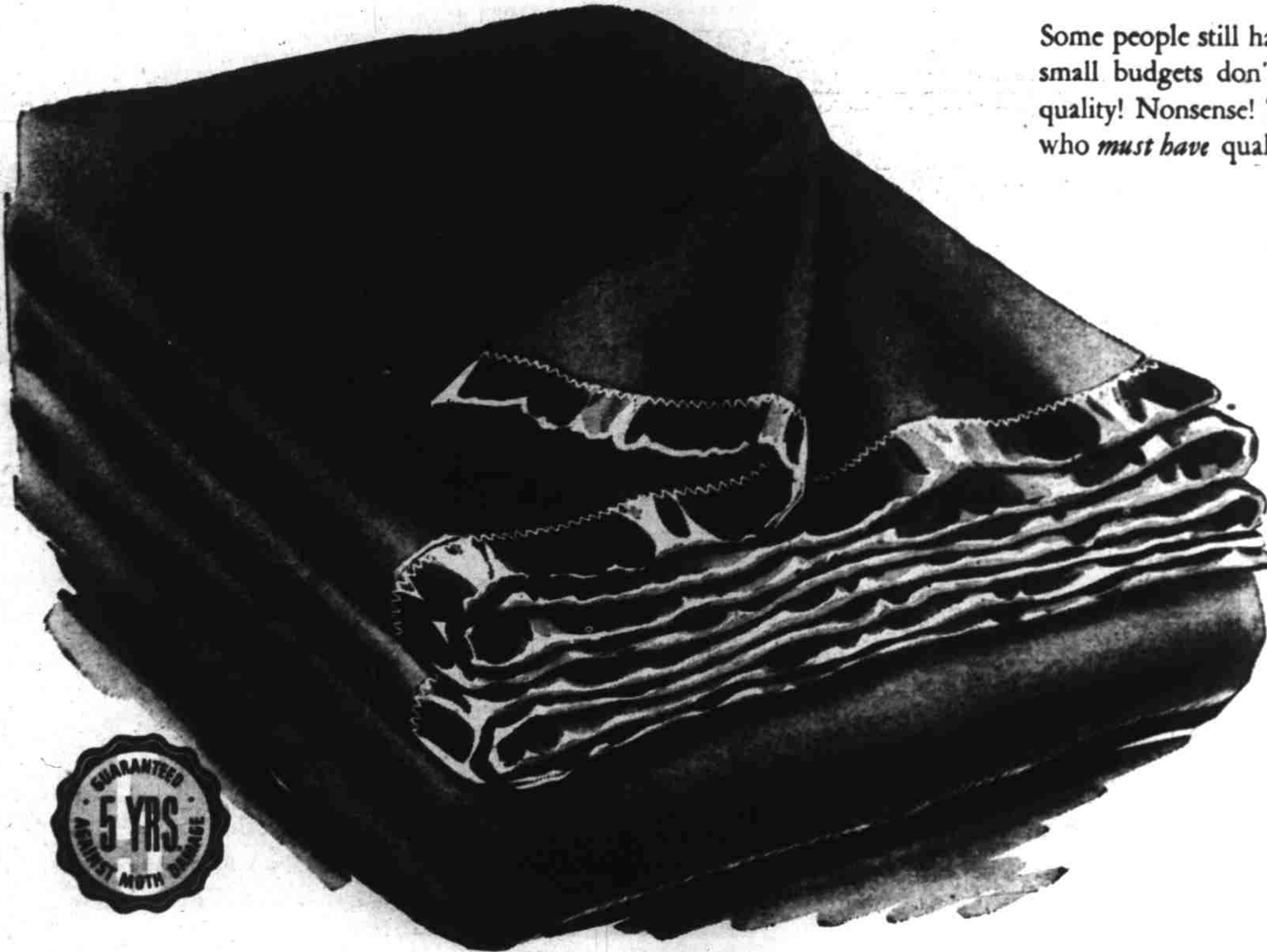


AT PENNEY'S

YOU CAN AFFORD GOOD QUALITY



Some people still have the strange idea that small budgets don't entitle them to good quality! Nonsense! They're the very people who *must have* quality. What they buy must

give good and satisfactory service. Everything you find at Penney's is tested to make sure it will give you every dime's worth of value for what you spend—all that, and more!

Look at THIS BLANKET OVERSIZED

4 Pounds All Wool BLANKET

- 72"x90"
- 5-year guarantee against moth damage.
- Rayon Satin Bound

\$9⁹⁰

A soft thick 4 pounds in 72"x90" size. Inch for inch, pound for pound, we believe we've developed the finest blanket of its type in America today. It's double-woven of fine, long staple stock, dyed wool—thickened to make it a warmer, better blanket—deeper nap to give it great insulating—perfect heat-retaining power. Frosty tones of blue, rose dust, cherrywood, peach and green.



Check This Blanket 3 Pounds of Virgin Wool

\$6⁹⁰

- ★ 5-year guarantee against moth damage.
- ★ 74"x84" double bed size.
- ★ Rayon Satin bound.
- ★ Gorgeous colors.

We don't see how anybody can match this value—and we ask you to test it yourself. Any wool blanket is warm—but it takes at least 3 pounds of good wool blanket that's also sturdy and durable. This is it. We had it built to our own specifications, for an exceptional value.



Assorted New Patterns in Cotton Blankets

Only **3.79**

There's pattern news in these sturdy, good-buy blankets! Woven of fine imported cotton in bright colors—your favorite Indian, plaid designs! 70"x80".



Back at Penney's Again Sheet Blankets

1.98

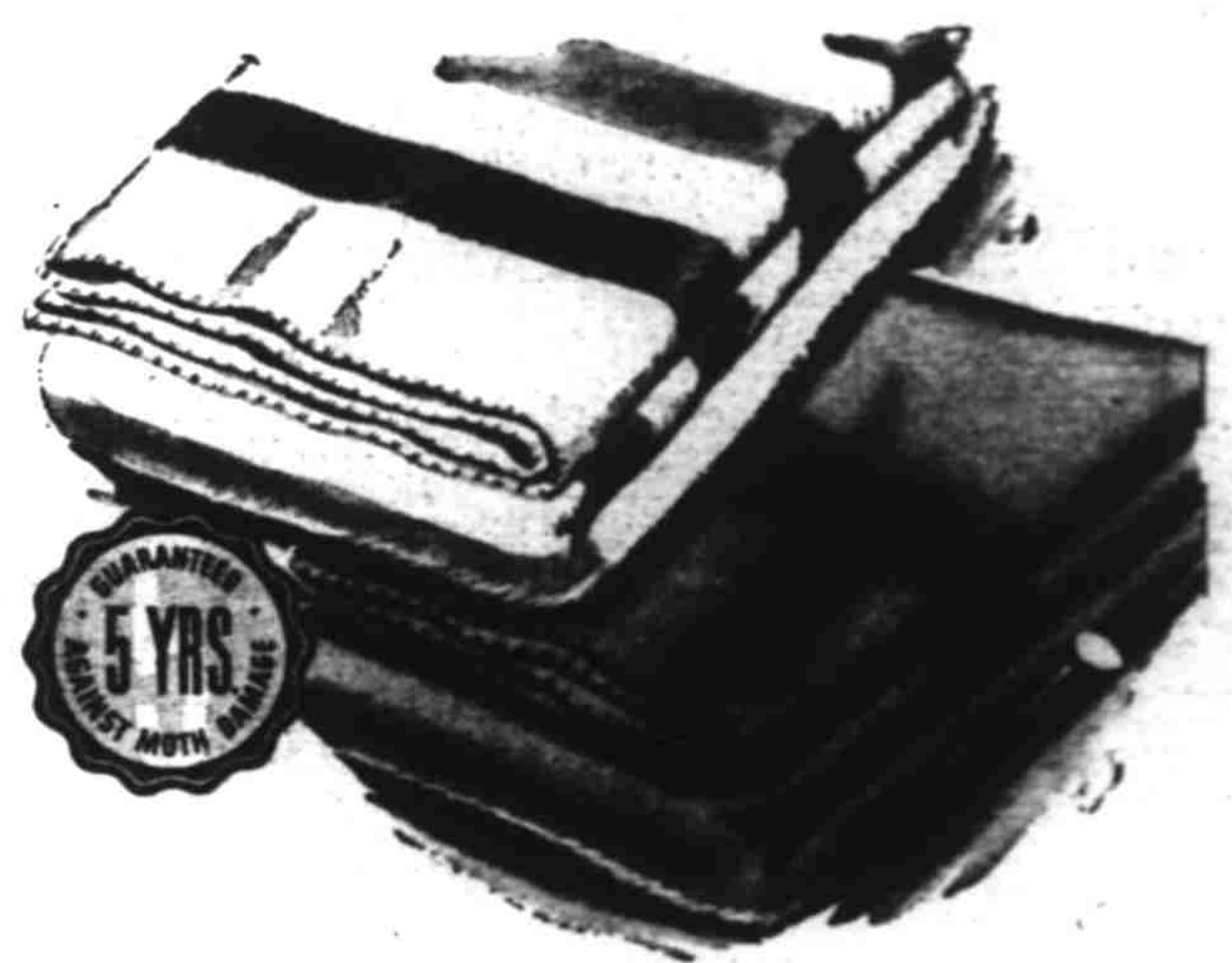
Here's a great buy for you in white sheet blankets! Extra long (95"), standard width (70"). They're soft, washable unbleached cotton, firmly stitched ends.



Value! Winter Nite Wool Blankets

Only **10.90**

Pound for pound our famous Winter Nite is our top blanket value! 4½ pounds of fine, warm all-wool yarn! White with striped border. Guaranteed 5 years against moth damage.



Our Famous POLAR NITE In 4 GLORIOUS NEW SHADES

6 POUNDS OF
FINE PURE WOOL **14.75**

This rugged jumbo blanket has been an American standby for years—but only in scarlet or white. Here it is in lovely bedroom tones—rich blue, wild cranberry, Mignonette green, deep rose—plus the famous scarlet-and-black and creamy-white with colored bands.

Breath-taking blanket beauty—plus the rugged warmth you need for real polar nights! Think of it! Six full pounds of warm, closely-woven wool! Measured in years of service, it's the most economical blanket you can buy! Double-bed sizes—(and EXTRA long!)—72" x 90"... firmly whipped ends. All, of course, protected for five years against moth damage—covered by a written guarantee!



Super Size, Top Value Wool Blankets

12.90

These are GIANT SIZE 80" x 90" virgin wool blankets in blue, rose-dust, cherrywood, green and peach. Weigh a toasty 4½ lbs. Royal satin binding.



Our Best Buy in Wool Blankets

15.90

We think these are the finest blankets anywhere at 15.90. 4½ pounds of superfine fleecy virgin wool in five pastel shades! Rayon satin bound. 72"x90".



Thickly-Tufted Chenille Smart Savings

7.77

A charming multicolor floral design in richly, thickly tufted high quality chenille! Six lovely colors to blend perfectly into every room! Double, twin.

SELECT ON LAY-AWAY...MONTHS TO PAY