

McPherson's New Store Opens Here Wednesday

INVITE ALL TO INSPECT FINE STORE

Medford Firms and Workmen Complete Task — Smokes for Visitors Tomorrow — Invitation Extended by Owner.

McPherson's Men's Clothing store will be formally opened at their new home, 212 East Main street, tomorrow morning, when visitors will see one of the most modern and attractive shops of its kind to be found between Portland, Oregon, and Sacramento, California. Fred J. McPherson, the owner, will be on hand to greet old and new friends and customers, and to distribute cigars and cigarettes in honor of the occasion.

Philippine mahogany has been used for all fixtures and wood work throughout the store, which has a floor space of 25 feet by 92 feet, with a large store room in the rear. The Trowbridge Cabinet Works, in addition to manufacturing and installing the equipment, designed all of the plans and arrangement.

The plate glass windows extend back from a deep hall entrance and two leaded diamond light windows of Gothic design give the store an air of quality even at first glance before one sees the smart interior. Rich blue velvet curtains trimmed with gold are used in the display windows which are unusually well-lighted. Flood lights of various colors will be employed to effectively show new merchandise to passersby. Light plastic plaster walls form a pleasing contrast to the dark wood work.

Three mirror shelves, six individual wrapping counters and four eight-foot show cases are included in the fixtures made by Trowbridge. All merchandise will be under glass and advantageously displayed. A new type of shirt cases with disappearing glass doors will be seen at McPherson's. There are seven of the 50-inch sections so that all colors and styles will be available for selection.

At the rear of the main department are Mr. McPherson's private office on one side of the room, and, opposite that, a fitting and alteration room. Shoes will be shown in the back part of the store, rows of shoe racks having been installed along the wall for easy selection.

As much as possible of the material used in fitting up this fine store was purchased locally and all labor was done by Medford men.

F. J. McPherson has extended a cordial invitation to all southern Oregon people to inspect his new store tomorrow. Cigars and cigarettes will be complimentary to all who attend the opening.

Weeks and Orr's Furnish and Lay McPherson Linoleum

Those who visit McPherson's tomorrow will be interested in the especially attractive linoleum which covers the floors of this fine new store. The linoleum was selected from the large stock of linoleum and congoleum at Weeks & Orr's furniture store of this city and was laid by the linoleum experts of that store.

Tips On Tie Modes For Well Dressed Men Are Disclosed

For another season foulards will continue to account for the bulk of the neckwear bought by young men of university age. Small figures are still the mode, in very bright colors. These small figures also account for the popularity of Spitalfields types of ties, which will be more apparent than ever this fall, according to advance style news received by McPherson's.

Stripes are going to have another big autumn, considering their present following. These will be with dark grounds and bright stripes as far as volume sales are concerned, while light striped and light grounded ties will also be sold extensively.

McPherson's Offer Hints On What Is Smart In Footwear

Wing tip shoes lead again in favor with the business men, dark brown being a popular color in this type of shoe. Another shoe that is gaining steadily is that with a perforated toe cap and perforated vamp border. This is displacing the one that had the fancy toe cap and plain seam for a vamp border. Both black and tan are well favored in this type.

Three pairs of shoes in a man's wardrobe this summer, might well be two of brown and one black. For sportswear the shoes should be roomy enough for a pair of thick socks. The vogue for rubber or crepe soles has passed with a return to leather.

The well known Nettleton and Weyenberg lines of smart footwear are being especially featured by McPherson in their new store.

Smokes For Guests At McPherson's Opening Tomorrow

Hundreds of visitors from all parts of southern Oregon will inspect McPherson's new home tomorrow, Wednesday, and in honor of the opening event, Fred McPherson, the owner and manager, will give free cigars and cigarettes to every smoker.

Weeks have been spent in preparing the store for tomorrow's opening, and late this afternoon every detail had been completed.

Well Known Lines Of Apparel Offered McPherson Patrons

McPherson's men's clothing store which has been widely patronized for years by well-dressed men of southern Oregon, has the following well known lines from which to select every article of wearing apparel:

Keller - Keumann - Thompson Rochester-made suits; Mallory and Hardeman hats; Nettleton and Weyenberg shoes; Hamilton-Brown shoes; Ide and Argonaut shirts; Spaulding bathing suits; Benjamin Franklin sweaters; Can't Bust 'em work clothes; Munsing Wear underwear and hosiery; Ide and Crown Middle pajamas; Ambassador caps; Pioneer belts, suspenders and garters and McGregor golf hose.

TINY GIRL DROWNS IN UMPQUA RIVER WATERS

REEDSPORT, July 1.—(AP)—Esther Moody, 17 months old daughter of Mr. and Mrs. Howard Moody, was drowned in the Umpqua river yesterday.

Owner of New Store



Fred J. McPherson

Fred J. McPherson, owner and manager of Medford's newest men's store, needs no introduction to southern Oregon shoppers. For fifteen years, Mr. McPherson has been a resident of the Rogue River valley and has a host of friends who are wishing him success in his fine new Medford store.

Previous to coming to this city he was engaged in the general mercantile business in Eagle Point and five years ago he opened a men's apparel store in Medford, located at the corner of Sixth street and Central avenue.

Owing to the increase of business, McPherson's open in a fine new store at 212 East Main street tomorrow. This new store, one of the finest of its kind in this section of the country, reflects the enterprise and merchandising ability of its owner.

Fred J. McPherson is active in civic, fraternal and club activities in this city and is an active member of the Rogue Valley Gun club and the Rogue River Valley Golf club. An ardent backer of home industries, Mr. McPherson used home products in the building of his new store, installed Medford-made fixtures and employed local labor.

ly avoid ultra-harmony and monotony of color. They do not rely upon themselves alone for authority. And here is where clerks in McPherson's and other high class stores are able to assist those who are not positive about correct color combinations.

One way to overcome the propensity to monotony is to study ensembles worn by the best dressed men in the country and to see how

they achieve contrast that heightens, rather than deadens, the component shades making up the whole.

The best advice that stylists give is for the wearer to strive for contrast. If a brown suit is being worn, a blue shirt will probably be more effective than a tan with the same suit. While, if the suit is blue the tan shirt would be better. One or both of the colors should be carried out in the tie and socks.

Color Monotony Is Unpopular With The Best Dressed Man

"Don't make your color ensembles monotonous," advises a style expert. Well-dressed men studiously

Lighting, Plumbing And Awnings Are Installed Locally

Modernistic lighting fixtures, the last word in fine store lighting, may be found in McPherson's fine new store. These fixtures were selected from the stock of the Peoples Electric store and installed by that concern. The window lighting was also handled by the Peoples Electric staff. Flood lights of various colors will be used in displaying merchandise in the front windows. The entire wiring work was handled by the Peoples Electric store's electricians.

The Modern Plumbing and Sheet Metal company furnished and installed all the plumbing in the new men's clothing store. Attractive awnings used at the entrance of the building were manufactured and put up by F. F. Burk, whose headquarters are located on North Front street across from the Southern Pacific depot.

Reform In Men's Dress Coming But Will Be Gradual

The history of shorts is a long one. For centuries Tyroleans yodeling from Alp to Alp have worn them, it appears. Shorts, for jungle wear, figure in fiction as frequently as does the sarong for native women.

There is a practical and serious side to shorts. Several years ago the Prince of Wales was frequently photographed wearing them while camping in Canada. Al Johnson received wide publicity by wearing them for golf. At that time the use of shorts as golf wear occasioned considerable debate pro and con. For one thing, appearances were against them, and for another argument against them, sunburn and mosquitoes would work havoc with the wearer's knees.

Dress reform is unquestionably in the air, but it is bound to come gradually instead of by a hop from long trousers into abbreviated shorts, style critics point out. The "shorts stir" was in line with the pajama-movement of last summer and other similar "movements." But for all of that shorts have their place and McPherson's have them in a wide variety of colors and patterns.

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TROWBRIDGE IS MAKER OF FINE NEW FIXTURES

Local Industry 22 Years Old—18 Men On Payroll — McPherson's Fixtures Show Workmanship.

The Trowbridge Cabinet Works which is largely responsible for the smart appearance of the new home of McPherson's Men's Clothing store has a history showing rapid development since 1908.

Twenty-two years ago Ed Trowbridge came to Medford from northern Michigan and started a furniture manufacturing business with headquarters on Holly street. For several years Mission furniture was the only type in demand for homes in this part of the valley, so that was the only kind made by Mr. Trowbridge and his one assistant.

In 1911 there was sale for other types of furniture and the plant was enlarged. Following the end of the World War the Trowbridge Cabinet Works was moved to its present location, at the corner of Tenth and Grape streets. Eighteen men are now employed to turn out an increasing amount of high grade furniture and fixtures work.

McPherson's store is the latest job to be completed by Trowbridge Cabinet Works. Philippine mahogany was used for all of the fixtures and wood work throughout this large establishment which covers a floor space of 25 feet by 92 feet.

Designs for plans and arrangements were made by Trowbridge in addition to manufacturing all of the attractive equipment. The six movable wrapping counters are novel features which add much to the appearance of the store.

Those who attend the opening of McPherson's tomorrow will be interested in inspecting these Medford-made fixtures which reflect the excellence of products of this well known home industrial concern.

Grinsted and Runtz Decorate Interior McPherson Store

Grinsted and Runtz, capable painters and decorators, with headquarters at 317 North Riverside avenue, did all of the painting and decorative finishing at McPherson's new home on East Main street.

Among the recent big local remodeling jobs completed by Grinsted and Runtz are: Mann's Department store, Crowson's Cafe, Farmers and Fruitgrowers Bank, the latest one being McPherson's. In addition to these attractive interiors which were largely redecorating and re-modeling jobs, they had charge of finishing the summer home of Captain Black, and also decorated the new Erickson home in Glen Oak Court.

Black Waistcoat Now Worn With Evening Jacket

Recent changes in evening dress for men seem slight to the casual observer because since all men dress alike in the evening, one takes less notice of men's clothes at night than any other time.

Among the most notable of the subtle changes in evening dress accessories, as listed by Vanity Fair, is the fashion of wearing a black evening waistcoat with a dinner jacket. In London, this is a brand new fashion. These waistcoats are made of Marcella silk. The black silk waistcoat for wear with dinner jacket is not only an economy, where laundry is concerned, but the effect is decidedly smart.

Evening shirts with a "dicky" front have also staged a comeback.

Best Wishes to
McPherson's
In Their Fine New Store Opposite—
Brophy's
JEWELERS
MEDFORD, ORE.

The Striking Marble Tile Linoleum

On the Floors of

McPherson's

Fine New Store Was Supplied from the stock of

SEALEX LINOLEUM

made by the Congoleum-Nairn Company — makers of famous Gold Seal Products

75 Linoleum Patterns and 18 New Congoleum Rug

Patterns are Now on Display at Our Store

WE are glad to be among the firms participating in the building of McPherson's fine new Men's store.

—THE—

"Modernistic" Lighting Fixtures --- Window Lights and Wiring

Were Furnished and Installed By Us

Peoples Electric Store

212-214 W. Main — Phone 12

O. O. ALENDERFER A. B. CUNNINGHAM