

Gloriously Ready To Serve Your Every Easter Apparel Need!

EASTER

Apart from its purely religious significance Easter symbolizes the birth of spring (despite its movable date) or the awakening of the year's new life; the shaking off of the lethargy of winter; the time for new garments of gladness.

That latter import is its merchandising aspect. Clothes designers, the world over, prepare for it months ahead of time; so do we; and you. The clothes and the fixin's are here!



"NOTHING IS SO SMART AS THE ORNAMENTAL CUFF"—THE EDICT FROM PARIS.

From Grenoble, a tiny village in southern France, come now world famous Perrin's gloves. The trifling higher cost is forgotten in the months of lasting beauty and service obtained from these wonderful gloves. Fashionable shades of beaver, tan, brown, as well as black and white. Artistically embroidered cuffs of gold or silver.

\$4.50 to \$5.50

"KAYSER" EMBROIDERED FABRIC GLOVES \$2.00

Roll or straight cuff style with exquisitely colored embroideries. A washable glove of imitable charm.

"KAYSER" SILK GLOVES \$2.25 TO \$3.25

A riot of lovely cuffs—embroidered, piped, shirred, cut in different shapes—saucey contrasts in color but all very chic.

Jaunty Sport Sweaters \$4.95

Sponsoring the ever increasing vogue for color—color—color! Every fascinating color of an April rainbow portrayed in these delightful sweaters for juniors, misses and women. Of wool or rayon. Kid boots and Peter Pan styles. A diversified group that makes choosing completely satisfactory.

HOSIERY



Trim Snug-Fitting Silken Hose for the Easter Costume

Sheer lustrous silken hose in a marvelous array of new colors—colors that must have had their inspiration from the soft glow of an April sunset.

"Kayser" Chiffon Silk Hose \$2.50 Pair

A beautiful full-fashioned hose of cob-webby lightness yet unusually durable construction. Slipper heel, marble stripe top, alluring shades of rosewood, moresque, cheri, silver, piccadilly, camel and black.

"Humming Bird" Silk Hose \$1.65 Pair

Knit to fit pure heavy silk hose that will retain their beauty and shape after many launderings. Lisle heel and toe, silk reinforced sole. Double lisle hem top, ravel stop. Their beauty only rivaled by the intriguing color names—Parisian, noisette, harvest, maize, nude, skin, polo.

Silk and Lisle Sports Hose \$1.69 Pair

"New fashioned" novelty striped sports hose in a smart drop-stitch weave. Well liked "Burlington" make. Predominating colors of copen, beige and Russian calf. Very new and very, very smart!

McMorrane & Washburne Store



McMorrane & Washburne Store



MAIL YOUR ORDERS

If unable to shop in person you will like the prompt efficient service of our mail order department. Every mail order filled by our expert shopper within two hours of receipt. Your order will receive the same careful attention as if you were here in person.

"Cinderella" Panty Frocks for Miss "2" to "6," \$1.99

Just the sort of flowerlike little dresses that Cinderella would choose for herself. Of sturdy fast color fabrics—abloom with gay embroideries—smocking and appliques. Bloomers cut full and roomy.

OTHERS UP TO \$2.75

Modes for Easter and Thereafter

In the promenade of spring fashions the Ensemble—the harmonizing coat and dress—take distinguished precedence. Smartly designed so that either coat or dress may be worn separately they both merge into the general scheme of things with remarkable success. Practicality and graceful beauty were never more completely expressed than in these recent arrivals at the M. & W. store. All silk, fashionable charmen or satin ensembles for formal wear and trim flannel or beloved "Kasha" for more informal wear. Every new shade—every new mode of trimming—delightfully emphasized. An incomparably varied showing of ensembles carefully chosen to meet the exacting tastes of our patrons.

Ensemble costumes are priced from \$34.75 to \$145

A Stunning New Frock from "Peggy Paige"

An afternoon style after Patou—fashioned by "Peggy Paige." A chic little frock of crepe de chine with the popular circular mode expressed in a novel apron and the new lace idea—the latter in artistic bands outlining and sleeves and suggesting the waistline.

\$49.75

MANY OTHER FROCKS \$19.75 TO \$69.75



"Conde" Sends This Jewel-Tone Coat of Peecheedown.

The pastel plaid designs of this beautiful coat together with the glorious peecheedown fabric result in a smart and unusual mode. The newest fur—Kristlewakle—forms a luxurious collar that becomingly frames the face. Canton silk lined.

\$110.

Other Smart Easter Coats, \$19.75 to \$165

NEW HATS for EASTER

Blithly, Gayly, Springtime millinery radiantly follows fashion's fancies in beautiful color and buoyant line.

Fanciful is fashion these days of 1925. One moment favoring hats small, close-fitting—the next, hats large, demurely drooping. Here, turning to rich subdued colors—there, to tints vivid and daring. Unquestionably here are to be found Eugene's most diversified showing. Hats for the street, for travel, for afternoon occasions, for dinner and dances, for outdoor sports. Each in the fabric and color charmingly appropriate to the varied occasions and costume.

A LOVELY GROUP OF NEW HATS PRICED AS LOW AS

\$4.95

Basement Millinery Section Features Trimmed Hats at \$2.95 and \$3.95



A COLORFUL GARDENIA BLOOMS ON THE SMART EASTER COSTUME

It's the little things that count—and in such a little thing as the proper selection of the boutonniere of lies the finishing touch to the ultra-smart costume. Beautifully made silk gardenias—red or white—in the correct size.

OTHER NOVELTY BOUTONNIERES PRICED FROM 50c TO \$2.00

Beth Hats

are sold exclusively in Eugene at the M. & W. store. Higher grade hats—one of a kind—each characterized by that chic in styling—that richness in colors and that excellence of fabric demanded by women of fashion.

BETH HATS PRICED FROM **\$12.50 to \$25.00**



The Gossard Line of Beauty



in "Gossard" corsets the woman whose problem is too many pounds will not find only an illusion of slenderness but real figure training.

Skilfully designed corsets and reducing garments that properly and healthfully smooth the figure into graceful lines of youth.

GOSSARD CORSETS

\$2.00 to \$12.50

Corset section in charge of expert corsetiere. All fittings free of charge.

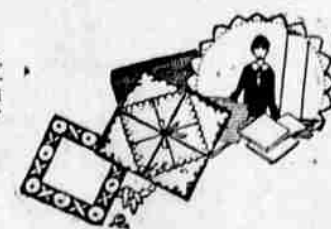
McMorrane & Washburne Store
FOR STYLE QUALITY & ECONOMY

New Georgette Handkerchiefs \$1.25

Feminine bits of loveliness. White georgette with colored printed corners and pequetted edges—for Easter of course!

Linen or Voile \$1.00 Ea.

All exquisitely hand embroidered, many with hand drawn threads. Every fascinating color for Easter wear.



Hand Embroidered Georgettes, \$1.25

In rose, blue or gold. Flower like embroideries. Wide hems.

Kiddies' Hankies 20c

Dainty white voile with gay printed corners.



Luxurious Italian glove silk lingerie in an unrivalled array. Lasting beauty and long service go hand in hand with these.

GLOVE SILK VESTS \$2.25 TO \$3.50

Flesh, Peach, White, Orchid

GLOVE SILK CHEMISE \$4.50

Flesh and Orchid Shades

GLOVE SILK PAJAMAS \$14.75

Novelty scalloped edge styles. Colors of Maize and Firefly.

GLOVE SILK STEP-INS \$4.50

Flesh, Orchid, Peach and Maize



PRINTS—PRINTS—PRINTS

In all fashion's array of beautiful fabrics for Easter apparel the outstanding is printed silks. The rare charm and individuality of the designs, the unusual color blendings and the guaranteed quality of those shown at the M. & W. store appeal to women of even the most particular taste.

A WONDERFULLY COMPLETE SHOWING OF NEW PRINTED SILKS.

\$3.25 TO \$4.50 YARD