

# Editorial

## AN UNFORTUNATE ACCIDENT.

Mr. Gillette, local agent of the Southern Pacific company, sent us a message a few days ago advising us that a large shipment of gingham that had been consigned to us recently by a very large cotton goods mill, had been completely destroyed by fire and for us to enter claim for the loss.

As we had contracted for these gingham a long time ago to protect us against the present high prices, we were very much disturbed to learn of this loss, as this was merchandise that we would have been able to sell to our trade at less than present wholesale price. We immediately wired our brokers in New York to replace this shipment on the market and ship immediately but were informed that the present prices were more than 100 per cent higher than our purchase price, but that even at any price there were no goods of that quality to be had on the American market. We were informed that the opening price on gingham for next season is 50c at the mill to which must be added 5 per cent freight, 1 per cent insurance and cartage, 8 per cent selling expense and 10 per cent profit to determine the selling price; This shows that gingham bought at the new prices will have to sell in our store at 62c a yard and in most stores with less volume of business and naturally a larger per cent of selling expense, from 65c to 75c per yard.

We mention this incident simply because it is illustrative of the present cotton situation and because people generally cannot begin to comprehend what prices are going to be in the very near future. In a comparatively short time it will not be a question of price, but a question of ability to get merchandise at any price. For this reason we earnestly advise our friends and patrons to wisely invest during this month of August in everything that they will need for a long time to come, because by so doing you are making tremendous savings.

To use the item of gingham as a comparison, we own a few thousand yards of standard gingham that we are able to sell this month at 35c to 40c a yard or nearly one-half of the future price.

Dreadnaught cotton work shirts that we are retailing right now at \$1.25 cost \$18.00 a dozen at the factory today and will be higher.

Absolutely every item of cotton, woolen or linen composition is increasing in price in the same ratio. Silks alone remain nearly normal and owing to labor conditions, even silks have advanced some.

A few months ago we made a similar prediction and thousands of our customers at that time took advantage and bought heavy on the things that they would need later. They have since thanked us for the advice as you will later, if you heed this message.

*McMorran & Washburne*

# The McMorran & Washburne Store Is Enabled to Offer Better Merchandise and Lower Prices Than Any Other Store in the Valley. This We Are Doing Every Day



## School Teachers Buy Early

As school opens early this year, it is time for school teachers to plan their Fall shopping. For this reason we are featuring this month of August everything in Ready-to-Wear — millinery, dress materials, hosiery, underwear — in fact everything that could be wanted to complete a wardrobe, can be bought at this store to the very best advantage.

Our large assortments, our splendid qualities and the very low prices prevailing at this store, make this the logical shopping center of the upper Willamette valley.

The war has hampered our service somewhat, but we are doing the best we can, with many new employes to serve you, and we ask your kind indulgence when service does not come up to the standards that you have learned to expect when trading at the McMorran and Washburne Store.

*McMorran & Washburne*



## \$1.00 Regal Mop 69c

Regal Polish mops clean, polish and dust at the same time. To be used on all varnished, painted, waxed surfaces, linoleum, wood work, etc.

### "Fits Every Corner"

Use this on pianos, autos, furniture, any place.

75c REGAL MOPS, 39c.

Regal Polish Oil Can 25c

*McMorran & Washburne*

## American Boy Suits \$10.00

"Some Have Two Pair Pants" The genuine American Boy Suits can be bought here only. The new Fall styles and patterns are here, some with two pairs of pants, some one.

*McMorran & Washburne*

for many years, and was re-cast when it cracked, and the other one is the old fire bell. As the latter has the names of the mayor and city council in office at the time it was bought, many years ago, inscribed upon it, the council will not sell it.

### Visit Sister in Eugene

Mrs. A. Hill, of Oakland, California, and Mrs. F. A. Perry, of Portland, are visiting their sister, Mrs. W. L. Cheshire, at 1272 Willamette street.

### Leavitt Leaves Service

Maynard Leavitt, who has been in the naval reserve for the last three months has been given a medical discharge and is now at the home of his parents, Mr. and Mrs. C. J. Leavitt of this city.

### Will Join Husband in Florida

Mrs. W. G. White with her son Melvin has gone to Tampa, Florida where she will join her husband, Major White, formerly stationed at Fort Columbia, at the mouth of the Columbia river, but now transferred to coast defenses in Florida.

### Enlists in Marines

Verne Granger, clerk in the business office at the University of Oregon for several years, who enlisted in the marines several days ago, left Tuesday to enter the service.

### Planting of Rye Urged

County Agricultural Agent N. S. Robb is urging the planting of rye for fall and winter pasture as a means of solving the problem of the high price of hay in Lane county, resulting from the drought. Mr. Robb is seeking to make an inventory of all rye seed in Lane

## BUY WAR SAVINGS STAMPS AND THRIFT STAMPS—A PATRIOTIC INVESTMENT WITH 4 PER CENT PROFIT

### \$1 TABLE DAMASK, 89c YARD

A splendid damask, full two yards wide, splendid for hotel or home use. Pattern is dot center with daisy border. This is a splendid value at 89c.

### 75c TABLE DAMASK, 69c YARD

64 inches wide in rose pattern, a good quality damask that has a splendid mercerized finish.

### STEVENS LINEN CRASH, 35c YARD

100 yards will be sold at this price — of pure linen, bleached Stevens crash, with blue border — 16 inches wide.



### KOVERALLS KEEP KIDS KLEAN OUR PRICE STILL \$1.25

Koveralls save mending, washing, and wear on clothes. They are the ideal garments for the mountains, beach or home wear. They are made of fast colored genuine indigo dyed fabrics. Provide these for the children.

### HEADLIGHT AND CAHRHART OVERALLS

Headlight and Cahrhart Overalls are still priced here just \$1.00 under present value, and the wise man will surely take advantage and stock up now.

Every Size; Every Style; Best Quality.

# School Teachers' "Preparation Week" at McMorran & Washburne's—Early Showing New Fall Suits, Coats, Dress Goods, Silks and All the Wanted Goods

## Smart New Suits and Coats

### \$18.50 to \$75

"THE NEW COATS"

Very smart new Coats in charming shades of reindeer, black, brown, green, taupe, gray, Pekin blue.

Stylish big collars and pretty belted effects are noted. Materials are all up to McMorran and Washburne standards.

### "The New Suits"

Pleasing styles made of lovely all wool materials and in handsome colorings. These suits are mostly in clever plain tailored styles, although some are rather fancy, some have pretty pleated and belted effects. All wanted colors.

—Suits, Second Floor



## New Sale of Spring Suits at Half-Price

### \$20 to \$45 Suits

on Sale at

### \$10 to \$22.50

Exactly 30 suits in this lot and at this very unusual price they will not last long. Some are good Fall styles and materials. Materials are Serges, Poplins, Velours, Gabardines, Jerseys. Colors are navy, Copen, green, black and white checks, gold, tan, gray, brown — sizes 16 to 42.

—Garment Section, Second Floor

### SERPENTINE CREPES, 35c YD.

A beautiful display in cotton goods section of Japanese Serpentine Kimono Crepes will interest many this week. Rich, lustrous patterns in greens, blues, lavenders, tans, browns. This pretty material is 30 inches wide.

### PALM BEACH SUITING, 35c YD.

36 inches wide, a genuine Palm Beach Suiting in plain and fancy striped and dotted patterns. Just the thing for Suits or Sport Skirts.

### \$1.50 SILK POPLINS AT 98c

A few pieces only to close out at this price. Fine silk for dresses, coats or suits. Colors are black, rose, blue, tan.

### 50c AND 60c RIBBONS, 29c YD.

Beautiful plain Dresden and plaid ribbons from 4 to 6 1/2 inches wide, on sale at 29c a yard. This ribbon is of good quality and splendid for hair bows, trimming and fancy work.

### COTTON COMFT CHALLIES 25c

A big range of patterns in cotton comfort challies, 36 inches wide. Priced very special at 25c a yard.

### 10 YARDS ENGLISH LONG-CLOTH, \$1.75.

A full bolt, 10 yards of fine, soft English Longcloth for underwear, specially priced at \$1.75. The present cotton market makes this worth double this today.

### MEN'S LISLE FINISH HOSE, 25c

100 dozen fast colored black hosiery in sizes 9 1/2 to 11 1/2, for men. These hose are fast colored, seamless.

### MEN'S UNION SUITS, \$1.00

Surprising, isn't it, that we can still offer fine barred Nainsook Cotton union suits at this low price. Made athletic style. All sizes.

### ARROW SHIRTS FOR MEN, \$1.50

Finest qualities, prettiest patterns, and all sizes, from 14 to 17 1/2 — both in soft negligee style and with neckband and starched cuffs.

### KNIT! KNIT! KNIT!

But when you knit, don't use "just as good" yarns. Use Fleisher's or Warrior yarns.

Naturally sold here.

## McMorran & Washburne Store

FOR SILK QUALITY AND ECONOMY

25 Busy Stores in 1—After all the best place in town to trade

### AMERICAN FLAGS

Silk—Wool—Cotton. Complete stocks of American National and Service flags, in Silk, Wool and Cotton.

—Men's Dept., 1st Floor

## CITY NEWS

### Returns from California

Mrs. S. M. Kerron and son James returned on Monday night from a visit of a month in San Francisco.

### Go to Visit Parents

Harry Lumpkins of Wade Brothers, has left for Jamesport, Mo., for a visit with his parents.

### Home From Vacation

Mrs. J. A. Valentine, of Springfield, has returned to her home after a vacation of three weeks at Balknap Springs.

### School Worker Here

E. F. Surface, of Florence, member

of the school board at that place, was in the city Tuesday looking after the interest of the Florence schools.

### Burgoyne Takes Residence

Mr. and Mrs. Herman Burgoyne of the Rainier have leased the residence of Mr. and Mrs. M. F. Griggs who expect to go to California soon to spend some time.

### Taking Outing at Newport

S. A. Howe and daughter, Lola, left Tuesday for a 10-day outing at Newport. Mrs. Howe's son, O. P. Howe, is at present at the beach.

### Return to California

N. G. Warner and family who have been visiting here at the homes of Dr. F. M. Day and B. A. Seelye have returned to their home in Santa Ana, Cal.

### Motor to Newport

Mr. and Mrs. O. H. Foster, Mrs. T. J. Anderson and Mrs. E. L. Knapp left Tuesday morning for a motor trip to Newport where they will spend a few days' vacation.

### W. C. T. U. Will Meet

The Central W. C. T. U. will hold a meeting Wednesday evening at 7:30 o'clock with Mrs. Harriett Morton, 728 North Ferry street.

### Ladies of G. A. R. to Meet

The ladies of the G. A. R. will meet on Wednesday afternoon for a social session at the home of Mrs. Z. F. Stoutmeyer, at 263 Washington street.

### Here on Way Home

Judge W. W. McCredie, owner of the McCredie Springs above Oakridge, was in Eugene on Monday on his way home to Portland after a stay at the springs.

### Dean Sandersen Goes East

President E. C. Sandersen, of the Eugene Bible University, left Monday on a trip to states in the middle west in the interest of the college.

### Come Here for Visit

Dr. C. E. Day and family of Centralia, Wash., are in the city having motored from their home for a visit here at the homes of Mrs. Johanna Day, Dr. F. M. Day and B. A. Seelye.

### May Buy City Bell

The Santa Clara Christian church may purchase one of the old bells owned by the city. The matter has been taken up through Councilman A. M. Spangler. The city has two bells, one of which was used on the old wooden courthouse

## A Quarter for Uncle Sam

You'll never miss it. And you'll buy more Thrift Stamps once you've started. It's a fine opportunity to exercise the virtue of thrift and at the same time furnish our country with fighting funds so that we will give

### NO QUARTER TO THE KAISER

Thrift Stamps place every man woman and child in the country in a position to become investors in national securities and a contributor to the nation's war chest. It doesn't take long for Thrift Stamps to grow into War Savings Stamps. We sell both at this bank.

## Bank of Commerce

county with a view to inducing fall planting by owners of livestock generally. He expects that it will be necessary to secure a large part of this seed from other parts of the state. Mr. Robb states that it is imperative that owners of livestock, especially dairymen, make some provision for a crop which will take the place of hay. Experiments with fall rye conducted in the county last year were very successful.

### Plan Visit at Vida

Mr. and Mrs. A. F. Bennett and little daughter, Ruth, and Professor Victor Haven, of Eugene, leave Wednesday for a two weeks' outing at Vida. Mr. Bennett is field secretary for the Eugene Bible University.

### Return to Home in Salem

Mrs. Knaffle Picken and two children, of Salem, who have been visiting at Mrs. S. A. Howe's home, returned to her home Tuesday. Miss Dorris Cosbay, of Brownsville, who has also been visiting at the home of Mrs. Howe, accompanied Mrs. Picken to Salem.

### Give Land for New Road

A number of property owners in College Crest addition and adjoining tracts in the foothills south of Eugene have signed an agreement whereby they will give the right-of-way free for the proposed road between Eugene and Lorane. The survey for the road has been practically completed by Hollis W. Libby county engineer. The property owners who have signed the agreement to allow the road to be built through their premises, waiving all claims for damages, are: Donald Young and wife, L. J. Ghek, Lieutenant Waldo J. Adams, Queenie H.

### Go to Cascadia Springs

Mr. and Mrs. C. F. Bauman left Tuesday for Cascadia Springs, where they will spend 10 days. Mr. Bauman, who is the head of the Eugene Poultry House, has left a competent man in charge of his business during his absence.

### Return from Motor Trip

Mr. and Mrs. T. M. Garrett returned

### Howe and Charles C. Whitten and wife.

Monday from a motor trip of several months, on which they went as far east as Chicago. They left Eugene about the first of June and made the trip by the southern route, returning over the northern route through Yellowstone National park. They were accompanied home by their two daughters.

### Will Attend Chaplains' School

Chaplain Edward E. Lane, of this city, who has been stationed at Camp Eustis, Va., is now at Camp Taylor, Louisville, Ky., where he is attending a chaplains' training school, according to a telegram received here on Tuesday by his wife. Chaplain Lane has been assigned to overseas duty with the 4th company of coast artillery.

### MARRIED

WOOD-McGEE—At the home of the officiating clergyman in Eugene, August 12, 1918, Ralph E. Wood and Jennie Bernice McGee, both of Eugene, Rev. F. E. Fisher officiating.

### WOODS-WILHELMSEN

At the courthouse in Eugene, August 12, 1918, Arthur Franklin Woods, of Marshfield, and Alfred Wilhelmson, of Eugene, County Judge H. L. Brown officiating.

### FUNERAL NOTICE

Members of J. W. Geary Post G. A. R. are requested to meet at the armory at 2 o'clock to attend the funeral of Comrade Thomas Alishaw. By the commandant.

### Give your boy a chance

St. Benedict, Ore. Address Rev. A. A. Meier.

### WANTED

Evergreen Blackberries, 6c per lb. Cash. Crates furnished free. Will meet any competition.

### J. W. SHUMATE

Oregon Electric Freight Depot.

### The best all-around training a boy can get

is at a college. Write to Mt. Angel College, St. Benedict, Ore., for a catalog. Address Rev. A. A. Meier.

### HOUSEHOLD GOODS WANTED

Call Greer's Auction House Phone 33.

### NEW YORK LIFE INSURANCE COMPANY

Represented by FRANK A. PAGE Phone 353-R. Eugene, Ore.

### Pacific Transfer and Storage Co.

Farrington & Hook, Props. Office and warehouse at 50 1/2 West Fifth Street Fireproof Storage Phone 74