

AT PENNEY'S! 500 DRESSES JUST UNPACKED!

SPECIAL PURCHASE FOR PENNEY'S GREATEST

HAPPY DAYS Dress Event

Opening Our New Enlarged Dress Balcony

SATURDAY

June
24th

FLOOR SPACE DOUBLED
ADDITIONAL FITTING ROOMS
MODERN MILLINERY BAR
NEW DISPLAY RACKS

FOR THE GRAND OPENING WE WILL FEAT-
URE 500 NEW DRESSES DIRECT FROM
NEW YORK MAKERS. A PARADE OF
STYLE, COLOR AND VALUE!

SMART
FASHIONS

MODERATE
PRICES

- Gay Prints
- Lovely Pastels
- Boleros
- Rough Weaves

- Laces
- Chiffons
- Bembergs
- Nets

THE SAME FABRICS . . . THE SAME
SMART STYLING FOUND IN DRESSES
SELLING MUCH, MUCH HIGHER!

Sizes 12 to 52
Including Junior Sizes
(13 to 17) and Half Sizes

And Dozens of
Dresses in Every
Size!

\$3.98

Hillsboro's Greatest Dress
Event of the Year!

F-L-A-S-H . .

JUST IN TIME FOR THIS GREAT
STYLE EVENT! A LUCKY PUR-
CHASE OF 25 TOPPERS. FINGER-
TIP SWAGGERS IN SEASON'S BEST
STYLES AND COLORS. FINE COATS,
FULL RAYON LINED. IDENTICAL
QUALITY SOLD \$4.98. Sizes 12 to 20.

While 25 Last!
ONLY

\$2.98

Baby Shop SPECIAL

PENNEY'S INFANTS' DEPARTMENT
WILL HAVE A NEW, LARGER HOME ON THE
BALCONY PROVIDING OPPORTUNITY FOR
SHOWING A MUCH LARGER SELECTION.

FOR OUR OPENING SPECIAL—
ALL WOOL

BLANKETS

Extremely fine quality, pure wool . . .
LOOM ENDS . . . made into Crib
Blankets for Penney's by a leading
blanket manufacturer.

88¢

MILLINERY

A NEW MILLINERY BAR. A beautiful
stream-lined display, will add to the
attractiveness of the Dress Balcony. Here
you'll find all the newly styled headwear,
fast expressed from style centers of the
East. You can wear fashion's newest idea
and pay only 98c and \$1.98 at Penney's.

Corset Department

Penney's own "Ladylyke" Corsets and
Foundation Garments are known from
Coast to Coast. Ladylyke offers a wide
selection of styles, high grade, finely tai-
lored garments at prices far below what
you'd expect to pay. Proven for 20 years!

\$2.98

STUNNING, FLATTERING CREA-
TIONS THAT LOOK MUCH
MORE EXPENSIVE THAN OUR
LOW PRICE!

- Florals
- Stripes
- Plaids
- Dots

Swirling Pleated Skirts,
Jacket Types, Zippers!

Fashion On Parade
with every new style detail!

HUNDREDS OF NEW DRESSES

Sizes 12 to 52

You'll Want 2 or 3 from This Large Assortment!

PENNEY'S

HILLSBORO, OREGON

