Penney's Sensational Values in JANUARY WHITE GOODS

SPECIAL PURCHASE!

Chenille Spreads 4.98

- Heavily Tufted

Each spread is made of thick lush looking chenille with close tufting. In stunning designs. A really remarkable buy!
DOWNSTAIRS STORE

Chenille Spreads
Pre-shrunk chenille spreads in fast colors. Harmonizing patterns. Size 90x105 ..... $3.98

Stamped Pillow Cases 39c
Fine quality muslin case, 42x36 in. size. Stamped in beautiful patterns ready to be embroidered. A White Goods feature.

Parkway Sheeting 4½c Yd.
Unbleached sheeting. A multitude of uses in this 36-inch quality.
MAIN FLOOR

Beautifully Styled
Brassieres
Mesh bust for fit and extra comfort.
98c
SECOND FLOOR

Uplift Brassieres
Multiple stitched under-bust sections.
25c

Be Comfortable
Semi Step-In
Girdles
$2.98
Of heavy two-way stretch rayon and cotton. "Lastex" controls and smoothes the thighs like magic.

EXCEPTIONAL VALUE
RAYON DRESS LENGTHS
Take advantage of this savings price! Beautiful printed and plain rayon dress lengths in new spring patterns and colors. Come early—these can't last.
25c Ea.
MAIN FLOOR

Down Filled Comforts 6.90
Luxury at a low price! 100% goose down filled comforts covered with rich satin or taffeta.

Drapery Damask
- New Spring Patterns
- Heavy Homespun

Heavy warp drapery damask and heavy homespun, in subdued colors that do wonders.
49c Yd.

Big Values for Early Birds
Marquisettes
Make your own curtains. Dots, figures, and popular colors, 36 to 43 in. width.
15c Yd.
DOWNSTAIRS STORE

For Long Hip Lines
Combinations
Gives smooth, slenderizing lines. Attractive combination of rayon satin and rayon satin "Lastex."
$4.98
SECOND FLOOR

Flex-O-Back Combinations
Side Closing

$2.98
Excellent for short, stout figures. Elastic side sections control hip bulges. Telescoping back "gives" as you bend.

50 ONLY!
LADIES' COATS
Reduced to Clear
- Fur Trimmed
- Self Trimmed Styles

These coats have been reduced right in the middle of the coat seasons. All formerly much higher priced, and you have several styles to choose from. Sizes 12-42.
6.90

Ladies'
House Frocks
Popular Malabar prints and 80-square vat prints with neat belts and smart trims. Second Floor
49c

Newly Arrived
Hat Fashions
New selections, combining style and versatility. Mid-winter fabrics.
98c

Hat Cleanup
Outstanding values, from better hats. 47¢.

LADIES' SLIPS 25c
Rayon or cotton slips at White Goods savings! Charming styles in durable fabrics.
SECOND FLOOR

Ladies' Flannel Gowns 39c
Warm and soft for winter! Neat printed patterns that you'll love.
SECOND FLOOR

Women's Panties
Attractive styles in heavy knit rayon.
2 for 35c
MAIN FLOOR

SPECIAL PURCHASE
CRASH TABLE CLOTHS
Fresh gay hand printed designs on cream background. Multicolor patterns. A new, novel cloth. Large 52x52" size.
49c Ea.

Children's High Shoes $1.29
Composition sole, rubber heels, and all leather uppers. Brown or black. Size 8½-2.

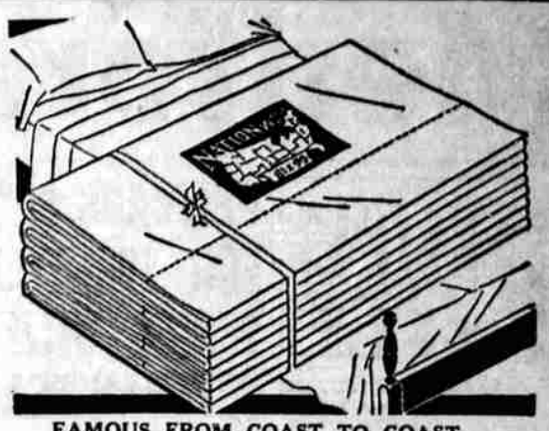
Bath Mat Set $1.49
Heavily tufted chenille bath mats and seat covers, 19x34 mat and matching lid cover in luscious colors.

Men's Felt Slippers 49c
Oxford grey and brown slippers. Soft leather sole and padded heel.
DOWNSTAIRS STORE

Men's Capeskin Gloves 79c
Heavy fleece lined. Smartly styled in blacks and browns.

Plaid Flannel Shirts 98c
Heavy plaid flannel shirts. Assorted checks and plaids. Also in plain colors. Sizes 14-17.

Men's 10% Wool Unions 98c
Long legs, long sleeves. Warm and serviceable. In all sizes.



FAMOUS FROM COAST TO COAST
NATION WIDE SHEETS
Sturdy 64x64 Thread Count

Always a favorite with thrifty homemakers . . . and rightly so, because they are smooth textured, snowy white, longer wearing! . . . Hand torn straight edges, and strong selvages. Count the savings. Compare the quality—

74c
81x99 Size

- 81x99 ..... 74¢
- 72x99 ..... 74¢
- Pillow Cases ..... 19¢
- 81x108 ..... 87¢
- 63x108 ..... 74¢
- 72x108 ..... 82¢

"PENCALE" PERCALE SHEETS
A Luxurious Percale Sheet
- MADE OF COMBED YARNS
- LUXURIOUS SOFT AND SMOOTH
- FIRMER CLOSER WEAVE
- 25% MORE THREADS PER INCH

The first time in Klamath Falls! Fine, smooth Percale sheets of superior quality at a new low price. This fine percale is lighter in weight—easier to launder. 25% more thread per inch than muslin for greater wear.

159
81x108-In.
Cases, 42x38½, 39¢

Wizard Sheets
A White value for you! 81x108 size sheet of quality yarns. Smooth finish.
2 for $1
Pillow Cases 42x36-in. size 11c

Wizard Sheeting
81 Inches Wide
Fine tested quality sheeting. 81 inches wide.
15c Yd.

Ironing Board
Pad and Cover
Felt pad and heavy muslin cover stitched together. Both sides covered for longer use.
49c

42-Inch
Penco Tubing
Fine 5-year tested quality tubing. Our best grade.
21c Yd.

Bath Towels
Exquisite deeper-than-pastel shades that are usually more expensive.
22x44 size ..... 29¢

Nation Wide
42-inch Tubing
Nation Wide quality tubing. This price can't last.
17c Yd.

52x52-In.
Lunch Cloths
Fresh gay designs on cream background. Part linen.
69c

Linen Napkins
All linen damask. High quality. 13x13 in.
6 for ..... 29¢

To Match Your Towels
Wash Cloths
Big savings. Terry cloth striped, check or solids. Very special. Each
3c

23x46 Jumbo
Bath Towels
Man sized bath towels in white or deep tone colors. Strong selvage.
39c
Main Floor

A Grand Bargain
Cheese Cloth
For a million uses! Better quality 36 inch white cheese cloth in protective box.
5 yds. 15c

Fine Quality
Terry Towels
Heavy, big and fluffy, 18x36 in., hand towel size. White with colored border.
10c

Boys' Dress Shirts
Sanforized shrunk materials. All fast color. Made to fit boys! Smart new patterns.
49c
BALCONY

Boys' Sweat Shirts
Heavy fleeced lined. Ideal for school or play.
49c
BALCONY

Boys' ¾ Socks
Warm ¾-length socks with elastic tops ..... 25¢

Boys Boot Socks
Part wool boot sox. In colors or grey ..... 39¢

Boys' Sweaters
- ALL WOOL
- TALON FRONT
- BELTED BACK
- SIZES 2-16

New stock of all wool sweaters. Good fitting styles.
1.98
BALCONY

Savings By the Yard

RONDO PRINTS
Fast color prints in the newest spring shades. A marvelous assortment to choose from.
15c Yd.

EXTRA FINE QUALITY
Slub Broadcloth
36 Inches Wide
An extra big value! Never before have we offered slub broadcloth at this price! Dainty pastel colors.
15c Yd.

Pastel Colored Rayon
Sharkskin
Beautiful pastel colors in sharkskin that is so popular now. Fine quality.
39c Yd.

39-Inch
Panne Satin
A fine quality fabric of distinction. Made of best materials for longer service!
49c Yd.
MAIN FLOOR

You Are Always Sure of First Quality Merchandise
AT PENNEY'S MEN'S DEPARTMENT

Men's
Capeskin Leather Jackets
$5.00
A big value! Lined jackets with talon front fastener and belted back. Style plus quality. Sizes 36-46.
MAIN FLOOR

All Wool Plaid Jackets
Heavy 32-oz. plaid jackets of all wool. Talon front. Warm and serviceable.
$2.98
MAIN FLOOR

Gabardine Shirts
Rayon and cotton shirts that are prize winners. New deep tone colors. 8-button cuffs.
$1.98
MAIN FLOOR

Men's
Latest Style
SLIP-OVER SWEATERS
V-neck or crew neck. Ribbed bottom. A sweater loaded with style and quality. Newest colors.
$2.98

Coat Sweaters
Zipper or button front sweaters in ever-popular coat style.
$3.98

Sleeveless Sweaters
Good fitting sleeveless sweaters in all the wanted colors.
98c

For Dress or Everyday Wear
Men's Trousers
A fine quality pant with extra good fit and style. Pleated or plain fronts.
$2.98

Penney's
J.C. PENNEY CO. Inc.