

Mail Orders!

Our rapidly increasing Mail Order business proves to us that our thousands of out of town customers appreciate the maintenance in Eugene of an up-to-date Mail Order department. We prepare parcels post and ship all goods the day order is received.

Credit Dept.

The convenience of our credit department extended to all parties furnishing us with adequate references only. Our policy of distributing dependable merchandise only and at moderate prices compels us to demand strictest references from those desiring credit.

ALL LANE COUNTY INVITED TO VIEW OUR WINDOWS MONDAY NIGHT. CURTAINS DRAWN AT 8 P.M. SHARP

Mr. Elden Pickard,

Our display manager and his assistants have completely refinished our window frontage in Circassian Walnut (the latest window treatment) from the south; they have developed a window display representative and in keeping with the finest stocks in Lane county, and one that we believe reflects great credit on them, as well as Eugene. Join the crowds Monday night. Music by municipal band and singing by college quartets.

Back Panels Painted by Mr. Pickard:

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|--------------------------|---------------------------------|------------------------------------|
| 1. Parisian Butterfly. | 6. The Fountain of Inspiration. | 8. Italian Garden in Cubist Style. |
| 2. Japanese Night Scene. | 7. Futurist Floral Panel. | 9. Sunken Gardens in Pastel Shades |
| 3. Chinese Garden. | | |

Paintings Carry Out the New "Modern Art" Idea.

McMorran-Washburne

Coats, Suits AND DRESSES

Visit our garment "salon", second floor and let us show you some of the most artistic and beautiful garments for any occasion. Coats, Suits and Dresses of exceptional style and so low priced.

COATS
\$10.00 to \$95.00
SUITS
\$19.95 to \$100.00

Window Display Week 'This Week' 'DRESS-UP' WEEK FOLLOWING

For these two events the entire force of the McMorran and Washburne organization has been planning for months; our display manager for supremacy in displaying and advertising; our buyers and department heads for complete merchandise supremacy. The fun of winning; of having the "best" has been our aim for we are trying to run a perfect store and to make it better every day; more enjoyable as a shopping place. To distribute better merchandise and at lower prices is now possible for our volume has increased to a point where we are enabled to maintain a permanent New York buyer and to sell on closer margins; making up in large turnovers what we lose on lesser margins of profit.

That the People of Lane County Appreciate These Policies Is Proven by the Rapidity of Our Growth and Our Strict Adherence To Them

Lane County Dahlia Show at our store Wednesday, Sept. 26th. Make application at once for space.

"Styleplus" Clothes Still \$17.00

Quality is economy now. Let us show you "Styleplus" Clothes at \$17 and \$21, the only clothes in America, each grade of which is nationally identified at one price the nation over—never more—never less.

We Control the Sale Here
And have a complete selection of fabrics and models, your choice, no matter how young, how big or how rich you are.

Let us demonstrate this to you.

PROGRAMME OF WINDOWS: NO. 1 WINDOW IS REAR WINDOW ON EIGHTH ST.; NO. 12 IS SOUTH WINDOW ON WILLAMETTE ST.

<p><i>Window No. 1.</i></p> <p>Art Department</p> <p>In our Window No. 1 we have on display many finished pieces that those enjoying needlework will appreciate. We have a complete line of Royal Society package goods, threads and stamped pieces. Our stamped pieces are all the latest fall designs in all different sizes of lunch cloths and napkins, also pin cushion and bureau sets.</p> <p>Special stamping done in Art Department.</p>	<p><i>Window No. 2.</i></p> <p>Colonial Draperies</p> <p>Colonial Drapery fabrics are made in every fabric and design that could be wanted and of silk, cotton, linen and wool. For bedrooms, halls, dining rooms, libraries, dens, in fact for any place where draperies could be desired you will find Colonial Draperies best.</p> <p>GUARANTEED FAST COLOR</p> <p>We absolutely guarantee the colors of Colonial Draperies, also Sun Fast Draperies for which we are agents.</p>	<p><i>Window No. 3.</i></p> <p>Things for "Baby"</p> <p>Everything for baby can be found in our baby department on second floor. We are principal Eugene distributors of Arnold Knit Goods and 'Vanta' goods, Booties, Sacques, Baby Bunting, Hoods, Dresses, Carriage Robes, Bed Spreads, Rattles, Baby Books, Teething Rings, Bibs, Combs and Brushes, Water Bottles, Coat Hangers, Toilet articles, Baby Baskets.</p> <p><i>Dozens of Pretty Things for Baby Presents in Our Baby Department.</i></p>	<p><i>Window No. 4.</i></p> <p>"Men's Furnishings"</p> <p>Correct Shirts, Ties, Hosiery, Belts, Handkerchiefs, Underwear, in fact every article of Men's Wear can be bought to best advantage from the McMorran & Washburne Men's Dept.</p> <p>In Window No. 4, we show a few items from this department.</p> <p>WE FEATURE</p> <p>Holeproof Hosiery Brighton Sleeping Garments Pioneer Suspenders and Belts Richmond and Hatch Union Suits Arrow and Monarch Shirts Heid Hats and Caps</p>	<p><i>Window No. 5.</i></p> <p>Knox Hats for Men</p> <p>The Ideal and Most Stylish Hat that man can wear is the</p> <p>Knox \$5.00 Hat</p> <p>They are made of finest materials and always establish the styles. See the new Knox 5th Avenue in Window No. 5.</p> <p>Conqueror Hats at \$3.50</p> <p>Every new and up-to-date hat style is shown by us in the Conqueror Hats for both men and young men.</p>
<p><i>Window No. 6.</i></p> <p>"Chesterfield Clothes"</p> <p>Chesterfield Clothes are the Ideal Clothes for Men, priced from</p> <p>\$20 to \$35</p> <p>They represent the very best in good clothes making. We carry complete assortment of styles to fit any figure and a range of patterns to please any man.</p> <p>"Chesterfield Clothes" are absolutely guaranteed.</p>	<p><i>Window No. 7.</i></p> <p>'American' Boy Clothes</p> <p>Someone asked us a few days ago why we sold practically all of the Boy's Clothes sold in Eugene. Our answer was, because we sold Boy's Clothes of American Boy make, which means the best, and because we sold on much smaller margin of profit than was possible for the merchant with a small business. Our large outlet also enables us to always have newest styles.</p> <p>Prices \$5.00 TO \$12.50</p>	<p><i>Window No. 8.</i></p> <p>"Women's Ready to Wear"</p> <p>Window No. 8 displays a few of the new plum colors in dresses and suits, showing the very newest effects.</p> <p>The suit is made of Chiffon Broadcloth, trimmed with black Seal.</p> <p>The dress is made of plum Lumisene Satin with exceedingly pretty silver trimmings.</p> <p>These garments are typical of the exceptional showing of Dresses, Suits and Coats in our garment salon on second floor.</p>	<p><i>Window No. 9.</i></p> <p>"Exclusive" Waists</p> <p>Our Waist Section is brim full of the most exclusive and select styles and materials.</p> <p>"Lerner Waists in Parisienne Styles"</p> <p>\$2.98 TO \$12.50</p> <p>Are positively the most stunning and clever styles ever produced.</p> <p>Washmore Waists \$1</p>	<p><i>Window No. 10</i></p> <p>Unique Styles in Millinery</p> <p>Our Millinery Department, second floor, is fairly "brimming" over with clever new ideas in late Spring Hats.</p> <p>"Monogram" Hats for which we are exclusive agents, reflect the very latest fashion, which, as in all other departments we are first to show.</p> <p>Plan to visit our Millinery Department this week and let us show you some of the newest ideas in Fall Hats.</p>

Holeproof Hosiery for the Entire Family, 30c to 55c pair.

No more darning or mending when you use Holeproof Hosiery. We absolutely guarantee them against holes for 6 months

Window No. 11.
Trimmings, Laces, Etc.

Metalic Trimming — fashion of the hour — Laces, Gallons, Madallions, Bands, Edges, Alovess — Rich Oriental and Parisian color combinations to harmonize with desirable colors for street or dressy afternoon costumes, or the most delicate shades for dinner or evening wear, also delicate net laces, tops, tassels, etc. This exhibit you'll find unusually attractive and interesting. Main entrance.

Window No. 12.
Beautiful Silks

This window will demonstrate the soft rich Drapery Silk "Lumisene," Lustrous Satin finish, shades for street or evening, 40 inches wide. "Lumisene" has been crowned queen of satin faced silks.

The new laces will also be seen in this exhibit and many of the wanted dress accessories, Gloves, Bags, Neck Pieces, etc. Special illumination for this special occasion.

Trunks Guaranteed 5 Years, \$10.00.

A splendid steel covered, 3-ply Oregon Spruce Trunk that is absolutely guaranteed for 5 years. This trunk is a stylish, fine looking trunk and made with two trays.

McMorran & Washburne Store
FOR STYLE QUALITY & ECONOMY