

PENNEY'S

OPENING

CELEBRATION

SENSATIONAL VALUES IN EVERY DEPARTMENT!

In their new, modern and up-to-date building . . . new departments, new fixtures, but best of all, New Merchandise at a Greater Savings for Everyone. . . .



Just Arrived!
New Shipment
Glen Row DRESSES
2.98

New! New! New!
Assortment Girls'
RAYON DRESSES
98c

Crisp rayon taffetas, soft rayon crepes! With bows and ruffles or simply tailored. All in the newest colors.

SALLY LEA*
FROCKS 98c
 Crisp, colorful little cottons you'll wear everywhere! Smart styles, with full skirts and gay trimmings, in the newest wash fabrics!

Cynthia* SLIPS
98c
 Perfect fitting little shadow panel slips of rich rayon crepe. Popular lacy styles for summer wear.

Womens Krinkle Crepe
GOWNS 79c
 Adorable styles in fresh floral prints. Cool!

Lovely Rayon Taffeta
SLIPS 49c
 Extraordinary values! They're attractive—well made—serviceable! Trimmed and tailored styles.

Priced for Savings!
PANTIES 15c
 Women's fine quality knit rayon panties in regular and brief lengths—smart step-in styles. Prettily trimmed!

Styles Girls Like!
PAJAMAS 79c
 One- and two-piece styles in all popular fabrics. They're well made—nicely trimmed. A large variety! Sizes to 16.

SMALL SIZE
Printed SLEEPERS
49c
 Sizes 2 to 8.

Gay, Attractive
TERRY TOWELS
50c

Enhance the loveliness of your bathroom with plenty of soft, fluffy towels. Smart plaids and solids with gay-striped borders. **WASH CLOTH** to match 12c

Big! Absorbent!
Colored Reversible
TERRY TOWELS
39c

Towels pretty enough for a bride's hope chest—sturdy enough for the men in your family. **WASH CLOTH** to match 10c

JUST ARRIVED!
 Another shipment of those **Full Sized, Cotton**
BEDSPREADS
at 49c

Just the thing for summer sleeping porches, etc.

ALL RAYON
SPREADS \$1.98

Jacquard-woven designed in stunning patterns and colors. Scalloped edges. Double-bed size. Here's a value you'll long remember!

Beautiful for Spring!
Sorority* PRINTS
49c yd.

Pretty-as-a-picture prints in our popular **CROWN TESTED** dress fabrics.

Formerly 59c Hose
NOW ONLY 49c

Medium weight chiffon—unusually lovely and long wearing, too.



Girls
SLACK SUITS
1.79
 Made to Fit Right!

Womens
SLACK SUITS
2.98

They're expensive looking! Brand New Styles!

NEW BABY DEPT.

CRIB BLANKETS
 Softly napped imported cotton. Stitched edges. 30" x 40". **49c**

DAINTY DRESSES
 Fine quality batiste. All hand made. **49c**

BABY ANKLETS
 Cotton or rayon in dainty baby colors. **15c**

CRIB SPREAD
 Pink or blue chenille. Cute nursery patterns. **1.00**

SWEATERS
 Fine zephyr wool. Hand sewn seams. Button front. **1.49**

INFANTS' SHIRTS
 Fine combed cotton. For all year wear. **25c**

DIAPER PANTIES
 Double thick—fine combed cotton. **19c**

CRIB SHEETS
 Fine, firmly woven cotton—long wearing. **25c**

Lovely! Ringless!
GAYMODES* 59c

Medium weight chiffon—unusually lovely and long wearing, too. Silk picot top, cotton reinforced sole and toe. Formerly 69c

Just Arrived!
New Shipment
Womens Spun Rayon
DRESSES
1.33

Full sized
Mattress
Pad
\$1.00

A Real Buy
Towels
Terry
10c

NEW
Fast Color
ACE-HI
Broad-
cloth
10c yd.

Bargains
Lace
Table
Cloths
\$1.00 ea.

Stock Up Now
Wash
Cloths
5c ea.

Cleansing
Tissue
Box 500
15c

NEW Curtain Dept.

LATEST THINGS IN
CURTAINS

Ruffled Curtains 49c
Priscilla Curtains
98c

Cottage Sets
49c to 98c

Straight Curtains
49c

Lacy Curtains 98c

Mens
LOAFER JACKET
BRUSHED RAYON

Styled and designed for west coast. We were plenty "het up" and excited when we ran across the number at this price. Be sure to come in and see it.

2.98

Mens
SPORT OXFORDS

For Sports! For Dress! A 'way low price to pay for YOUR summer foot comfort!

2.98



BOYS'
Sport SHIRTS 49c
WITH PICTURES

Low priced—and what a value for summer! Light as a feather, and plenty roomy and stretchy for real action! Short sleeve styles.

BOYS' GABARDINE
SPORT SETS \$2.98

Sanforized* Shrunken Luster-Tone gabardines—combine the richness of color with the strength of fabric that boys want most! Cool, neat, economical!

Top-Hit Collar Styles!
Brand New Stitches!
BOYS' COTTON
POLO SHIRTS 25c

Economy? The price tag tells you plenty! But, more than that, you're getting comfort in the height of style!

MEN'S COOL
Sport SHIRTS 98c

Look your best at ease! These handsome hopsacks, gabardines and open mesh weaves air-condition your body—in style!

Ladies BELTS
10c to 25c

Silk picot top, cotton reinforced sole and toe. Lovely styles for summer frocks!

BOYS' SANFORIZED* HOPSACKS
SPORT SETS 1.98

Just made for his summer play days! Cool, porous hopsacks that will take plenty of punishment! In smartly tailored styles!

SPORTIES
 for Sportswear . . . for Lounging!
Hopsacking
OXFORDS 1.98

Blue and white . . . as sparkling, as clean as an ocean breeze!



PENNEY'S

HEPPNER
OREGON