

# Santa Claus Says - "First Try Hillsboro"



## Hillsboro Greet Yuletide Saturday

Transition of Hillsboro from every day dress to full bloom of the holiday season has been underway throughout the past week to culminate in a complete transformation Saturday, with the formal Yuletide opening to which residents in the Hillsboro trade area have been invited.

The event will begin when the doors of the various participating stores swing open in the morning and continue until closing time at night. With the closing hour, the business streets will blaze with colored lights and lighted windows attractively stocked with Christmas offerings.

Christmas greens are already in evidence along the streets and most of the lights already are in place, while stores have completed arrangement of stocks to most effectively display the hundreds of attractive gifts, which mark the national change this year from depression to better times.

Shoppers in Hillsboro Saturday will find larger stocks than in the past few years with merchandise of better quality and variety, the merchants point out. Evidence of this may be found in the advertisements found in the Argus. Readers are

urged to study them carefully and then come to Hillsboro Saturday.

Under the direction of a committee formed from members of the retail trades committee of the chamber of commerce, plans are being made for the annual distribution of gifts to the school children, which will take place on the Saturday before Christmas.

At this time Santa Claus, in his time honored costume, will be in Hillsboro to visit with the children and pass out some 1,800 bags of candy. Complete details for this event will be announced later.

Among the advantages of Christmas shopping in Hillsboro, the businessmen point out, is that the stores are easily accessible without dodging the huge and dangerous holiday traffic. Plenty of parking space is available to visitors and stocks are fully on a par with those found in the largest cities, both as to quality, variety and price.

Large numbers of extra clerks already have been added to the various store staffs insuring immediate and personal attention to each shopper with courteous attention to your problems and assistance in meeting that gift problem, which may be troubling you.

**H**ILLSBORO STORES are again loaded with gay, irresistible Christmas merchandise to fill the every need of even the most exacting holiday shopper—there's no need to go elsewhere.

Merchandise of real worth—glittering trinkets—vie with each other for attention on local shelves. Enormous stocks, new merchandise, endless variety—everything to make Christmas shopping a real adventure is to be found in Hillsboro.

**T**HE SPIRIT of Christmas will invade the city Saturday. Stores will be gaily decorated, brilliant lights and Christmas trees will line the streets. And to top it all off, Santa Claus will make a personal visit with a candy gift for the kiddies.

Make Hillsboro your Christmas shopping headquarters—shop early while stocks are complete—make your selections away from the crush and congestion of metropolitan centers.