

THRIFTY SHOPPERS HAVE LEARNED TO SAVE at PENNEY'S!



PENNEY'S 2ND FLOOR

First of the New Floors to be Completed — MODERN! LARGER! BRIGHTER!
VISIT KLAMATH'S NEWEST MERCHANDISING BEAUTY SPOT. REARRANGED EXPANDED DEPARTMENTS MAKE SHOPPING A THRILLING PLEASURE

OPENING SUMMER DRESS EVENT!

UNBELIEVABLE VALUES! . . . TILL YOU SEE THEM

NEW SUMMER DRESSES

A SMASHING EVENT — ESPECIALLY PLANNED FOR YOU!

Correct summer fashion in novelty rayon weaves . . . crepes, prints and spun rayons. Novel styles with pockets, frosted and frilly collars, tucking, shirring, flared or pleated skirts. Pastels, prints, or plains. Dresses that you will have to see to appreciate!

Sizes 12 to 42

\$1.23



Ready for Your Approval
Smart New Creations

Jean Nedra Frocks

A grand selection just arrived from New York for this event! There are cool rayon sheers and many others. Gay trimmings and a big choice of colors. See them now.

3⁹⁸

NEW FASHIONS BY AUSTELLE!

Truly Irresistible Frocks for Summer.

Austelle leads the fashion parade now as before, with the newest styles direct from New York. See the new Eyelet embroidered jerseys. The new laces and the trim sheers . . . in sizes 12-42.

6⁹⁰

2ND FLOOR

Modern is the word for the newer Penney SECOND FLOOR. Just completed and which formally opens to the public of Klamath Falls Friday morning. The new floor—first of the four to be completed—is a streamlined affair where color and light have been blended to produce a floor of distinction and comfort, easily accessible by new convenient stairway.

Exciting New
Shipment of
Sharkskin

Slack Suits

These are the smartest and the newest we have ever had! With in-outer style blouses, or the popular pleated back models.

2⁹⁸

Penney's
2nd Floor

EXCITING VALUES IN LADIES' SPORT WEAR

OPENING FEATURE!

Ladies' Slack Suits

Just Unpacked for You! These dashing slack suits should sell for much more. They were especially purchased for this event. Of durable spun rayons, twills and denims, with contrasting color blouses. Now is the time to save on your summer apparel needs. . . . ONLY

1⁰⁰

PERT - CRISP SPORT BLOUSES

Crisp and fresh broadcloth sport blouses that even look their best on hot days. In colors or white.

49^c

DON'T FAIL TO SHOP THIS REMODELED DEPT.



USE OUR
CONVENIENT
LAY-AWAY
PLAN

Check These Opening Money-Savers

Ladies' House Dresses

Clear Fast Prints

Pert little house frocks that will make you look and feel cooler all summer. Of fast color vat dyed prints.

49^c

Ladies' Batiste Gowns

For Hot Summer Nights

You can't find anything cooler than batiste! A special value for the 2nd floor celebration.

37^c

PENNEY'S NEW SECOND FLOOR

SEE FOR YOURSELF WHAT NEW LIGHTING, FIXTURES AND REARRANGING HAS DONE FOR

LADIES' MILLINERY

FEATURING STYLES BY BETTY COED

Even a Hollywood press agent couldn't do justice to these beautiful new hats that have just arrived! Smart straws, colorful new felts, turbans and many others. In summer's smartest colors.

1⁹⁸



PLAN NOW TO SAVE DURING OUR OPENING!

Ladies' Windsor Crepe GOWNS

THESE WILL GO FAST AT THIS PRICE!

Cool, comfy looking windsor crepe gowns, in smart summer prints and plain colors. A special value for our 2nd floor opening. Clever neck trims and contrasting color effects.

2 FOR 1⁰⁰

Second Floor Features for the Baby

BIGGER AND BETTER THAN EVER BEFORE
Fresh New Merchandise Ready for Your Approval

From Head to Foot We Have Everything for Baby!

Infants' CHRISTENING SET

Handmade batiste dress with matching gertrude. Extra fine trims. White or blue.

1⁹⁸

Infants' BONNETS

Clever little styles in dotted Swiss, pique and organza. Sizes 11 to 15.

49^c

Infants' CRIB SPREADS

Individually boxed. Attractive nursery designs. Colorfast and pre-shrunk.

1⁹⁸

Infant Sheet and Case CRIB SETS

Blue and white madeira type embroidered designs with scalloped edges.

98^c



This is a view of Penney's new Infants' and Foundation departments.

DIRECTORY OF SECOND FLOOR

- Ladies' Dresses
- Cotton Frocks
- Jr. Miss Shop
- Sunny Tucker Shop
- Sports Wear
- Ladies' Coats
- Foundations
- Infants' Shop
- Millinery
- Lingerie

Girls' Smartalls

OPENING FEATURE!

A favorite with girls everywhere. Built-up, button back models of twill and cotton suitings. Sizes 4-16.

49^c

Girls' Slack Suits

COTTON TWILLS

Washable cotton with tuck-in or over-blouse shirts . . . Some suspender styles. Sizes 3-16.

98^c

Girls' Slacks

Novelty cotton twills and cotton suitings in the bright colors of summer. Neat trims.

49^c



Everyday lessons in economy are offered with every article for sale in a J. C. Penney Co. store. Economy and Penney's go hand in hand.

LOVELY AS EVER Cynthia Slips

The newest slip designs are here, and they are bound to please the most discriminating women. Straight or bias cut of smooth durable rayon crepe or satin.

98^c

Cynthia's Sizes Run From 12-32 in Most All Styles

NOVELTY Satin Camisoles

Exquisitely trimmed to look dainty and utterly feminine under cool sheer frocks. Tea rose and white. Sizes 32-44

98^c



New Department! Infants' Furniture!

OFFERING THE FINEST SELECTION EVER

"A" Play Pen

Hardwood maple finish with wood floor board. Size 41x42x24" high. Folds for convenient handling.

\$4.98

"B" Play Pen Pad

Cotton filled, rubber back. Pyroxylyn coated percale cover. Washable. Stain proof.

\$1.69

"C" Baby Buggies

Folding type carriages of heavy quality twill, covert cloth or fine quality coated fabrics. Sturdy steel frames.

\$4.98 to \$11.90

"D"



"D" Baby Basket

Enameled flat fiber infants' baskets. Double carrying handles and folding undercarriage.

\$3.98

"E" Crib Mattress

Filled with cotton lintens or kapok. Attractively covered with neat striped or flowered ticking. Size 27x52.

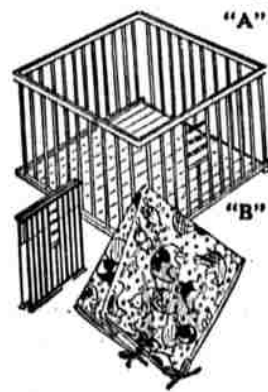
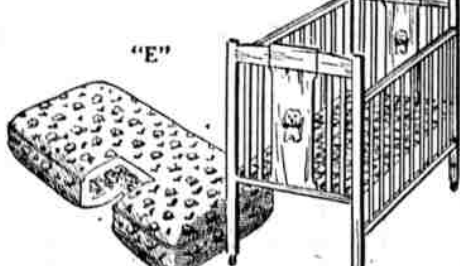
\$3.98-\$4.98

"F" Baby Crib

All hardwood. Maple finish. Has conventional drop side. Roll casters and double link springs. Size 27x52

\$7.90

"E"



Sunny Tucker Features

Styles that are right! Prices that are right! Shop at Penney's New Convenient Girls' Shop

Crisp, Sheer FROCKS

The perfect dress for warm summer afternoons . . . Stays fresh and crisp and neat despite the heat. Handsomely tailored. Sizes 1-16.

98^c

REDUCED TO CLEAR Children's Coats

Complete clearance. Big selection of children's coats reduced for opening feature! Sizes 1-16.

97^c to \$3.47

Opening Feature Children's Dresses

A big value for you! Clever styling in fast color prints. Cool looking frocks for summer. Sizes 2 to 16.

4 FOR 1⁰⁰

Second Floor—Sunny Tucker Shop

Reduced to Clear

LADIES' COATS

\$5

Group of smartly styled coats—High quality fabrics. . . . Blacks, blues and plaids. Fitted and swagger styles.

at Penney's