

Klamath's Merchants Bring Latest Fashions From All The World



"CONTINENTAL" — the new style note in male fashions. It features a shawl collar, slanted flap pockets, a more cutaway coat front and side vents. Recently "revived" derby tops-off this sophisticated suit.

There's Cool Comfort In Men's Jackets

"Come spring" and a man turns his thoughts to the new warm-weather sportswear he'll be wearing, and especially the selection of that important go-over, where basic, the sport coats and jackets!

Besides an exciting array of new colors, patterns and styles, the new tops have many other practical and wonderful advantages.

Basically there are five qualities to look for when you make your new jacket selection.

It should be weightless. Some of the new sport worsteds weigh only a pound, buttons and all. This goes for the handblocked wool challis, the new tissue-weight worsted blazer stripes, and the summer version of the famous wool hopsacking.

All of these fabrics are sky-high fashion this year.

The fabric should be highly porous for cool air-conditioned wearing comfort.

If you hold one of the good new jackets up to the light, you'll see millions of tiny "windows" in the thread-weave. This is the ventilation through which fresh air can circulate.

The coat or jacket should have an easy fit. Call it "bounce" or "give," whatever you will! The fabric and fit should not be rigid when you bend or stretch, but give easily with body movements, and then ease back into normal shape.

Wrinkle-resistance is another important consideration. Miracle fabrics, all wools, worsteds and even blends are now treated so that they automatically resist wrinkles or the wrinkles "fall out."

Leather Fashions Are Brightly Styled

Since leather, with its easy-going air, fits in perfectly with the "relaxed" line of fashion this spring, it will be more popular than ever for topping both country and city costumes.

There'll be many leather pull-overs for casual wear. Some will be middies of white leather with wide sailor collars of navy leather. There will be red types worn with navy wool skirts.

Loose-fitting white leather jackets will be given a sailor collar of bulky knit in navy. And some smart leather pullovers will be sleeveless and collarless to go over bright jersey dresses.

For city wear, you'll see lots of classic jackets with tailored collars in the new longer length, and round, wide-shouldered shape. They come in white or a pale oyster beige or in one of the brilliant tones of this spring such as

bright red, forest green, pueblo yellow, sunset, violet, orange, tangerine and electric blue — all of them at their most brilliant in leather.

Often they will have trim that ties them cleverly in with a particular skirt to make a smart suit. Thus a white leather jacket that goes with a black wool skirt has a collar of black wool. And another white leather jacket worn with a black mat jersey skirt has a lining of the same material as the blouse: black-and-white checked gingham.

Another smart suit has a skirt of earth-colored suede topped by a jacket in hibiscus red suede over a jersey blouse striped in the two suede colors. The jacket is cropped short at the elbow but the blouse sleeves continue to the wrist.

Jewelry Is Fashion's Gayest Accessory

The jewels that bloom in the spring strike the loveliest note of all this season. For the newest jewelry has a completely fresh look, born to complement the simple, smart clothes of the season, according to the Fashion Coordination Institute.

Necklaces are shorter and shorter. Bibs have been abbreviated to provide lovely, jeweled collar fill-ins to stand away from dress necklines.

Lovely chokers, nestling at the base of the throat, feature beads, stones, pearls, or tailored designs to beautifully accent the new suit necklines.

The dogcollar — delicate, glamorous and enchanting — gives a special look all its own to bare-throated, open-necked clothes.

Earrings take on new forms this season, too, to keep step with the necklace news. The shorter the necklace the smaller the earring is the rule. But what the new earrings lack in breadth, they make up for in depth. High rising domes of textured gold, or stones or jewels piled in lavish array are glittering, lovely accessories to Spring and Summer clothes and give a far different effect from the smooth, flat earring surfaces of other seasons.

Up-swept earrings, following the line of the ear itself, are born to complement the dog collars and are seen in tailored as well as evening forms.

Bracelets, bracelets and more bracelets are the rule as bare arms appear with everything from tailored suits to simple sheaths. Lots of bracelets — worn on both wrists — is the rule.

The bracelets, too, have a look of dimension and color in high domed surfaces set with glittering stones and jewels. Some of the smartest, newest bracelets look like cuffs.

Pins continue to play a big solo role in Spring fashions, for they are worn many different places. They appear on hats, on suit lapels, on coats, on pockets, on sleeves, at the front and back of low-cut necklines.

Pins, too, have an extra dimension, even in the simple classic forms, according to the Institute. Color is as big a news in jewelry as in nature this season. Red — from deep rose through the "hot" pinks and corals — is big news. Turquoise, that universally flattering color, works some special beauty magic with sun tanned skins. Greens and the surprise high fashion note of black and

white jewelry is new and smart with the all white ensembles.

Flowers bloom all through the jewelry picture in the most literal sense. Lovely flower forms are worked in earrings, in garlanded necklaces, pins, bracelets, in everything from finely textured gold through precious gems and exquisite, glowing facsimiles of stone and enamel.

Oriental Influences Dominate

The increasing number of Americans vacationing in Hawaii and the Far East have sparked the Oriental influence so important in every phase of spring fashion.

Old midriffs accent slim sheaths and Empire styled dresses. Subtly revealing side-slits are seen on slim skirts from casual cottons to brocade evening affairs. Mandarin necklines appear on sweaters, jackets, blouses and suits. Braid trim with frog closings add a touch of elegance to the simplest shirtwaists.

Even the American woman's favorite skinny pants takes on new airs and a new name, when it stops just below the knee-cap and sports side-slits. This version is called rice paddy trousers, and is usually shown with a matching loose sleeved top.

Stylized prints in Oriental motifs are seen in profusion, as are the typical eastern shades of Chinese red, bright green, yellow, pagoda pink and bright blue.

The bold splashy colors, and vivid prints, typically Hawaiian are being shown more than ever in shirts, skirts, beach costumes and the so-comfortable muu-muus.

BRIMS, BRIMS, BRIMS

Brims of every type and size are most important in hats this season — with high, high crowns running a close second.

For the tailored look, sailor straw hats are fashion news... brimmer are the shallow, brimmer brims with flower or ribbon trim... and for the very special date, wig hats covered with loads of posy petals are exciting

ten hung up in the closet over... Temperature-control is a "bo-jackets. New featherweight wool...justing the body to temperature suddenly... than style "built-in" into the new... this year there's so much more season sport coats.

Shop Penney's

EASTER VALUE DEMONSTRATION!

Best way to save this Easter You'll live better You'll save at Penney's



Sheer Easter angel dresses have wingspreads of skirt and petticoat

3⁹⁸ - 6⁹⁵

Only two of many illustrated here. A virtual flower garden of delicate shades and textures and styles as different as Easter dresses should be.

100% nylons, blends of rayon-acetate and silk, rich Chromspun(R) acetate and cotton. She'll look so dressed up! Baby tucks, flower embroidery, sashes and lace! Pastels, white. Hand washable.

SECOND FLOOR

for little tykes PARTY PATENTS

3⁹⁸

3-8 Sizes

Cute and dainty as a spring flower in patent or white. Top craftsmanship makes this the finest of its kind. Shop early for all sizes.

BASEMENT



Subtle Diagonal Stripes? Sure, Penney's Has Them In Famous Town-Clad® Worsteds

Elegant... smart... a soft lustre stripe over deep tone diagonals. Superb woolen fabric and Town-Clad's famous tailoring features blend artfully in a suit of quiet good taste. The "American Natural" 3-button model is relaxed silhouette. You'll wear this suit everywhere... assured... confident you always look your best. Remember, the way you look in Penney's clothes is our best advertisement.

\$50

MAIN FLOOR



STYLED FOR SPRING!

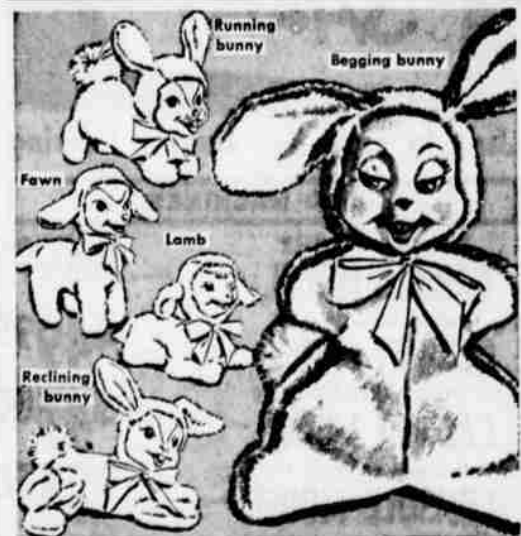
JUNIOR BOYS' 4-PIECE COORDINATED SETS

Rayon-acetate flannel cordigan and slacks! Short sleeve, printed cotton foul-ard shirt! Matching belt! Machine wash in lukewarm water. Medium grey or white-navy.

3⁸⁸

junior boys' sizes 3 to 8

BASEMENT



special buys! easter toys!

Pleasingly Plush With HAPPY VINYL FACES!

Smart bunnies, shop Penney's frolicking fawns, lovable lambs, cuddly rabbits, so low priced! Gaily colored rayon plush in Easter ribbon finery. Action poses.

1⁸⁸

each

SECOND FLOOR



FEATHER TRIQUE NYLON TRICOT SLIP

Penney's lacy Feather Trique slips are in lightest nylon tricot. They have shaped bodices, fitted backs, come in proportioned sizes 32 to 44. Colors and white.

PENNEY PLUS VALUE 3⁹⁸ proportioned

MAIN FLOOR



PLAIDS 'N SOLIDS IN CORDUROY SPORT SUITS

Penney's tailors plaid cotton corduroy in 3-button jackets. Slacks contrast color rayon - acetate flannel with self belt. Machine wash in lukewarm water.

5⁹⁵

junior boys' sizes 3 to 8

BASEMENT



such flowery charm!

girls greet spring prettily IN PENNEY'S HATS

Every lovely shape in crisp straw braid heaped with ribbons and flowers! In white, natural, red and pastels to top costumes beautifully! For ages 3 to 12.

1⁴⁴

SECOND FLOOR

OPEN FRIDAYS TILL 9 P.M.....KIDDIES BALLOON CHASE DOWNTOWN SAT., MAR. 14