

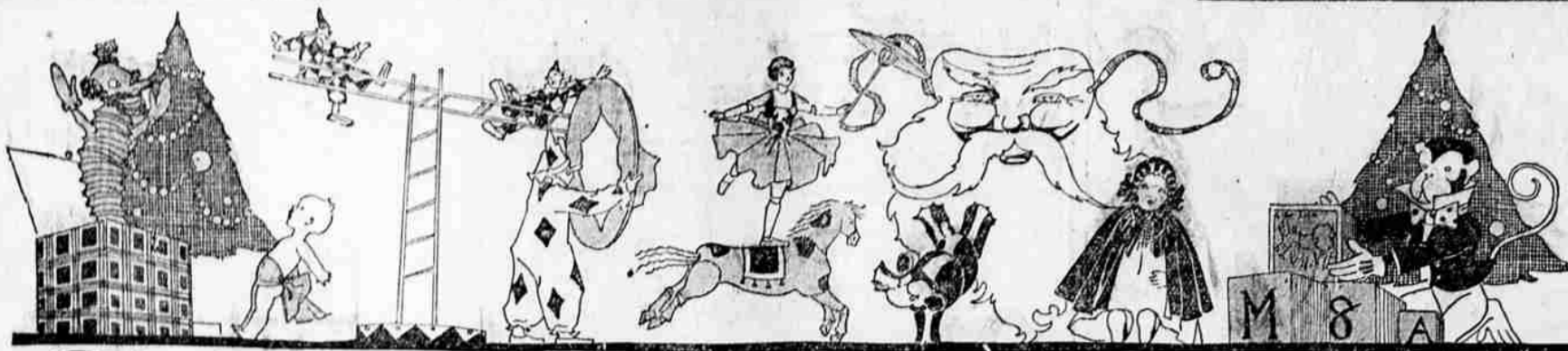
Phone 4

McMorran & Washburne Store
FOR STYLE, QUALITY & ECONOMY

Eugene's Own Cheery Christmas Store Offers Better Service All The Year But Better Than Ever At Christmas!

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Phone 4



The Toy Store is Ready!

About the M. & W. Lay Away Plan

—Right now is the ideal time to select toys at the big McMorran & Washburne basement toyland. The store is not over-crowded... the salespeople have plenty of time to give better service and the toys themselves are all fresh and new and in perfect condition. If you wait many of the better toys are gone. Pay a small deposit and we will keep any toy carefully until wanted.

Christmas Story Booklets FREE

—Every little boy or girl visiting the big, happy McMorran & Washburne basement toyland Monday will be presented with a pretty little Christmas story book. Each booklet is illustrated in gay colors and contains one wonderful Christmas story. You do not have to buy a thing. They are entirely free!

More Toys! Better Toys! The Jolliest Toyland You Ever Saw! Welcome All!



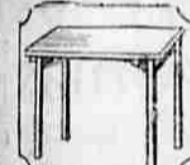
ROCK-A-TOT, \$4.95

A wonderful toy to keep tots amused for hours. Painted in bright colors. Regular \$7.50.



TRANSFORMERS, \$3.25

Thoroughly dependable and reliable. For toy trains and mechanical toys. Larger size \$4.50.



TABLES, \$1.69

Little bright red tea tables such as every girl wants. Substantially made.



STREET CARS, \$1.98

Big strongly constructed cars that wind up and go like the real thing.



DOLLS, \$1.98

Large size dolls with sleeping eyes and curly hair. All prettily dressed.



XYLOPHONE, \$1.00

Plays real tunes clear and pretty. Large size complete with mallets.



SPEED BOATS, 50c

Wind them up and how they go! Painted in bright colors.



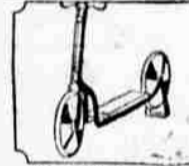
TOYS, 49c

A whole table full of mechanical toys that perform all sorts of tricks.



HALF PRICE

Entire stock of undressed kid body dolls now at just half regular price.



SCOOTERS, \$5.00

Holder bearing scooters with big balloon tires. Well constructed.



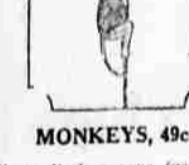
TRAINS, \$2.00

Engine, tender, car and track. Wind the engine and they go!



ROCKERS, \$1.65

Little bright red rockers — strongly made. How little girls love them!



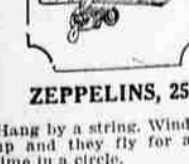
MONKEYS, 49c

They climb a rope just like this one. Many other toys at 49c.



PIANOS, \$1.00

Toy pianos on which you can play real tunes. Nicely finished and decorated.



ZEPPELINS, 25c

Hang by a string. Wind them up and they fly for a long time in a circle.



TINKERS, 75c

Tinker toys develop youngsters' ingenuity for all sorts of things may be constructed.



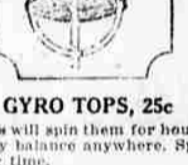
CABINETS, \$1.50

Large sized cabinet for the doll house. Just like the one pictured here.



DOLL BEDS, \$2.50

Large size beds for dolly. All prettily painted and complete with mattress.



GYRO TOPS, 25c

Boys will spin them for hours. All prettily painted and complete with long time.



BELLS, 25c

A set of bells in a nice box for only 25c. Every child likes bells.



TEA SETS, 50c

White fine china with gay flower decorations. Packed in a nice gift box.



RING TOSS, 65c

A dandy little game for boys and girls. Even grown ups enjoy this game.



KITCHEN SETS, 50c

For the little cook. Larger sets priced at 75c and 85c.



DRUMS, 50c

What real boy doesn't thrill at the gift of a drum. Complete with sticks.

\$1.98 Talking Teddy Bears

The big soft cuddly kind that moves its arms and legs and grunts and growls and talks "bear" language in a manner that delights little boys and girls. Just 50 remain to sell at this extra low price

\$1.98

Novelty Toys 25c

Little wooden toys such as boxers that really box, horses that run and chicks that eat. Painted in bright pretty colors. A whole table full at 25c each.

Tyker Turtles \$1.50

Here is a clever toy that looks and act like a real honest to goodness turtle. It is pulled along with a cord and moves its legs and neck. A toy that will last.

Hundreds of Books; Games, 10c Up

A whole big section devoted to all sorts of interesting, entertaining and instructive books and games for children all ages. Eugene's largest assortment by far!

\$2.48 Mama Dolls, Now

These big dolls are just the kind every little girl likes. They are full 26 inches high. Non-breakable heads and composition arms and legs. They are prettily dressed in dresses or rompers. Bonnets and some with real hair. They all say "mama."

\$1.98

Twistum Toys 98c

These are the ideal toys for little folks. They are made of smooth wood, nicely enameled in bright colors. No sharp edges. They twist into many comical shapes.

Toy Wagons 29c

Here is a dandy special in a little blue enameled toy wagon. Strongly made of good weight tin. Has long wire handle. A toy that will delight any child on Christmas morning.

"Fixin's" For The Christmas Tree

It really isn't Christmas without a tree and we have just everything needed to make a wonderful tree for Christmas Eve. Novelty decorations of all kinds. 1c up.

\$1.19 Horse Shoe Games

Here is a wonderfully amusing game for youngsters and for the grown-ups too. Each set consists of two plates with center pegs and four horse shoes. They'll keep youngsters amused for hours. Everybody likes to play horseshoes.

79c

Visit The Basement Dollar Gift Table Any Article One Dollar!

A big table devoted to many, many attractive little gifts for one dollar. Every one is specially priced. Boudoir lamps, vases, coffee pots, silver salt and peppers, rag rugs, fancy pitchers, mahogany candlesticks etc., etc. Don't fail to visit the Dollar Gift table.

Visit the Basement Store Oriental Gift Section

Many unique and "different" gifts from far away China, Japan and the Philippines. Oriental novelties are quite the vogue in interior decoration and here you may choose from Eugene's finest showing.

Japanese Girls Heads \$3.00

Carved Brass Bowls 75c

Japanese Incense Burners, \$1.00

Opium Bowls with Teak-wood Stand, \$3.00

Japanese Wooden Trays

Carved Brass Tea Pots \$3.50

Japanese Vases, \$2.00

Cigarette Trays, 50c



COMBINATIONS, \$2.75

A dandy black board and desk combination for boys and girls—very strongly constructed.



TEN PINS, 85c

Complete set packed in a handy box for keeping. A larger set at \$1.75.



KIDDIE CARS, \$3.25

Rubber tired cars painted in bright pretty colors. Nothing to break.



BLOCKS, 50c

And up to \$2. Many sizes and decorations of letters, pictures, etc.



AUTOS, 50c

Many many kinds to choose from. Ford coupes, roadsters, sedans, etc. etc.



ELEPHANTS, \$3.50

A friction toy. Runs 125 feet when started. A toy that will last!



BEARS, \$1.19

Regular \$1.98 size talking bears. They growl and grunt in a way you'll like.



TOPS, 50c

Musical toys that sing pretty songs. Painted in bright colors. Spin for a long time.



NOVELTIES, \$1.00

Puns in Boots and story time dolls. Made of oil cloth, hand decorated.



ALUMINUM, 10c

All sorts of utensils for the doll house. Pots and pans galore!



TOOT! TOOT! 10c

Ever hear of a boy without a horn at Christmas? Others at 15c and 25c.



SULKIES, \$2.75

Of good quality finely woven reed. Rubber tired; well made throughout.



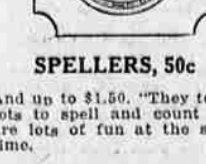
ANIMALS, 50c

Stuffed animals for tiny tots, cats, dogs, bears, etc., etc. Non-breakable.



DUCKS, 75c

Painted in bright colors that attract youngsters. Like the one pictured here.



SPELLERS, 50c

And up to \$1.50. They teach tots to spell and count and are lots of fun at the same time.



WELLEBARROWS, 89c

A dandy little wheelbarrow, painted in bright red enamel—special at 89c.



COASTMOBILE, \$11.95

A wonder wagon, roller bearing, balloon tired. Will last for years!



GRAB BUCKETS, \$1.69

"Strutto" grab buckets, they load and dump the sand by turning a crank.



BUGGIES, \$4.75

Strongly constructed and prettily painted. All with rubber tires.



POP! 25c

Cork bullet pop guns that delight the boys with the pop they make.



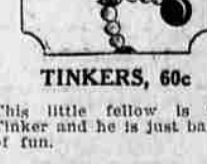
CHECKERS, 25c

Good heavy checker boards in a handy size. Checkers for 25c.



"MAMA" DOLLS, 98c

Prettily dressed with bonnet, dress, shoes, and stockings, they say "mama."



TINKERS, 60c

This little fellow is Tom Tinker and he is just barrels of fun.



SANDY ANDY, \$1.00

A large size. Steel framed automatic sand toy that fascinates the youngsters. A toy that will last!

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EUGENE'S OWN CHEERY CHRISTMAS STORE