

PENNEY'S

ALWAYS FIRST QUALITY!

**PENNEY'S BLASTS PRICES
WITH BOTH BARRELS!**

IF YOU'VE DELAYED...

**NOW'S
THE
TIME TO
OPEN
THAT
PENNEY
CHARGE
ACCOUNT**

... BECAUSE you can shop without cash while the bargains are here ... stock the linen closet ... brighten your home ... rejuvenate that wardrobe ... all at savings that can't be repeated for months, possibly years!

... BECAUSE you choose the payment plan that suits your budget ... pay within 30 days of billing date without paying a cent over Penney's low cash prices ... or extend payments months beyond the 30 days for a small service charge on the unpaid balance only ... or, for major purchases, Penney's payment plan allows easy monthly payments for a small service charge.

Herald and News

Tuesday, Jan. 3, 1961

WINTER JANUARY GOODS!

**NEW LOW PRICES ON OUR
FAMOUS NATION-WIDE® MUSLIN SHEETS**

1.58 72x108" FLAT OR
TWIN BOTTOM FITTED

1.76 81x108" FLAT OR FULL BOTTOM FITTED

2 for 79c 42x36" PILLOW CASES

STORE-WIDE BARGAIN DAYS!



**STARTS TUESDAY, JAN. 3
KLAMATH FALLS, ORE.**