



THIRTEENTH & WILLAMETTE

THURSDAY MAY FIRST 9:30 A.M.

Thursday is the biggest day of our business life . . . and we want YOU to help us celebrate! MORSE'S is more than just a new store. It's a symbol of our pride and belief in our city—and of our desire to better serve YOU. Just for the record, be assured THE BROADWAY will continue to operate at the same location, under the same management and policies as before.

Come and see our new home tomorrow. It's worth a special visit! Small, yes . . . but here's an instance of "good things come in little packages." You'll be thrilled with its sparkling modernity . . . its complete facilities, including radiant heat and air conditioning systems.

That we have been able to establish this "companion" store is just as much a tribute to you, the loyal customers of THE BROADWAY as it is to our business policies—and we want to thank you personally.

ROY E. MORSE

GRACE A. MORSE

ROY M. MORSE

COSMETICS
LINGERIE
BRAS
FOUNDATION
GARMENTS

SPORTSWEAR
DRESSES
MATERNITY DRESSES

HOSIERY
ACCESSORIES
HOME FURNISHINGS
LINENS AND DOMESTICS

WILLAMETTE AT THIRTEENTH
MORSE'S
Eugene's Quality Corner for Women