

The Convenient new M. & W. Budget Buying Plan is available to all merchandise in this store! Arrangements may be made at balcony office.

Sale prices advertised here effective only while lots last. Because of the remarkable character of the values we reserve the right to limit quantities.

McMorran & Washburne Store
"EUGENE'S OWN STORE"

Positively no January Clearance Sale merchandise will be sold to dealers. It is our intention to serve only regular patrons and friends.

Four free deliveries daily to all parts of city. Two hours after receipt your mail order is on its way to you, carefully filled and packed with care.

Store Opens
MONDAY
9:30 A. M.

Open other days
8:00 A. M.
Prompt and careful
attention to mail
and phone orders.

January Clearance Sale

Store Opens
MONDAY
9:30 A. M.

Open other days
8:00 A. M.
Prompt and careful
attention to mail
and phone orders.

A Store Wide Clearance Event of Utmost Importance To Every Thrifty Shopper!

January Clearance! Fabrics

The January clearance of fabrics promises to be the outstanding event of this sale! Thousands of yards of dress goods of every description offered at compelling prices! Detailed description here is impossible—we only urge that you visit the piece goods section soon—the bright golden yellow price tickets will tell the story! But a few of the surprises mentioned here:

Wool Challis

Formerly \$1.50 Yd

\$1.29 Yd.

Famous "Botany" Mills fine worsted challis in a host of bright, pretty patterns. Such a splendid wearing and pretty material for children's school dresses.

WOOL BATISTES
TRICOTINES
FRENCH SERGES
WOOL CHALLIS
WOOL PLAIDS
WOOL COATINGS
FANCY AND PLAIN
SILKS, ETC., ETC.

35c to \$2.49 Yd.

300 Yds. Silks

Monday Only!

59c

Plain and fancy silks formerly to \$1.50 yard to be closed out at this sensational low price while they remain. Come early Monday for these!

Clearance Sale News

Monday morning at 9:30 our doors open to a January Clearance Sale positively unparalleled in the history of this store!

A store-wide clearing of odd lots—broken lines—discontinued numbers, etc., at prices nothing short of sensational!

Many special and advantageous purchases and price concessions from large manufacturers will be included!

Every section of the store will devote its energies to providing worthy offerings that the acknowledged value leadership of "Eugene's Own Store" may be preserved.

McMorran & Washburne Store
"EUGENE'S OWN STORE"

January Clearance! Hosiery

Seldom indeed will one find such interesting and worth-while values as offered in this group of women's and children's hosiery specials! For many years this store has been recognized as the leading hosiery shop. Such offerings as these will strengthen this tradition!

"Munsing" Silk and Fibre Blend Hose, 49c Pair

A fine lustrous, perfect fitting and long wearing hose. Has the appearance of much higher priced silk hose. Lisle foot and top. Black only. All sizes.

Heavy Service Weight Pure Silk Hose, \$1.59 Pair

Selected irregulars of a famous hose selling regularly at \$2.50. The imperfections are very tiny and in no way interfere with the beauty or wear. All good colors.

Genuine "Phoenix" Pure Silk Hose, 89c Pair

Heavy pure silk hose, regular \$1.35, \$1.85 and \$1.98. Brown only! Every pair perfect! A wonderful value!

Holeproof Hose for Boys and Girls, 3 Pr. \$1.00

Medium, heavy and fine ribbed hose selling regularly at 50c and 60c pair. All sizes 6 to 10 in this lot. Supply their needs for winter and spring in this extra value!

Women's Regular 75c Outsize Lisle Hose, 45c Pair

Fine mercerized lisle hose in black and brown. Every pair perfect in every way. Outsize only. 45c pair.

Infant's Regular 50c Cashmere Hose, 15c Pair

Size 4 only in this lot! Fine, soft cashmere hose in black and tan. If you can use size 4 here is a most exceptional clearance value!

\$2.50 Silk Taffeta, 98c

Disposing of all pastel shades in high grade silk taffetas at way less than actual cost. Excellent choice of colors for early shoppers!

\$2.50 Lining Satins \$1.39

Heavy, serviceable lining satins and messalines selling regularly to \$2.50 to be closed out at this amazing low price Monday. Plain colors only!

50c Black Sateen, 35c

Full yard wide, heavy, beautifully finished fully mercerized black sateen far superior to even the ordinary 50c grade. 3 yards \$1.00.

Jap Silks Priced Low!

Imported Japanese silks in an unusually soft and pretty quality. Free from dressing—a fabric of many uses. Clearance sale prices are 59c, 79c and 99c yard.

Clearance of Gingham

Entire stock of fine gingham included in the January Sale! Four big price groups for your convenience. Most all 32-inch widths: 10c, 23c, 29c and 39c.

Sale of Remnants

Over 2000 fine remnants in this great clearance! If you're clever with the scissors and needle you'll find the remnant counter a chest of treasures. Desirable usable lengths in silk, wools, cottons, wash goods, ribbons, laces, drapery materials, etc., etc., at just ONE-HALF THE REGULAR PRICE! Hundreds of brand new remnants added for January Sales!

—Drapery Remnants—second floor
—Silk Remnants—silk department.
—Wool - Cotton Remnants—basement.

1/2 OFF SALE

15x30 Huck Towels, 7 for \$1.00

Plain white nicely woven towels, very special!

Guest Huck Towels, 6 for 49c

Very handy size for the guest room. Beautifully bleached.

Hemstitched Towels, 4 for \$1.00

Soft, absorbent, heavy weight towels. All perfect!

Turkish Bath Towels, 45c each

A fine woven towel that dries quickly and induces circulation. A large size towel such as men like. Greatly lowered in price at 45c each!

SEE WINDOW DISPLAYS TODAY
for Further Clearance Sale News!

STORE OPENS MONDAY
at 9:30 A. M., Sharp!

Clearance of COATS

Reductions Are Deep!
The Styles Authentic!
The Selections Wide!

Oregon Climate Requires a Coat
the Year 'Round! Lowest Prices
of the Year Now!

185 High Grade Coats in This Clearance!

Coats
Formerly to \$17.50
\$5.11

Coats
Formerly to \$27.50
\$13.11

Coats
Formerly to \$37.50
\$18.11

Coats
Formerly to \$47.50
\$23.11

Coats
Formerly to \$78.00
38.11

Coats
Formerly to \$118.50
\$64.11

Coats
Formerly to \$158.50
\$84.11

Coats
Formerly to \$158.50
\$84.11

The Budget Plan

Now extended for your convenience is sound and practical and is proving a popular aid to dozens of women who do not care to pay cash or charge. It enables you to pay for your purchases in small easy-to-meet payments and assists you budgeting your expenditures.

The Budget Buying Plan

is extended to all merchandise in this store. You are invited to call at the balcony office for further information.

Please Note Particularly—Cash, Regular Charge and Budget Plan prices are identical. No interest or carrying charges of any kind attached to our budget plan.

See Page 5 and Page 2, Society Section for Further Clearance Sale News.

Turkish Towels, Sale 39c

Note the splendid large size—22x44. Finely bleached and very absorbent. Plain white or with prettily colored border. Certainly out-of-the-ordinary at 39c each!

\$3.75 Bedspreads, \$2.95

Good looking Krinkle Crepe bedspreads in choice of two sizes 81x90 and 81x100. Several pretty color combinations. Easily washed and never need ironing.

Mercerized Damask, Shorts

All first quality. Beautiful patterns—Regular 69c grade, 49c Regular 79c grade 59c Regular \$1.00 grade, 79c

\$1.50 Table Linen, 95c

Just one bolt of this extra fine mercerized pure table linen to be closed out at 95c yard. If you contemplate buying new linens by all means see this!

72x90 Bed Shetts, 98c

Full size sheets—well made of finely bleached, good grade sheeting. All seamless. An excellent sheet for rooming houses, hotels, etc., where a maximum of wear is required.

Basement Store News!

But a few of the dozens of clearance sale items from the basement store are mentioned here. A trip through this interesting department will disclose many surprise values! Look for the bright yellow cards!

42-Pc. China Dinner Sets, \$16.50!

Just six of these wonderful dinner sets bought expressly for the January Sales. Every piece is real china and every piece perfect in every way. Not the ordinary small size pieces but every one large size. Choice of two pretty patterns—small floral blue border and rose with ivory band. Just six to sell at \$16.50 complete set.

Round Wire Dish Drainers, 89c

YARD WIDE COMFORT CHALLIS18c
SILKOLINES, Pretty patterns, yard23c
YARD WIDE BLACK SATEEN, yard29c
BUNGALOW CRETONNES, yard wide19c
FAST COLOR BROADCLOTH, colors39c
PLAYTIME ROMPER CLOTH35c
YARD WIDE IRONCLAD SUITINGS39c
GUARANTEED ALARM CLOCKS98c
LIBBEE SAFEDGE TUMBLERS, each5c

\$6.50 Electric Irons, \$4.89

Genuine "Hold-Heat" electric irons sold with an iron-bound two-year guarantee! A medium weight, quick heating iron. Cool top always and proven to consume lowest current of any iron in its class on the market. A saving of \$2.61 if you purchase now!

McMorran & Washburne Store
"EUGENE'S OWN STORE"

McMorran & Washburne Store
"EUGENE'S OWN STORE"