

NEW HOME OF MCGEE STORE IS RESULT OF FIFTEEN YEARS WORK

Owner of Establishment Has Been in Business in Ashland for More than Fifteen Years. Started in Small Store Room in Present Elks Building, Then Newest Structure in City.

Fifteen years ago, J. H. McGee opened an exclusively ladies furnishings store in one of the store rooms in the Elks building, at that time the newest building in the city.

Today, after fifteen years of successful dealing with the Ashland public, Mr. McGee is open for business in his newly completed store room on Main Street, between Pioneer and First streets, but a few doors below the new Lithia Springs hotel.

During the fifteen intervening years, Mr. McGee has been through the ups and downs, usual with businesses of the sort he has established, but those fifteen years have seen him become firmly established as one of the leading merchants of the city, until now in his new store, he stands out as one of the most progressive and able business men in the city.

After six years in business in his original location, Mr. McGee saw an opportunity for the enlargement of his business. A double store room, in the Minkler building, almost directly across from his present location, was vacant. He immediately engaged the store room, and doubled the capacity of his store. He enlarged his business to include dry goods and other articles, not absolutely in line with ready made women's wear.

Nine years after his move to the Minkler building, saw his double store room crowded with merchandise, and Mr. McGee felt the need of again enlarging his business. A lot directly across from his location was for sale. Mr. McGee purchased this lot, and immediately started excavating for the construction of a new store building, destined to be the finest of its kind in the city.

During the last week in June of this year, construction work was started on the building, and three months later, during the last week in September, the building stood completed and ready for occupancy.

The new building, the home of McGee's Ladies Furnishings store, is a one story reinforced concrete building, 50 by 100 feet in size. With front and rear mezzanine floors, and with a warehouse on the roof of the

rear of the building, 20 by 50 feet in size, the structure gives ample space for storage of merchandise. The furnace room is in the rear of the building, in the basement.

The lighting effects throughout the building are of the finest. Four large skylights furnish light for the store, except on very dark and rainy days, when electric lights are used.

Indirect lighting effects are obtained in the show windows. These windows, which are set back into the building, with a large island window in the middle, are beautifully constructed with old oak paneling for a background.

A large number of new fixtures have been installed in the new building, although a number of the old fixtures, used in the Minkler location, are now being used.



Friday, October 9th
Saturday, October 10th

GRAND OPENING Of New MILLINERY SHOP

ASHLAND WOMEN

are cordially invited to visit our new location, on Balcony at McGee's new store, Friday and Saturday of this week, when the newest creation of Fall Millinery Styles will be exhibited.

We are proud of our beautiful new store—a large, airy, bright display room—and our stock of merchandise will always be in harmony with the beautiful surroundings.

When attending the opening or at any other time you visit McGee's new store, come upstairs—at the front of the building—and visit with us.

Sugg's Millinery
on the Balcony at
MCGEE'S NEW STORE



The Ashland Lumber Co.

TAKES PRIDE IN ANNOUNCING THAT IT FURNISHED THE

L U M B E R

IN THE MAKING OF THE

McGee Building

ONE OF THE MOST ARTISTIC STORE STRUCTURES IN OREGON.

THE ASHLAND LUMBER CO.

Ashland, Oregon

All Contract and Construction Work
on the New
MCGEE BUILDING

Handled by

A. L. Lamb, General Contractor

THIS IS ONE OF THE MOST CONVENIENT AND MOST BEAUTIFUL STORE BUILDINGS IN OREGON, AND ASHLAND SHOULD FEEL PROUD OF THE SPIRIT WHICH PROMPTED MR. MCGEE TO

GIVE ASHLAND THE BEST



FINE NEW MILLINERY DEPARTMENT OPENED HERE BY MRS. SUGG

For Six Years Ashland's Milliner, Mrs. Sugg Has Now Moved to New and Finer Quarters in the McGee Building. Has Several New Lines of Hats, And is Completing Refinements in the Business.

Six years in the millinery business in Ashland, have firm established Mrs. J. H. Sugg as one of the leading dealers in ladies hats in the city.

For six years, Mrs. Sugg's millinery business was conducted in the Billings building, on Main street, between North Main and Oak streets. With the opening of the new McGee's Ladies Furnishings store, Mrs. Sugg moved her establishment to the front mezzanine floor of the McGee building, where ample space has been provided for her business.

With the large, very well lighted front mezzanine for her business, Mrs. Sugg has been able to keep on hand and display a much larger line than anything possible before, and in fact, the largest stock of ladies hats in the city.

Since moving into the McGee building, Mrs. Sugg has added several new lines to the standard, reliable lines she already carried, giving her a wide range of hats, both in styles and prices, from which her patrons may select their new bonnets.

In addition to handling regular wholesale lines, of hats already made up, Mrs. Sugg also maintains a department in which hats are made to order. Mrs. Oates, an experienced milliner, from one of the leading wholesale houses on the coast, is now engaged by Mrs. Sugg for this work. For several seasons past, Mrs. Sugg has each year had an experienced milliner from one of the wholesale houses, to aid her in the conduct of her business, in making up hats to special order.

Winter hats are now on sale, and with the many lines carried by Mrs. Sugg, she is able to meet almost every demand.

"We now carry the popular priced lines, as well as the exclusive lines," said Mrs. Sugg. "For some time, we did not carry the popular priced hats, catering solely to the exclusive trade, but we have found such a demand for the popular priced lines, and these lines are so good, that we installed them in our department" she continued.

One of the refinements which will be installed in Mrs. Sugg's department within the very near

future, is a French room, in which patrons may go try on hats of various styles, away from the eyes of the public. Although this feature has not been completed as yet, it will be within the next few days.

Almost entirely new fixtures were purchased when the move was made from the old location to the McGee store, and patrons are assured to the finest accommodations possible when they enter the new home of the Sugg Millinery.

Stock Returns



Provost Hardware

FURNISHED THE

Heating Boiler
Sheet Metal
Plumbing

FOR THE NEW BEAUTIFUL

McGEE BUILDING

We are proud to have furnished this equipment and work in the making of Ashland's newest store, one of the most beautiful stores in Oregon.

Provost Hardware