

Another Great M. & W. Basement Store Sale
On Tap For Thursday—Friday—Saturday!

GINGHAM HOUSE FROCKS

Every Former Sale Surpassed in Every Way!

House Frocks for Everybody—Styles of every description. If you study the different style features—if you have been shopping around—then you will quickly realize that these are the newest of new house frocks and the price such as our sales alone can bring.

Styles and Styles—Authentic. New Exclusive Models.

They are of a character found only in higher priced dresses, in fact, these models were intended for dresses of much greater quality.

You will find the most correct materials for this season—Amoskeag and Security Gingham in fast colors and pretty, new patterns—fashioned into styles most adaptable for gingham. They are "Correct House Frocks."

Better than ever. Great money-saving Values. You never got more for your money.

99¢

All Sizes
Including
Slenderizing Stouts
36 to 52



All will be astonished, surprised tomorrow because not since we started this business have we been able to group such a huge collection of values. Each of our House Frock sales has been the greatest event of its kind at the particular moment. But none can measure up to tomorrow's great sale.

Come early as possible—because great crowds of women will be here throughout the day—Original display is the inducement to early shoppers—But every garment is a "Best Value" at this sale and this price.

You'll not be Disappointed.



Newest Trimmings

- Colorful Medallions
- Dainty Organdy
- White Pique
- Charming Appliques
- Ruffles—Pearl Buttons
- Vests
- Bias Self Bindings
- Ties
- Gay Color Bindings
- Lace—Pockets
- Belts and Liberal Hems

See Our Window
—You'll see the
equal of Models
that are Featured
elsewhere in a Big
Way at Several
Dollars More.

Such
Qualities
Such
Values

Look
at the
Illustrations

This sale is more gigantic, more complete than all that have gone before. Tomorrow everybody in this town will be talking about these House Frock values. You simply cannot afford to stay away. Come yourself—although we will accept 'phone and mail orders—we urge you to come yourself—even our enormous quantity is not guaranteed to last the day.

Come Yourself-You Simply Cannot Afford to Stay Away!

ON SALE IN THE BASEMENT STORE ONLY! THURSDAY—FRIDAY—SATURDAY!

Phone Orders Will Be Filled
For the convenience of any women unable to attend this sale we have arranged to take phone orders on gingham house frocks at 99c. Select style from illustrations here. Specify size and color. Free deliveries.

McMorran & Washburne Store

FOR STYLE QUALITY & ECONOMY

Mail Orders Filled From This Ad
Out-of-town patrons will have the same opportunity to share in this remarkable apron sale. All models are illustrated and numbered. Be sure to specify number, size and color preference. Include 5 cents extra for postage.