

FALL OPENING

The News-Review



A gala evening has been planned for your pleasure by the Merchants of Roseburg. For tomorrow night, beginning at 7:30, this year's grand Fall Opening will be presented. The Roseburg Senior high school band will perform on the city's streets, providing the setting for this fall's parade of fashions. Roseburg's new street lighting system will be inaugurated with talks by city and construction spokesmen. For those of you who cannot witness this event, KRNR is

providing two masters of ceremonies in Announcers Del McKay and Lyle Fenner, who will describe over the air the activity centering in downtown Roseburg. Promptly at 8 o'clock, merchants will unveil their windows, proudly exhibiting the merchandise gathered especially for you. In each window will be displayed a free gift, destined for the holder of the lucky Treasure Hunt ticket. Local merchants have gone all out in preparation for

this grand event. Shelves are well stocked and floors are crowded with the most modern articles, designed to appeal to a thrifty community. Perhaps you need a change in your personal wear after putting that summer garb away for the year. Step in to any of Roseburg's clothing stores, haberdasheries, shoe stores, millinery shops—you're sure to find the latest in fashions, styled to fit your purse and person. You'll notice the evidence of color—whether you shop

for wearing apparel or home furnishings. Vivid, exciting colors are in the starring roles . . . smooth, suave drapings for your home . . . rich elegance for yourself. Dramatic and smart, stylized and personal . . . these are the qualities which will make you glad you shopped Roseburg. Presented on the following pages is a preview of this year's Fall Opening. Plan now to be on hand tomorrow night. This promises to be Roseburg's Biggest and Best.