

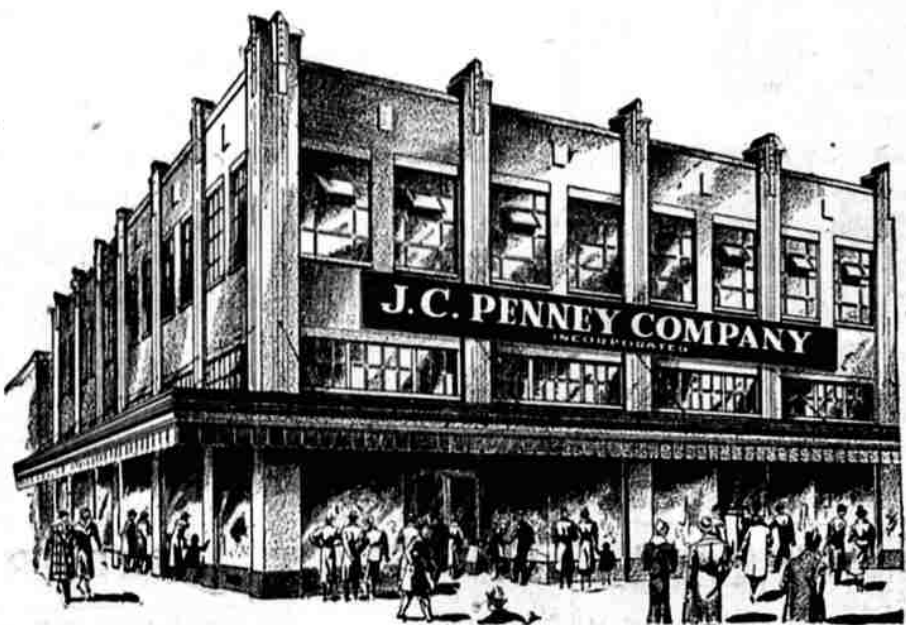
KLAMATH FALLS HAS SPOKEN . . . It Demands a Larger Penney Store . . . For the Last Year We Have Known This Fact ! Now After Long Consideration and Careful Planning Work Has Actually Started On Our New Enlarged Unit, Which When Finished Will Enable Us to Better Serve This Community . . . In Celebrating This Event We Offer a Bevy of Sensational Values in This Great

EXPANSION EVENT

YOU have given us every encouragement to proceed with our extensive modernization program . . . We are proud of the personal interest you have taken in our progress and we want each of you to feel that you have a part in the building of this new greater Penney Store.

Thank You Klamath Falls

In Less Than Three Years You Have Made This Store . . . Penney's In Klamath Falls . . . The Second Largest Penney Store in Oregon.



TAKE A GOOD LOOK AT THIS STORE

This is the OLD PENNEY STORE Soon to be Modernized - Enlarged - Changed!

BECAUSE

THE PENNEY CO.

- • • MUST BE ENLARGED !
- • • MUST BE REMODELED !
- • • MUST BE MODERNIZED !
- • • MUST HAVE NEW EQUIPMENT !
- • • MUST HAVE NEW DEPARTMENTS !
- • • MUST BE MORE CONVENIENT !
- • • MUST BE REARRANGED !
- • • MUST KEEP IN STEP WITH PROGRESS !
- • • MUST MEET CUSTOMER DEMANDS !
- • • MUST BE BIGGER AND BETTER !

Many Klamath Falls Men are at work now, and will be busy for weeks to come Enlarging, Rearranging, and Modernizing! Please be indulgent! Hammers pounding, saws and planes busy . . . but to make up to you for this inconvenience we are offering exceptional values in every department and will offer from time to time during this event seasonable . . . good merchandise . . . Reduced to clear . . . To make room and to relieve our overcrowded condition.

Watch This Paper for Further Expansion Event Bargain Thrillers

So that we may give you even more and better values and service we are launching at once into a great expansion and modernization program . . . Everything about Penney's will be bigger and better . . . except prices which we will continue to hold at the lowest possible levels. Shop every floor -- every day -- You'll Save!



SPECIAL PURCHASE Much Higher Priced HOUSECOATS

An outstanding value! Brilliant new cotton prints. . . snug fitting waists smartly tailored effects. Zipper fronts or popular wrap-around styles.

\$1.33

Sizes 14-42

Ladies' Dresses

Soft blended colors in spun rayons and flake prints. Ideal for spring street wear. Detailed style treatments, featuring larger pockets. Sizes 12 to 44.

\$1.00

LADIES' SLIPS

Here is a slip value that can't be passed up! Long wearing with a satin twill finish. Bias cut. Sizes 32 to 44.

67c

Ladies' Silk Hose

Clear, pure silk hose that shouts value! New spring colors.

29c

Main Floor

New Spring Seersucker

A special purchase. New stripes, plaids and florals.

21c Yd.

Main Floor

Beautiful New Rayon Prints

Beautiful new rayon prints that make up so easily. New pastel shades and dark tones too!

33c Yd.

Main Floor

Men's Shirts & Shorts

Striped shorts in fast colors with elastic sides. Sturdy Swiss rib shirts.

10c Ea.

Main Floor



Men's Uniform Sets

Perfectly matched jean shirts and drill pants in the new herringbone design. Sanforized for lasting fit.

87c **57c**

PANTS

SHIRTS

Printed Tea Towels

7c EACH

A special feature! Part linen crash towels in colorful, gay designs. 15 by 30 inches! Main Floor

Ladies' Bargain Slack Suits

Long wearing spun rayons. Durable twills. Clever contrasting two-piece effects.

\$1.44

Second Floor

SAVINGS FOR MEN !!! Broadcloth SHIRTS

The best shirt value in town! Fine broadcloth. Sanforized shrunk! The handsome patterns are printed in richly dyed backgrounds! Non-wilt collars.

67c

Men's Cotton

Gabardine Dress Slacks

Unheard-of savings. Smartly styled with pleated fronts and matching belts. Sanforized for lasting fit.

\$1.98

Main Floor

Men's Unions

Lightweight summer unions. Short sleeves and ankle length in fine knit cottons.

49c

Men's Work Sox

Made of select cotton yarns. Fast color dyes. Long wearing.

10c Pr.



Rayon knit Panties FOR LADIES

Marvelous values! Chardonized rayon knit. Four different styles with novelty trims.

17c

Main Floor

GIRLS' Slack Suits

Sizes 2-14. Washable by every test! Clever styles that the little girls love.

98c

2nd Floor

Infants' Creepers

Dainty little wash creepers with novelty embroidery trims. Sizes 6 mo. to 2 yrs.

25c

2nd Floor

Girls' Dresses

Sizes 3-14. You will need several of these. Crisp, fresh fabrics. Clever styling.

25c

Fashion Book Style Man - Tailored Suits

Triple hair line stripe that is so becoming. Long wearing smooth finished waists that gives the tops in service. Man-tailored for that smart well-dressed appearance.

\$6.90

POT HOLDERS

Really a gift at this price! Colorful holders bound with contrasting tape.

3 12c
for
MAIN FLOOR

Large Size TERRY TOWELS

Big thirsty Cannon Terry towels in useful hand size. Many colors.

10c

MAIN FLOOR

Ladies' SLACK SUITS

Carefully styled suits in contrasting blouses and slacks or matching.

\$1.98

2nd FLOOR

Crystal Clear

BIG MIRRORS

You know the big value in these! Four different styles. Crystal clear.

1.00

MAIN FLOOR

Exceptional Decorative LINEN EVENT

Lace bridge cloths, embroidered luncheon and bridge sets, boxed napkins, Italian drawn work, embroidered guest towels, scarf sets. All exceptional values that will not last long. Each

79c

MAIN FLOOR

Priced For Your Savings

Nation - Wide Sheets

64 x 64 thread count. Hand torn selvages. One of the finest.

• 81x108 .89c 72x99 .77c

• 81x99 .79c 63x99 .74c

• 72x108 .84c 42x36 Cases 19c

DOWNSTAIRS STORE

Covered With Cretonne NOVELTY CUSHIONS

Cretonne covered novelty cushions in bright patterns. Kapok filled. 16 x 16.

29c

DOWNSTAIRS STORE

For New Drapes

36-in. HOMESPUNS

The newest in drapes for the home! Colorful stripes and plaids. Buy now!

29c

DOWNSTAIRS

P E N N E Y ' S

J. C. PENNEY COMPANY, Incorporated