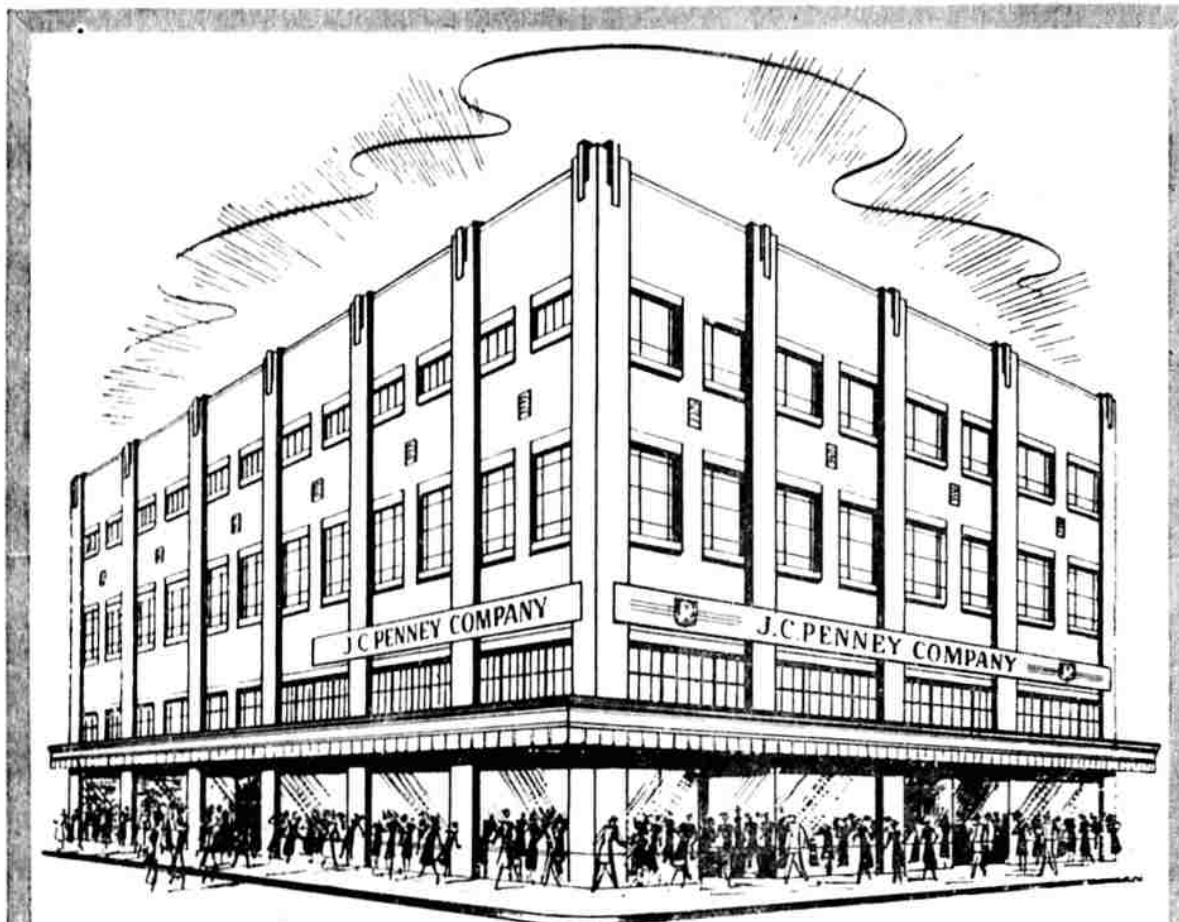


PENNEY'S OPENING CELEBRATION

THE NEW GREATER PENNEY'S FORMALLY OPENS TO THE PUBLIC THURSDAY MORNING 9 A. M.



A New and Brighter PENNEY'S Opens Tomorrow

Enlarged and remodeled, this new Greater Penney's Store opens to the public tomorrow morning at 9 a. m. Increased floor space makes the Klamath Falls store the second largest Penney store in the state of Oregon. New arrangement and new displays make it a much easier place to shop.

ENLARGED - REMODELED - STREAMLINED STORE SET FOR GRAND OPENING!

The Penney Co. proudly presents to Klamath Falls its newest unit, re-fashioned in gay modernistic style. Spacious aisles, soft lighting effects, glistening new fixtures, not only add charm and dignity to an already pleasant atmosphere but also make it a more convenient and agreeable place to shop.

New departments have been created. Existing departments have been remodeled and re-fitted. A new stairway makes a gentle and easy entrance to the balcony and second floors. Piece goods occupies the entire balcony, and gentle sloping stairs take you to the new Boys' Department, Shoe Department, and Curtain Department in the Downstairs Store.

LAY-AWAY PLAN POPULAR SERVICE

Penney's Lay-away plan, an arrangement by which customers may select an article, have it put away for them while they pay for it at their convenience and still retain the advantages of low prices, has increased in popularity.

Merchandise selected under the lay-away plan is tagged, wrapped, and sent to the lay-away department of the store. As payments are made, they are recorded and the merchandise is delivered when the final payment is made. The plan has proved of special value to those getting ready for Back-to-School—a time when important clothing purchases must also be made.

Ample facilities to handle thousands of lay-away articles have been provided in the new Penney store, adding that to families whose incomes require installment payments on purchases, the lay-away plan offers a simple solution without extra charges and without monthly bills.

Store Directory

MAIN FLOOR

Lingerie Work Clothes
Hosiery Men's Suits
Hand Bags Luggage
Gloves Notions
Linens Art Needle-work

BALCONY

Patterns Towels
Bed Spreads Sheets
Piece Goods Flannel

2ND FLOOR

Ladies' Ready to Wear
Girls' Shop Millinery
Baby Dept. Foundations
Baby Furniture Dept.

DOWNSTAIRS

SHOE DEPARTMENT
Bedding Boys' Dept.
Curtains Oil Cloth

A treat to the mother is the enlarged Girl's Dept., which offers a wider selection of wearables for the little lady.

Style minded men may try on suits in comfort in our new Suit Dept. Adding to the appearance of the Men's Dept. is the modernistic rug which covers both department and fitting rooms. Birchwood fixtures give it that masculine effect and adds to the beauty.

The experience of over 1500 stores, and resources of a nation-wide mercantile institution, all are combined in presenting to the people of Klamath Falls their new shopping center.

FEATURE

A Greater Penney's Saving

LADIES' DRESSES
97c

A grand selection to choose from! Midsummer fashions in novelty rayon weaves. Novel styles, in prints or plains. Unbelievable values 'till you see them.

SECOND FLOOR

FEATURE

A Greater Penney's Saving

Sheer, Clear HOSIERY
2 Pair 100

A fine quality 45 gauge, 3-thread crepe twist hose with 6-thread tops. Extra sheer weight in beautiful colors. Reinforced heel and toe.

MAIN FLOOR

FEATURE

A Greater Penney's Saving

JUMBO TOWELS
2 for 45c

A special price for these big luxurious bath towels. Plaids, plains with striped borders, and solid colors. Large 22 x 44 size. Cannon quality.

BALCONY

Now! Sensational Values at Penney's BLANKETS at Low Midsummer Prices

A GREATER PENNEY'S FEATURE

Down Filled COMFORTERS

- 72x84 Size
- Rayon Taffeta Cover
- Moth-Proofed
- 100% Down Filled
- Pastels and Deep Tones

Caressingly soft—light as a cloud—and priced unbelievably low! Sleek rayon taffeta filled with fine down to keep you luxuriously warm! Moth proofed to keep its plump beauty for years to come! In beautiful pastels and deep tones.

7⁹⁰

50c

DOWN PAYMENT WILL HOLD YOUR CHOICE OF ANY BLANKET OR COMFORTER ON OUR LAY-AWAY PLAN. BALANCE ON EASY PAYMENTS.

Mothproofed One-Third Wool

BLANKETS

3⁹⁸

33 1/3 Virgin wool woven with fluffy cotton for warmth and comfort. Lovely pastel two-tone solid-color reversible with matching rayon taffeta binding. 70 x 80 size.

DOWNSTAIRS

GREATER VALUE

Down Filled Comforters

9⁹⁰

Gleaming rayon satin in gorgeous colors. Deep tones and pastel. Trapunto designs. An aristocrat of comforters that will add beauty to your bedroom and assure sleep-comfort. 72x84 in.

DOWNSTAIRS

FEATURE

MEN'S DRESS SHIRTS

A WHALE OF A VALUE! A smart assortment, new patterns—all with Nu-Craft collars—sanitized shrunk, full cut seven-button fronts. Sizes 14 to 17.

2 for \$1

MAIN FLOOR

FEATURE

Ladies—A Miracle Value! TEA APRONS

A special purchase for this event. 80-square prints, guaranteed fast color. Delightfully and cleverly trimmed.

15c

SECOND FLOOR

FEATURE

Boys' Knit Rayon POLO SHIRTS

REDUCED!

Smart high colored sport shirts in pastel shades and white. Talon or button front. Small, medium and large sizes. Reduced to clear.

57c

DOWNSTAIRS STORE

Boys' Higher Quality SAILOR SUITS

Navy blue and white with contrasting navy or white trim. Sizes 1 to 8. Reduced to clear.

57c

Shop every floor — shop every department — Thousands of unadvertised bargains in every section!