

**Penney's**  
J. C. PENNEY CO., INC.

**3<sup>RD</sup>**

**Celebration Savings**

**BIRTHDAY PARTY**

**The Party Is Ours—But the "Gifts" Are Yours!**

**JOIN US CELEBRATING OUR BIRTHDAY --- THE SAVINGS ARE YOURS ---**

We're three years old now in Klamath Falls! The J. C. Penney Co. holds the respect of hundreds of thousands of thrifty Americans all over the country and we sincerely believe that after three years among you people, that we also hold yours. We respect and admire you for your loyalty and cooperation and we sincerely thank you for your generous patronage the past three years.

**CUT YOURSELF A SLICE OF BIRTHDAY SAVINGS!**

Buying for cash in the greatest markets in the nation brings you values that you will want to share in a big way! Thousands of dollars worth of fresh Fall and Winter merchandise awaits your selection here! Get extra value for your dollars!

**USE OUR LAY-AWAY PLAN!**

Plan ahead -- a small payment does it -- Small weekly payments pay off the remainder! Many of these items can't be duplicated -- Many of these items will make perfect Christmas gifts -- Buy now on lay away.

**ANOTHER 'AUSTELLE' SCOOP! LOVELY VELVET FROCKS**

- WRINKLE RESISTANT!
- ALL BRAND NEW — WELL-MADE AND EVER SO SMARTLY STYLED

Here are special occasion frocks that do wonders for your figure and your feeling of social security! Soft velvet that is wrinkle resistant! In lovely fall colors of wine, blues and, of course, black!

Fresh New Styles! Just Unpacked! Sizes 12 to 44

**6.90**

USE OUR  
CONVENIENT  
LAY-AWAY  
PLAN

**SPARKLING NEW FALL STYLES 100 DRESSES REDUCED!**

- REPRICED FOR BIRTHDAY SAVINGS FOR YOU!
- SIZES 9-17; 12-20; 38-52

Every one selected from higher-priced lines! Reduced for this birthday party! Sports types and dress-up frocks. All fall colors.

**1.97**

**FAWN FELT**  
HATS FOR THE MAID OR MATRON

**1.98**

Fuzzy felts are all the rage these days and here's a casual charmer that will please every one of you. Soft lovely colors.

SECOND FLOOR

**JUST ARRIVED! FINE NEW BRENTWOOD FROCKS**

**1.98**

You know them... everybody knows about Penney's 1.98 Brentwoods! The cleverest afternoon frocks your heart desires. Slimming, Flattering Sports and Streets Styles. Sizes 12-44.

SECOND FLOOR

**COMFORTABLE FIGURE CONTROL Rayon Lastex Combinations**

FOR SUEDE SUPPORT

**3.98**

No. 2506 Gleaming rayon-cotton satin combined lastex for long, smooth lines... plus comfort, 34-44.

SECOND FLOOR

**GIRDLES**

**1.98**

2506 New Talon fastened semi step-in, with posture control.

SECOND FLOOR

**BRASSIERES**

Pre-shrunk lace-bastie; reinforced to achieve young sizes 32 to 44.

**4.90**

SECOND FLOOR

**CHILDREN'S RAYON PANTIES**

- SOFT RAYON KNIT
- LONG WEARING

Soft knit panties for girls. Value packed! Long wearing. Full cut sizes. Some with ribbon trim.

**10c** pr.

2ND FLOOR

**MEN'S FLANNEL SHIRTS**

- SOFT COTTONS
- TALON FRONT
- BRIGHT PLAIDS

Bright plaids and plain colors! Talon front closing. Warm for winter. A big value!

**98c**

MAIN

**BIG THIRSTY TERRY TOWELS**

- 18x36 SIZE
- PLAIN COLORS

Save on these! Plain color terry towels that should sell for more! Large size.

**9c** ea.

BALCONY

**VALUE SCOOP! RAYON SATIN HOUSE COATS**

TALON FRONT

Stripes, figures and plain colors! Luxurious rayon satin in lovely colors. Talon front. 12-42.

**2.98**

2ND FLOOR

**REDUCED! ONE GROUP MEN'S DRESS PANTS**

- EVERY ONE FROM HIGHER PRICE RANGES

Cleanup! Durable fabrics in wanted colors. Plain or pleated front! Save!

**1.98**

MAIN

**BIRTHDAY FEATURE! STAMPED PILLOW CASES**

**29c** pr.

Stamped — ready to embroider! Many patterns that are easy to work. Full 42-inch size case.

**EXPERT HOSIERY MENDING CUT HOSIERY COSTS 5¢ to 25¢**

**BIRTHDAY Celebration FEATURE!**

**BIG BIRTHDAY VALUE! 33 1/3% WOOL BLANKETS**

Mothproofed 5 Years **3.98** Lovely Colors

- AMERICAN BEAUTY 70 x 80 — Reversible Satin Bound.
- COMMODORE 66 x 80 — Stitched Boat Design.
- LILY 70 x 80 — Flower Design.
- LAKESIDE Plain Colors — 70 x 80 Satin Bound
- MOUNT RAINIER Quail Design Elk Design Teal Design 66 x 80 Size Stitched Ends

DOWNSTAIRS

**It's Easy to Buy and Easy to Pay! ON THE LAY-AWAY PLAN!**

**BIRTHDAY Celebration FEATURE!**

VALUE SCOOP FOR THE LADIES!

**SUEDE LEATHER JACKETS**

Reduced To **2.77**

Don't overlook this value! Soft suede leather jackets from higher priced lines! Button or Talon fronts. Richly lined. Some with half belt. In rich brown colors.

SECOND FLOOR

**BIRTHDAY FEATURE! JUST UNPACKED! NEW COLORS! FAWNETTE HANDBAGS**

**98c**

Soft velvety material that makes the nicest looking bags. Clever pleated styles. Newest shapes and colors!

MAIN

**BIRTHDAY FEATURE! LAST SHIPMENT BEFORE XMAS 6-Way Floor Lamps**

**4.77**

Indirect lighting! I.E.S. reflector lamp. Smart silk shades in ivory or bronze color. Save now!

BALCONY

**BIRTHDAY FEATURE! VALUES THAT CAN'T BE DUPLICATED! Needlepoint Dress Coats**

**12.00**

A value sensation! Higher-priced coats from manufacturers! Soft flowing fitted or swagger styles. Velvet trims.

BALCONY

UNBEATABLE BARGAINS FOR THE MEN!

**MEN'S FALL TOPCOATS**

**14.75**

- Half Belt Styles
- Full Belt Styles
- Bal-Set Styles
- All Wool Fabrics
- Tweeds — Plain Colors

Here's one time your enthusiasm won't be squelched by the price tag! Splendid workmanship, tasteful patterns, and supreme styling. Deep burly fleeces, colorful tweeds and handsome chevrons. Stamina and warmth to spare!

BUY NOW ON LAY-AWAY PLAN

**Men's "HALFBACK" HATS**

Genuine Fur Felt. A newcomer — and a beauty. Genuine fur felt with wide brim and welt edge! Narrow pencil-stripe band.

**1.98**

Use Our LAY-AWAY PLAN!

Save the Difference! No Charge!



**2.98**

MEN'S

**Antique Oxfords**

Nation-wide style leader — at a budget price! New copper tan with antique finish. Leather soles and heels.

**PENNEY'S**