

Downtown Merchants Plan Big Promotion

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"Shop Downtown" is the theme of the monthly promotion of merchandise values launched this week for Washington's Birthday by 31 business firms affiliated with the Klamath Falls Merchants' Association.

The new year-around advertising program will bring to the attention of the buying public, the tremendous volume of merchandise and services offered, from eight penny nails to grand pianos in walking distance "downtown."

A committee has conservatively estimated there are well over a million items available, with representative value of over \$4 million in the area adjacent to downtown customer parking provided by private stores, Park and Shop and community parking lots.

The once-a-month offering of exceptional values is planned to give the finest merchandise at lowest prices to shoppers in the Klamath Basin, says Frank Bogatay, president of the Merchants' Association, supported by his co-officers and co-advertisers. The Bank of Klamath Falls, Drew's Manstore, Payless Drugs, La Pointe's, The Tog Shop, Weissfeld's Jewelers, Market Basket, Millers, Hal's Sports Shop, Gene's Menswear, Spencer's.

The Town Shop, Tower Furniture, Wood's Drug Store, The Gun Store, Newberry's, Wiyala's, Bell's Hardware, Penney's, Cascade Home Furnishings, Sears, Kirkpatrick's, E & E 88 Cent Store, Leo's Camera Shop, Curran's For Drugs, Bowden Music Company, and Montgomery Ward.

Spend your dollars, say the "Shop Downtown" Committee, where you can park your car off-street on one of 12 available lots, and walk to stores and services that cover all areas of home needs.

Watch for Easter values from "Downtown Klamath Falls."

The Merchants' Association has long been active in promotion efforts which are designed to protect the high value of the downtown business district.

In addition to putting up the funds for the Christmas decorations which are put up annually by the city street department, the association this past year inaugurated a community Christmas tree for the first time in many years, and added new interest to Christmas shopping downtown.

and these sites are now functioning smoothly, alleviating the parking congestion in the downtown area and providing more convenience for shoppers.

Merchants' Association officials plan to further emphasize the widespread choice and range of values that the shopper has in the downtown section.

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4-H News

PIONEER SEWING CLUB

The meeting of the Pioneer Sewing Club was held at the home of Mrs. Donald McGhiey on Feb. 5. The meeting was called to order by Pamela Smith, president. Roll call was taken and secretary Lee Holliday read the minutes of the last meeting. She also gave a very good demonstration on safety. Pamela Smith gave a demonstration on how to sew a hem. Both were very interesting demonstrations.

The Pioneer Sewing Club is going to have a window display at J. C. Penney store during National 4-H Club Week, March 2-9.

All officers will attend officers' training meeting.

The meeting was adjourned. We returned thanks and had refreshments.

Wanda McGhiey,
News Reporter.

TRADE-IN TIME!

\$20 - \$15

BONUS ALLOWANCE For Your Old RANGE

BONUS ALLOWANCE For Your Old Water Heater

TRADE NOW! FRIGIDAIRE 40 inch Automatic Range



Special Purchase Price \$199⁹⁵

Less Trade-In Allowance for Your 7 Year Old Range \$40⁰⁰

Less Cal-Ore Bonus \$20⁰⁰

You Pay Only \$139⁹⁵

RS-10-62

- Automatic Oven
- Infinite Heat Switches
- 2 Large 2 Small Surface Units
- 2 Storage Drawers

CAL-ORE ELECTRICAL LEAGUE BONUS QUALIFICATION

\$20. YOUR OLD RANGE OF ANY TYPE

\$15. YOUR OLD WATER HEATER OF ANY TYPE

applies to purchase of new electric equipment only

This is an Electrical League sponsored buyers bonus allowance and is in addition to (if any) member dealers' suggested value of your old equipment, subject to conditions posted with the selling dealer. Offer good Feb. 1st to April 12th. Visit any authorized league member today for further details.

PLUS FREE

Frigidaire Spatter-Free BROILER PAN

With purchase! Broil 100 times and never need to clean the oven!

Vern Owens'

CASCADE HOME FURNISHINGS

412 Main Ph. 4-8365

PENNEY'S

ALWAYS FIRST QUALITY

OPEN DAILY 9:30 TO 5:30
TAKE ELEVATORS TO ALL FLOORS

COUNT ON PENNEY'S for a new vista of decorating values to make your home more beautiful, your savings bigger than ever!

LABOR-FREE!

decorator fabrics
made-to-your-measure
in pinch-pleat draperies

FOR LESS THAN YOU'D EXPECT TO PAY FOR THE FABRIC ALONE!

by-the-yard price includes fabric and labor . . . ready within 10 days.

1⁹⁹ TO 2⁹⁹

yard TO yard

\$1.00 per panel pair additional charge for lined drapes and drapes over 84" long. Accessories and Crenlin not included.

Take your pick from a dazzling array of drapery fabrics, in solids and prints! Many patterns to choose from. Have your draperies custom-made for your picture windows and pay less than you'd ordinarily pay just for the fabric during this exciting event! Excellent quality, every one!

BRING along your window measurements window width, length!

CHARGE IT!

There's more of everything

DOWNTOWN

Thurs. - Fri. - Sat.

WASHINGTON'S BIRTHDAY SALE

VALUES BOOM

Downtown Klamath Falls Merchants have gone all out to bring you tremendous Washington Birthday Values!

Read all of these pages to see what savings there are waiting for you in Downtown Klamath Falls stores!

SELECT FROM MORE THAN A MILLION ITEMS IN DOWNTOWN STORES

DOWNTOWN Klamath Falls