

PENNEY'S
ALWAYS FIRST QUALITY!

SALEM, OREGON

Plenty of ALL WOOLS...
finer blends... lower prices...

RIGHT NOW!
PENNEY'S JULY BLANKET EVENT!

BLANKETS SOLD ON ALL FLOORS

WHY
is Penney's
LAY-AWAY
A GOOD IDEA

It's easy on your budget, because you pay little-by-little, and have your purchase paid for when the time comes to use it! A small deposit holds your purchase.

It's inexpensive . . . you pay Penney's regular, low cash prices . . . no "carrying charges," no extras!

Buy From Your Favorite Sales Clerk



LOOK!

ALL WOOL!



Special! 3 lbs. of Solid Warmth...

Imagine getting an all wool blanket; fluffy, soft, and cozy warm for so little! You'll love the exciting array of colors. Every blanket is guaranteed against moth damage for five years! And they're acetate satin bound! Come stock up now... during Penney's July Blanket Event!

7⁹⁹
72" x 84"

BUY ON LAYAWAY...
it's easy on your budget

SOLD ON ALL FLOORS



ALL WOOL...

3 1/2 lbs. of it!

Extra Long
Solid Color
Blanket

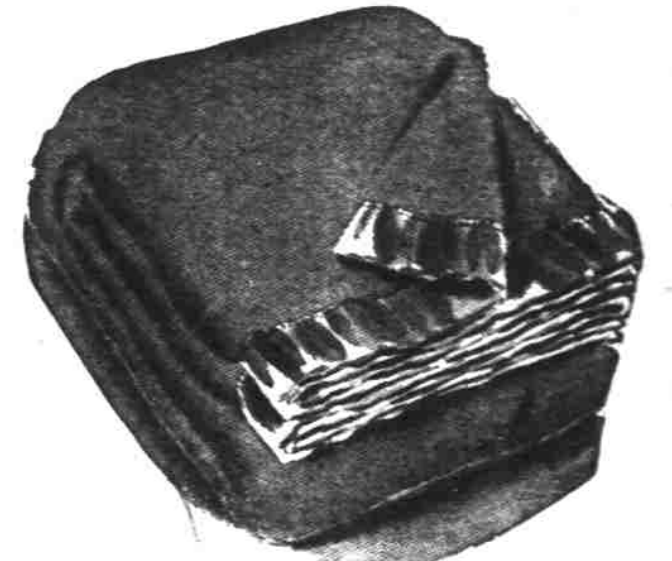
Terrific value! 3 1/2 pounds ALL WOOL woven into a blanket whose luxury you can see and feel! The fluffy nap, buttery softness, and vibrant colors make this an exciting feature of Penney's July Blanket Event! Choose from hunter green, yellow, wine, and other decorator colors with matching, extra wide 7" acetate satin border! Guaranteed against moth damage for 5 years!

11⁹⁰
(72" x 90")

SOLD ON ALL FLOORS

BUY IN JULY...biggest selection of the year!

BUY ON LAY-AWAY...it's easy on your budget!



SOFT SUEDE
FINISH BLANKET

Expensive looking, luxury-feel blanket. New finishing process gives you a softer, fluffier nap... a suede-like effect. 65% cotton, 25% rayon, 10% wool.

5⁹⁰
72" x 84"

PENNEY'S MEZZANINE

FOR LIGHTWEIGHT
LUXURY . . .
**ELECTRIC
BLANKETS**

ARE TOPS ALWAYS!

Single Control **29⁷⁵**
Control **33.75**

Dual Control

Guaranteed for two years against moth damage or mechanical defect! Sleep under one light, comfortable blanket the year 'round.

MEZZANINE

PENNEY'S
ALWAYS FIRST QUALITY!

SHEETS

FROM PENNEY'S MEZZANINE



EXTRA LONG WEAR!

NATIONWIDE

132 Thread Count

MUSLIN
SHEETS

Snowy White
Long Lasting
81" x 108"

2²³
72" x 108"

1.99

42" x 36" Cases

46c

PENNEY'S
MEZZANINE

PENCO SHEETS

LUXURY QUALITY, SNOWY-SOFT, SUPER FINE 145 THREAD COUNT MUSLIN

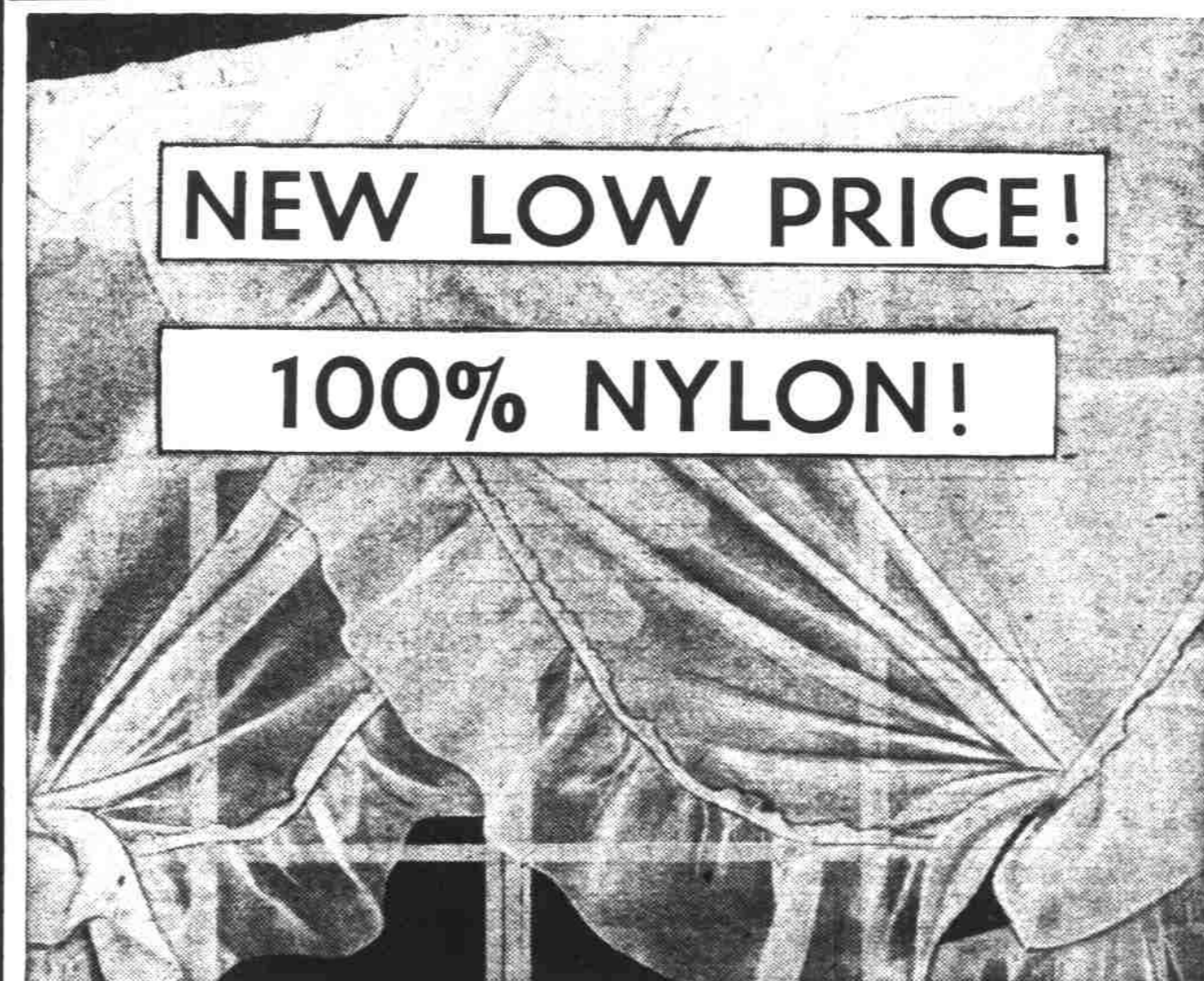
So superbly soft and smooth textured. You'll say they're worth more! Penco sheets are closely woven of super-fine cotton yarns! Always first quality, of course!

PENNEY'S MEZZANINE

PENNEY'S
ALWAYS FIRST QUALITY!

CURTAINS

FROM PENNEY'S DOWNSTAIRS STORE



NEW LOW PRICE!

100% NYLON!

**Nylon
Panels**

42" x 81"

2²⁹

Sheer, billowy nylon . . . in ivory and pastels. Lovely, washable, crisp panels that will bring exciting new beauty to your windows!

"Wetaset Finish"

Rayon Marquisette

PRISCILLAS

NEW LOW PRICES

44 x 81 **2.98**
142 x 81 **4.98**
186 x 81 **5.90**
276 x 81 **9.90**

DOWNSTAIRS STORE

Hathway Nylon Priscilla Curtains

NEW LOW PRICES ON NYLON PRISCILLAS!

BUY NOW AND SHARE THESE OUTSTANDING SAVINGS! HURRY!

Filmy, sheer 100% Hathway nylon priscillas with deep, crisp 6" ruffles that stand out like a ballet skirt! Pre-shirred, completely hemmed and French-headed. 104" x 81" in blue, ivory. All other sizes in ivory only.

PENNEY'S DOWNSTAIRS STORE

104" x 81" **7.90**
144" x 81" **10.75**
194" x 81" **13.75**
282" x 81" **22.50**