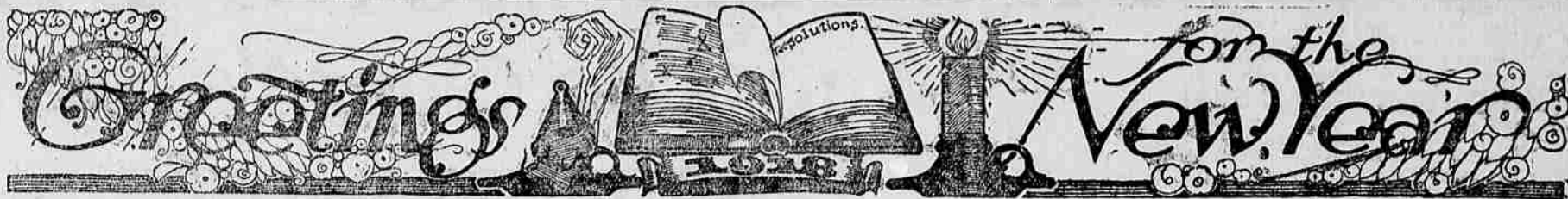


EUGENE'S GREATEST MAIL ORDER HOUSE---Parcel Post, Freight or Express Paid Anywhere

January
American
Boy
Magazine
Now Here
Boys' Dept.



PHONE
4
Connections
With
All
Depts.

ANNOUNCEMENT! The Romantic "Pierrot and Pierrette"

Will be at our store some time this month, about the 15th, we think, but are not sure. Watch our ads every day, for you must not miss this great event.

Every man, woman and child in Lane County must enter the New Year Resolved to Serve His country and community to the limit of his ability. There is work for every individual and for every institution. The help that The McMorran and Washburne Store will render will be in economically serving our thousands of patrons with the very best of merchandise and at prices that are within their reach. Our New York buyer is constantly busy scouring the markets and offering spot cash for merchandise of merit. Thus we always maintain the prestige established nearly nine years ago of selling dependable merchandise only and at modest prices. We rely on volume rather than on profit for success and always will for we are here to stay.

ABSOLUTELY GUARANTEE PRICES LOWEST CONSISTENT WITH GOOD MERCHANDISING

O. D. Khaki Knitting Yarn Specially Priced 97c Hank

This is a fine soft official knitting yarn for soldiers' sweaters, scarfs and hose, each hank weighs about one-fourth pound. KHAKI, BLUE, GRAY YARN \$1.25 A HANK Full weight finest pure wool, fast colors, direct from Wool Exchange in New York. Buy now.



From Department A—Men's and Boys' Clothing, Etc.

Chesterfield Suits and Overcoats \$25.00
It's real economy now to buy standard, high grade clothes. Our one price policy enables us to offer Chesterfield clothes from \$5.00 to \$10.00 cheaper than "sale" stores. You pay less and get more value for the money when you buy here.
Other Suits \$15.00 to \$35.00

American Boy Suits 2 pr. Pants \$10.00
Genuine American Boy Suits, made with two pairs of full-lined pants. Made in snappy, new models that boys like and of hard wearing fabrics. In addition the boy gets a free subscription to America's greatest boys' publication, the AMERICAN BOY MAGAZINE



From Department C—Domestics, Draperies, Etc.

CROCHET BEDSPREAD AT \$1.50—Worth today \$2. Made of best cotton yarn, pure white and neat patterns.
7-8 WIDTH BLEACHED MUS-LIN 12 1/2c—A quality now worth 16c yard. While our stock of about 4000 lasts 12 1/2c.
YARD-WIDE LONG CLOTH 18c—A fine soft chambray finish long cloth, full width, by the piece, \$1.75.
NO. 3 WOOL BATTS AT \$4.00—We offer one lot of pure wool Fleece Batts at \$4.00; size of comfort 84x90.

20c WHITE OUTING 18 1/2c—Limit to one customer is 10 yards. This is an excellent quality.
\$7.50 CARPET SWEEPERS
\$2.98—A combination Vacuum Carpet Sweeper. While they last on sale at \$2.98.
\$3.50 WOOLNAP BLANKETS
\$2.98—A fine heavy cotton Woolnap Blanket, made in full bed size.
36-IN. CURTAIN SCRIM 15c—Hemstitched, ecru color, with lace border. An excellent value.



From Department F—Fancy Goods, Laces, Etc.

\$2.00 CUT GLASS AT \$1.45
To close out one lot of square and oval nappies, sugar and creamers. Rich American sparkling Cut Glass.
OTHER CUT GLASS \$1.98 TO \$6.00—A big line of trays, nappies, vases, fruit bowls, etc., all on sale. Low prices.
\$2 SMOKING STANDS \$1
About 50 left from Christmas. An oak stand with ash tray and cigar holder.
Handsome New Neckwear in Latest Spring Styles

GENUINE PYRALIN IVORY 25c TO \$7.50—A splendid assortment of genuine Pyralin Ivory trays, soap boxes, powder jars, hair receivers, buffers, combs, clocks, brushes, etc.
KNITTED WOOL AND SILK SCARFS \$1.25 TO \$3.50—Pretty angora wool and pure silk Scarfs, in plain, colors and some fancy striped.

A New Shipment of Laces and Embroideries Just In



From Department H—Dresses, Furs, Etc.

Women's Suits, Values to \$45.00 on Sale To Close Out \$25.00
All Women's Furs Reduced 10% to 50%.

These Suits are newest belted styles, with large convertible collars, fancy pockets and button trimmed. Also some plain tailored with notch collars. Length from 30 to 35 inches. Materials are manish mixtures, huerallas, poplinettes, velours, poplins and camel hair cloth.



From Department B—Men's and Boys' Furnishings, Etc.

"Conqueror" Hats For Spring \$3.50.
The new spring styles in water-proofed medium heavy weights are here. The new colors are elephant, gray, steel, navy, green, bronze and brown.
HEID CAPS \$1.00 TO \$2.00
Prettiest shapes and materials in Men's and Young Men's Caps. All sizes, styles and colors.

Richmond Union Suits, Finest Wool—\$3.
For men the Richmond Union Suits are the best. They are made with the new improved crotch and elastic seat; made of purest wool and thoroughly shrunken.
MONARCH AND ARROW SHIRTS \$1.25 TO \$2.00
Monarch and Arrow Shirts are without question the finest fast-colored shirts made. Neat patterns, best fitting.



From Department D—Notions, Gloves, Art Goods.

ROYAL SOCIETY PACKAGE GOODS COMPLETE 25c TO \$1.50—Complete with embroidery thread. Ladies', misses' and children's patterns ready to work; complete directions.
KNITTING NEEDLES 5c TO 45c—Complete line of official Knitting Needles, in bone, steel and amber.
EMBROIDERED HANDKERCHIEFS 10c EACH—Pretty embroidered corner Handkerchiefs, in ladies' and children's sizes, 10c.

20c TO 35c BASKETS 15c EA.
Pretty Baskets for sewing, lunch or fancy work, in plain or colored.
\$2.00 STREET GLOVES \$1.48
Come in tan, champagne, black, white, gray; embroidered back.
\$2 BLACK SUEDE GLOVES \$1.19—A fine French Suede Glove, in black only, and small sizes only.
NAIAD DRESS SHIELDS 25c TO 50c—No rubber; washable; serviceable.



From Department G—Blankets, Comforts, Pillows.

Motor Weave Woolen Auto Robes \$6.75
from, all neat pretty designs; good warm robes.

Cotton Blankets \$1.00 to \$4.50
We show on immense line of Cotton Comforts and Blankets, in all sizes, styles and prices; also Pillows of every description.

\$9.00 Blankets \$6.00
A dozen only—fine heavy all-wool Double Blankets, in blue, gray and tan; plaid patterns.

Comforter Bat \$3.00
A fine Comforter Bat 72x90, made of soft fleecy wool and cotton mixed.



From Department I—Lingerie, Blouses, Etc.

OUTING FLANNEL GOWNS \$1.25—Women's Outing Flannel Gowns, in white with blue and pink trimming. Brighton-Carlbad make.
\$4.25 FLANNEL MIDDIES \$3.75—Jack Tar all-wool navy blue Flannel Middies, in regulation navy style, with white trimming.
Dr. Dellton Garments for Children 50c to \$1.50

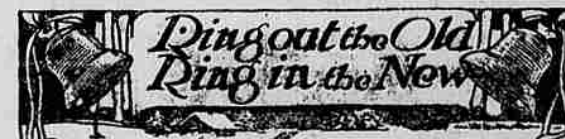
WASHMORE BLOUSES \$1.00
Pretty Blouses in latest style, made of wash voiles, crepes, etc.
\$5.00 CREPE DE CHINE BLOUSES \$3.98—Handsome all silk Crepe de Chine Blouses, in pink, flesh, white and cream. Newest styles; all sizes.
KABO CORSETS \$1.50 TO \$5
Kabo, the live model Corset, in a style and size for everyone.



From Department C—Piece Goods, Silks, Etc.

36-IN. MIXED GEORGETTE AT 50c
In copen, old rose, reseda, cream, light blue, pink, maise.
\$1.75 YARD WIDE MESSA-LINE \$1.59
Comes in black and all colors. A beautiful rich finish splendid weight.
40-INCH CHIFFON CLOTH AT \$1.00 YARD
20 colors especially heavy weight for waists, dresses, scarfs, etc.

\$2.50 GROS DE LAUNDRE SILK \$1.98
Black only, full yard wide. A material especially good for one piece dresses.
40-IN. SILK WOOL POPLIN AT \$1.50
\$2.00 quality, big range of the most wanted shades, fine finish.
54-IN. COATINGS \$5.00 YD.
A beautiful line of finest all-wool heavy Coatings, in browns, greens, grays and blues.



From Department E—Women's Hosiery, Underwear.

\$1.00 UNION SUITS NOW 79c
High neck, long sleeve cotton Union Suits, for spring wear. Athena make.
\$1.25 WOOL UNDERWEAR 75c—Children's wool Shirts and Pants, in white and gray, to close out, 75c.
35c BOYS' HOSE, SPECIAL 25c—A splendid quality heavy weight Boys' Hose, in all sizes; fast black.

25c WOMEN'S HOSE AT 19c
PAIR—Ladies' black ribbed Top Hose, in sizes 8 1/2 to 10; fast black.
28c WOMEN'S HOSE AT 15c
In white only, we offer a lot of good quality Cotton Hose, 8 1/2 to 10, at 15c.
FIBRE SILK HOSE AT 75c
Splendid Fibre Silk Hose, in black, white, pink, blue, copen, ivory, champagne and rose colors.



From Department H—Women's Coats, Wraps.

\$10.00 DRESS SKIRTS \$7.50
For Wednesday we offer one lot of 20 fine blue serge and poplin Dress Skirts, made in pleated style, belt effect and pockets. An exceptional value at... **\$7.50**
WOMEN'S OUTING GOWNS \$1.50—Brighton-Carlbad Outing Flannel Gowns made extra long, slip-over style and button front. Good quality outing in pink, blue and white. Fancy trimming.

ALL WOOL MISSES' SWEATERS \$3—In gray and red only. A splendid Ruffneck Sweater, made with pockets. Sizes for children and misses. This sweater is all wool and an exceptional value at... **\$3.00**
\$5.00 CHIFFON TAFFETA PETTICOAT \$3.98—Handsome chiffon taffeta Petticoats in green, blue, reseda, red, black and many fancy colors. All sizes. Made with heavy flounce. A very splendid value. Sale price... **\$3.98**



From Department J—Millinery, Trimmings.

\$10.00 MONOGRAM HATS IN VELVETS \$2.50—We place on sale some real fine Velvet Hats of Monogram make at this low price for very quick disposal.
A NEW HAT AT \$5.00 EACH
A very clever new creation, in gold and silver and lace effect, just in; mid-season style.

\$8.00, \$10.00 TO \$12.00 HATS, TAILORED STYLES, \$4.00—Pretty tailored styles, in velvet and velour Hats. Colors are gray, navy, brown, white and gold. See these in Millinery Department.
GALLOON TRIMMINGS 25c TO \$1.00—New fancy embroidered Galloon Trimmings, in all colors, 25c to \$1.00.

Community and Mail Orders solicited. Our experts will personally select for you and ship the day order is received. Absolutely every item is guaranteed. Our Mail Order Department is at your service. Parcel post prepaid to any point in Oregon. Order by mail.

McMorran & Washburne Store
FOR STYLE, QUALITY & ECONOMY
"AFTER ALL THE BEST PLACE IN TOWN TO TRADE."

The maintenance of a permanent New York buyer enables us to offer better merchandise and at lower prices than any other store in Lane county. If you can't get what you want in Eugene, no matter what it is, from a needle to a threshing machine, we will be glad to get it for you through our New York office, and at very lowest prices.