole wheat flour, 50 lbs., made of soft wheat, a sack.....\$2.60
Graham, whole wheat flour, rye meal or rye flour, 10 lb. sack.....75c
Best short cut macaroni in bulk, a pound.....10c
Large fancy Italian prunes, 2 pounds for.....25c
Standard blend coffee, lb. 27c
Peberry blend coffee (steel cut) a pound.....25c
Magnolia blend coffee (steel cut) a pound.....32c
Arm & Hammer soda, 3 boxes for.....25c
Best White Laundry soap, a bar.....5c
Had-picked brown Bayou beans, a pound.....10c
Small white beans, hand picked, a pound.....12c
Diamond W brand bulk peas, a pound.....45c
Full cream, fresh Tillamook cheese, a pound.....32c

SPECIALS IN OUR JANUARY SALE—

Shop at Our House Furnishings Department and Save Money. Note the Savings on Enamelware

- Cooking Utensils**
Our enamelware is all made of the heaviest material and double enameled. The kind that gives service and long wear. Examine them this week.
2-quart double cookers, each.....89c
6-quart covered stew kettles, each.....89c
4-quart covered stew kettles, each.....79c
8-quart stew kettle, without lid, each.....79c
10-quart water pail, enameled, each.....79c
4-quart stew or sauce pan, each.....50c
2-quart covered sauce pan, each.....35c
2-quart enameled coffee pot, each.....50c
2-quart enameled stew or sauce pan.....29c



Exceptional Good Values
Women's felt hats, regular values \$2 to \$3.50; Clear-a-way price, each.....75c
Unbleached Crash Toweling, a splendid value, heavy weight, per yard.....13c
24x48 inch Turkish Bath Towel, bleached, heavy weight, a 50c value, special this week.....39c
Flannellette Dressing Jacket, \$1.25 value.....89c
Outing Flannel Petticoats, gray, heavy weight, 85c value, each.....69c
One lot Men's Dress Shirts, \$1, \$1.25 and \$1.50 values, each.....89c
Men's Felt Hats, \$3 and \$3.50 values.....\$2.15
Dutchess Trousers for Men, the kind with the famous guarantee "10c a button, \$1.00 a rip," our entire stock of famous Dutchess Trousers priced special at this time for advertising to more men the good quality, of these trousers for one week.....10% Off Regular Prices

Umphrey & Mackin
THE QUALITY STORE—GOOD SERVICE



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