

Grand OPENING

LOWELL'S

"BEAUTIFUL STYLES"

ROSEBURG'S NEWEST STORE FOR WOMEN

Opens Saturday Morning at 10:00 a. m.

Featured will be a complete Holiday Stock of Women's Ready-to-Wear, Shoes and Accessory Items. Only lines of nationally known reputation will be featured. Eastern buying connections make possible the simultaneous showing in Roseburg of the same modish creations that are featured on Broadway. The types selected for this Grand Opening are the season's current "Style Hits."

NOTICE!

Space prevents the listing of all items that are to be carried in this new LOWELL'S Store. A glorious array of colorful Cotton Frocks are featured as well as a large selection of Costume Jewelry, etc. Only a visit to the new store will reveal its entire stock.

OPEN HOUSE
FRIDAY NIGHT

Public Invited
From 8 p. m. to 10 p. m.

Styled by Johansen
Advanced Spring
Styles

HEDDY



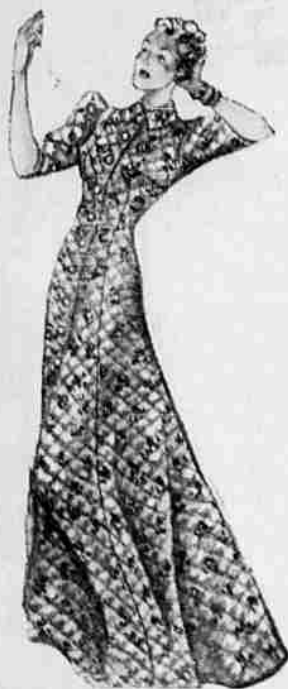
Heddy Ultra-Smart in black suede, with luggage—Tan trim. There's a bag to match. **\$7.75**

Created by Johansen

DOC



Beautiful in black suede with grey snake skin trim bag to match. **\$7.75**



House Coats

Quilted Satin Striped Taffeta Transparent Velvet.

\$4.95 to \$12.95



\$14.95



BAGS

Suede and Calf

\$1.00



Newest Styles and Colors

\$1.95 to \$3.95



Advanced
Spring
Styles and
Colors
Utterly-
Utterly
Smart

Highly
Styled
Designed
Exclusively
for our
Opening

Glamorous
Evening Gowns for
Festive Occasions



\$6.95



Red and Blue

Velvet D'Orsay

\$1.00



Blue, red, white, and black Silk

Velvet all Leather Soles.

\$2.45

LOWELL'S

BEAUTIFUL STYLES

114 North Jackson Street



HUMMING BIRD HOSIERY

All new shades for winter and early spring.

3-thread Crepe Twist

\$1.00

the answer to your prayers
for a perfect fitting slip!

THE *Mary Barron*
BIASTRAIT SLIP
DESIGNED by a DRESSMAKER



NOTICE HOW
DIFFERENTLY
THIS SLIP IS
CUT FROM ANY
OTHER YOU'VE
EVER HAD

\$1⁹⁵