

PENNEY'S ALWAYS FIRST QUALITY!

NOW GOING ON... JULY BLANKET EVENT

PENNEY'S YOUNGEST PLAID!



WARM WOOL blanket in soft PASTELS!
Unconditional 5-year guarantee against moth damage.

12⁹⁰
72x90" LONG
3 1/2 LBS.

The model bedroom makes such an important point of decorative blankets... so does Penney's! Take this new mid-century plaid, styled to live in harmony with solid color blankets and today's pretty pastel sheets! Here's warmth of color combined with the inimitable warmth of rich fleecy wool! Close-woven, deep-napped to protect you from the dampness and chill, Amuno-processed to resist moth damage. Ceranium with grey, pink, blue, green, yellow. Acetate-satin bound.



**Behind the beauty...
LAB-TESTED QUALITY**
assures long lovely service! The Penney laboratory checks all blankets for warmth-retention, weight, strength, washability.

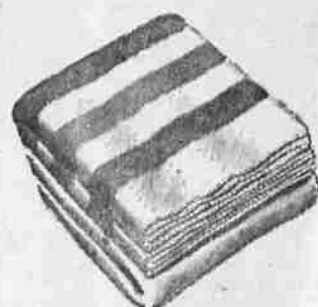
Stronger, fleecier with 10% Nylon!



NEW WINTERWEIGHT Wool Blanket
UNCONDITIONAL 5-YEAR GUARANTEE AGAINST MOTH DAMAGE!

11⁹⁰
FULL 90" LONG
72" WIDE

Never before have we offered a winterweight blanket to equal the beauty, the warmth, the wear of this year's wool fortified with nylon! With nylon added this wool blanket can be napped to a richer, woolier depth! It's warmer, with no added weight, extra strong—yet not one cent has been added for these important extras. 72 by 90". 3 1/2 lbs. Carnival Green, Sun Flame, Carioca Red, Marigold, Candy Pink, Sea Mist, Tropic Blue. Acetate satin bound.



**HUNTER'S
BLANKET, 4 lbs.
ALL WOOL**

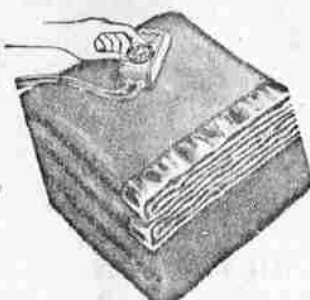
12⁹⁰

Terrific, masculine style... quality blanket for the man of the house! Styled with a depth of texture, closeness of weave that means years of service. Whipped ends; 5-year guarantee against moth damage. White with stripes; scarlet, emerald with black stripes. 72" x 84".



SELECT
ON

LAYAWAY!
50c Down



**GOLDEN DAWN
ELECTRIC
BLANKET**

27⁵⁰

You dial the warmth you want... sleep comfortably, the modern way! 50% wool, 25% rayon, 25% cotton blanket with single control carries 2-year replacement guarantee against mechanical defects and moth damage. Smart colors; 72" x 84". Dual Control Electric Blanket — 32.50



SELECT
ON

LAYAWAY!
50c Down
SMALL MONTHLY PAYMENTS



Imported
Holland
HEALTH BLANKET

16⁷⁵

All wool, whipped ends, heavier and warmer than most blankets being made in America today. Drag nap process creates extra softness and warmth. Seven colors to select from. 72" x 90". 4 1/2 pounds. Buy Now On Layaway!

...FLASH!...JULY BLANKET EVENT NOW GOING ON!...JULY BLANKET EVENT NOW GOING
...FLASH!...PENNEY QUALITY GUARANTEES EXTRA WEAR DIVIDENDS!...FLASH!...
...FLASH!...BUY NEXT WINTER'S BLANKETS NOW...ON PENNEY'S LAY-AWAY!...

Sensational offer launches Penney's July Blanket Event!



**3 lb. ALL WOOL
Blanket**
in rich clear
decorator colors!

7⁶⁶
72" x 84"

This is the kind of value that makes July the month to buy blankets at Penney's! Think of it—only \$7.66 for this 3 lb. beauty—every strand, every inch of it pure resilient wool! Here's warm comfort for those chill nights ahead... strength to see you thru Winter-after-Winter of wonderful wear! Here are colors to contribute rich decorative accent shades to your bedroom decor. Pastel, vibrant, deep tones—perfect for children's or master bedroom, for guest blankets, for gift blankets!

Don't miss out on this tremendous value—specially offered to launch Penney's famous July Blanket Event! Buy enough now, SAVE. If you like, use Penney's convenient LAY-AWAY, hold your selection with a small down payment. Choose Carnival Green, Sun Flame, Marigold, Carioca Red, Candy Pink, Sea Mist, Tropic Blue. Acetate satin bound. 72x84". Yours with unconditional 5-year guarantee against moth damage.



**Behind
the
beauty...**

LAB-TESTED QUALITY!

Checked by Penney's for weight, warmth-retention, strength, washability, resistance to moth-damage!



**DURAFLEECE
REVERSIBLE
BLANKET**

7⁹⁰
72" x 90"

Yours in shades like sunflame with grey... green with lime... pink with rose... and others too! Truly a new, lovely fashion blanket for your home, for gift-giving. It's the new Durafleece blend of 90% permanently-curved rayon and 10% wool... luxuriously warm and long-wearing. Acetate satin bound; 72" x 90".



SMALL DEPOSIT...PAY LITTLE-BY-LITTLE



PAY LITTLE-BY-LITTLE