

PENNEY'S
ALWAYS FIRST QUALITY

Don't let the big ones get away!

Buy Today on
LAY-AWAY!

50c DOWN

**WILL HOLD
YOUR SELECTION
No Carrying Charge**

Loomed for lasting beauty of nap!



**Durafleece PASTEL PLAID
BLANKETS**

7.90

GERANIUM WITH GREY,
OR PREDOMINANTLY
PINK, BLUE, GREEN, YELLOW!

Styled to set your room aglow with its lovely harmony of soft pastels! Here is one of Penney's wonderful new DURAFLEECE blankets, a combination of 10% wool with 90% crimped staple rayon—rayon set in a permanent wave. Subject this rayon to water, it comes out curly as ever—gives your Durafleece blankets lasting fluffy nap through years of wear and washing. Double-woven—almost double the thickness of ordinary blankets.

FULL 90" LONG
72" WIDE, 3 1/4 LBS.



**15%
NYLON**

JACQUARD BLANKET

3 1/2-lb. Blanket
72" x 90" Size

6.90

Almost a tradition in many American homes . . . so loved is this flower-basket-pattern! Penney's 3 1/2-lb. blanket is 75% rayon, blended with 15% nylon and 10% wool for luxury-warmth and long wearing quality. Use it as a blanket . . . show it off as a bedspread, too! 72" x 90".

**PENNEY'S SELECT
ON**

**50c DOWN
LAY-AWAY!**

**SMALL MONTHLY PAYMENTS
PAY LITTLE-BY-LITTLE**

LIKE TWO BLANKETS IN ONE!



**PLAID PAIR folds over into
TWO layers!**

4.98

Carnival Green, Sun Flame, Blue, Carri-
oca Red, Pink—all with acetate satin
binding.

A traditional favorite, designed to offer 3-way warmth! Woven into a 14 foot length, this wonderful plaid folds over, giving you actually a pair of blankets with an in-between air pocket for added insulation against cold. Soft to the touch, long-wearing, Penney's plaid pair is a blend of 75% cotton, 20% rayon, 5% wool, loomed in a combination of harmonizing soft and deep tones.



Behind the beauty . . .

LAB-TESTED QUALITY

assures long lovely service! The Penney laboratory checks all blankets for warmth-retention, weight, strength, washability.

Blended to keep their fluffy nap!



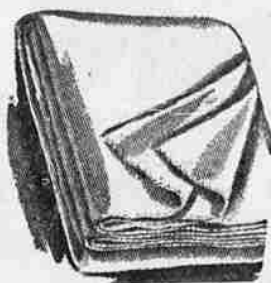
**DURAFLEECE FASHION
BLANKETS**

6.90

COLORS: Carnival green, sun flame,
carrioca red, marigold, tropic blue, sea
mist, candy pink, Acetate-satin bound!

These are Penney's big success-story blankets—bought up by the hundreds from their very first introduction to our customers! Durafleece is no ordinary blend. To 10% wool, Penney's adds 90% of a very special rayon, a rayon set in a permanent wave! Subject this rayon to water and it doesn't flatten, lose its spring, comes out curly as ever! Result—Penney's Durafleece blankets wash rich and fluffy, retain their warmth year after year. Double-woven.

FULL 90" LONG
72" WIDE
3 1/4 LBS.



**SOFTLY NAPPED
WHITE COTTON
SHEET BLANKETS**

1.98

Use them as light covers in summer, cozy sheets come frosty weather. Good news: they're machine washable in lukewarm water. Neat stitched ends; 70" x 95" size.

80" x 95" sheet blankets 2.29



**SHEET BLANKETS
IN SOFT PASTELS**

2.29

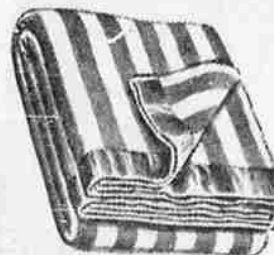
Now Penney's cotton sheet blankets take on new glamour . . . come in radiant pastel shades! They're so soft, so fleecy-napped you'll love them as cozy sheets in winter, light covers on summer nights. 70" x 95".



**DURAFLEECE
PINEAPPLE CREST
BLANKETS**

7.90

An old, old Colonial Days' design that signified hospitality . . . now modernized, strikingly lovely on Penney's jacquard blankets! They're the new Durafleece blend . . . 90% permanently-curled rayon, 10% wool has a velvet-soft nap, offers superb warmth. Choose from five beautiful colors, with matching acetate satin binding. 72" x 90".



**BRAND NEW!
PICKET STRIPE
BLANKETS!**

6.90

Dramatic, handsome fashion for your bedroom! Striking picket stripes on Penney's 75% rayon, 15% nylon, 10% wool 3 1/2-pounder . . . imagine sunflame stripes on white . . . sea mist stripes, pink, blue or gold stripes! Generous 72" x 90" size; acetate satin binding.

Winner of Penney's Post Card Blanket Contest

Mrs. James H. Travis

Gayley Route, Myrtle Creek, Ore.

Warmer, Deeper, Stronger! 10% NYLON!



**NEW LUXURY BLEND
BLANKET**

4.98

CHOOSE Carnival Green, Sun Flame,
Carrioca Red, Marigold, Tropic Blue,
Candy Pink, Lilac, Sea Mist, Acetate-
satin bound.

Take the beauty of rayon! The strength of nylon! Weave them together, you get a truly magnificent blanket, a rare buy at Penney's fantastic low price. Not only does nylon contribute its famous long-wearing quality to your blanket, but actually makes it possible to nap it to a new richness of depth without losing any of the strength necessary for long wear. You get luxury, warmth, and year-after-year of lovely service. 90% rayon, 10% nylon.

SIZE
72x84"

PENNEY'S

SMALL DEPOSIT . . . PAY LITTLE-BY-LITTLE

PENNEY'S

PAY LITTLE-BY-LITTLE