

★ MODE O'DAY... "FASHION FAIR"...

A great new Selling Classic being staged in...

ROSEBURG

4 DAYS ONLY!

WEDNESDAY! THURSDAY! FRIDAY! SATURDAY!

This is a FACTORY Value-Presentation, by one of the largest makers of Washable Dresses in America! The entire new selection created by Mode O' Day Corporation of California... every Style, every Fabric, every Color Combination, in every Size... is yours to choose from, at your local Mode O' Day Store... for 4 Days only! Then off this great "Fashion Fair" goes to another of the 250 stores.

1,000 New Mode O'Day Dresses

THAT LOOK DOUBLE THE MONEY! All offered to demonstrate and emphasize Mode O' Day fashion and value supremacy at one low price... \$1.98! Many of the fabrics and designs are exclusive with Mode O' Day!

Fine Cottons and Spun Rayons. In Prints, Plaids, Stripes, Solid Tones... the season's most wanted colorings! Sizes for misses and women... 14 to 44!

AT ONE LOW PRICE!

\$1.98

Washables to "dress up" your morning hours... to take you smartly to market or to business... styles for active sports... dainty dresses for Spring and Summer afternoons.

In bringing this important selling event to your community, your local Mode O' Day store received full benefit of the tremendous resources offered by the huge Mode O' Day Factory!

No large department store or specialty shop could present a more elaborate, a more varied, a more complete selection of styles and patterns in dresses at one price!

The Mode O' Day styling studios as well as hundreds of skilled needle-workers, have co-operated for weeks to make this extraordinary event possible! No greater effort could be made for any store... regardless of its size or location.

Mode O' Day is NOT a chain store organization! Your local Mode O' Day shop is owned and operated independently... but features only Mode O' Day fashions exclusively. There are 250 of these privately-owned shops in 16 states.

This outstanding buying opportunity is limited to 4 Days Only here! Then it will be presented in other localities, so that each Mode O' Day shop will share in this great selling classic!

* MANY WILL WANT THESE DRESSES IN THREES AND FOURS... STOCK UP NOW... WHILE THIS LARGE SELECTION IS COMPLETE!



No. 2240
Fresh-looking as a peppermint stick! A fine Spun Rayon washable in many candy colors. Sizes 14 to 20.



No. 2667
Blue, Dusty Rose, Green, Aqua nubby Spun Rayon, a crisp shirt-made dress with rich-looking leather sports belt. Sizes 16-42.



No. 2895
Spring's perennial favorite, polka dots! A beautifully tubbable Spun Rayon in 6 wanted shades. Sizes 38-44.



No. 2894
A dressy pipen poplin print in Blue, Aqua, Rose with full length zipper and fine embroidered organdy collar edged with lace. Sizes 38 to 44.



"Proper to wear most Anywhere"

No. 2244
Tailored to a T! This dress will be a favorite with those who wear washables 'round the clock! In Green, Blue, Dark Rose nubby Spun Rayon. Sizes 14 to 20.



No. 2244
Figure-flattering Princess dress. Moss Green, Teal Blue, Aqua, Royal Blue with crisp white touches. Sizes 14 to 20.



No. 2229
A new fabric... in a new high-colored floral print. Delmonte slub-broadcloth that looks fresher with every tubbing. Zipper front, saucy back-tie belt... Blue, Wine, Tangerine. Sizes 14 to 20.



No. 2668
Blue, Aqua, Dusty Rose, Green nubby Spun Rayon with dainty lace trimming, a covered buckle on its matching belt... Sizes 16 to 42.

Plan to come! Tell your friends! It's the VALUE CLASSIC of the Spring season!

★ FASHION FAIR... AT... MODE O'DAY...

113 North Jackson Street