

Salem, Oregon

NOW! Penney's has the Blanket Buy of Your Life!

Check the FACTS yourself!

A blanket's value is unmistakable . . . the very heart of its worth is the wool that goes into it. Check for weight, thickness of nap, richness of color — then look at the price tag.

The facts are all there to see, to feel . . . compare yourself. Penney's blankets lead the way on every count. Come see! You can buy yours now, in July, on our easy Lay-Away plan!

3 lbs. of 100% Pure Wool

CLEAR, FULL-BODIED COLORS
STARTLING LOW PRICE

IT'S AT PENNEY'S **6.00**

Yes, 6.00 is low — but it isn't the low price tag that makes a blanket so cuddly-warm, so eye-satisfying. It's the wool that counts! That's why we picked nothing but quality fibers to go into this beauty. That's why we chose each color with such painstaking care. It's a winning threesome . . . warmth, beauty, low price . . . and you'll find it at Penney's today!

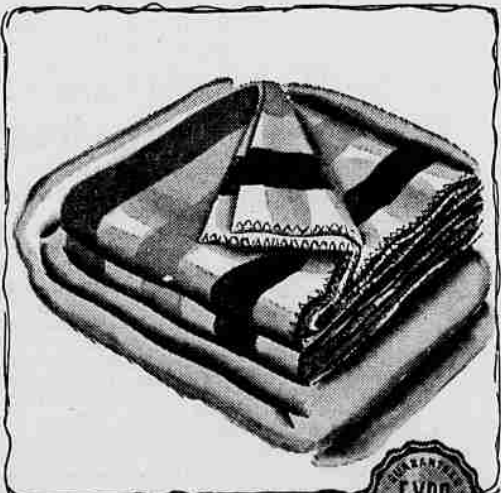
FACTS

1. SEVEN "DECORATOR" COLORS
2. 3 LBS. OF WINTER WARMTH
3. FULL BED SIZE .. 72" x 84"
4. RAYON SATIN BINDING

Just look at the colors!

- BLUE
- ROSEDUST
- AQUA
- YELLOW
- GRAY
- ORCHID

BUY ON LAY-AWAY NOW . . . PAY AS YOU LIKE . . . TAKE HOME LATER ON!



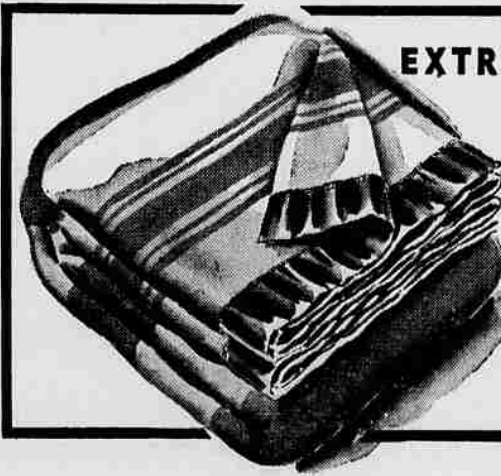
- Heavy duty weight
- Rich, vivid colors

STRIPED ALL-WOOL

72" x 84" size
4 1/4 pounds

10.90

Here's an extra warm blanket that's made to take it! Thick, firm-textured wool (4 1/4 pounds of it!) in brilliant combinations of scarlet red with a wide black border or snowy-white with blue, yellow and red stripes. A favorite year in and year out . . . priced the good old thrifty Penney way!



EXTRA WARM PLAID PAIRS

PRICED SO LOW! **4.98**

Two layers of warmth in one blanket! 95% cotton blended with 5% wool gives real dead-of-winter protection at a price anyone can afford to pay . . . just \$4.98! Choice of rose, blue, green, cedar. Rayon binding. 72 x 84.

It's Penney's for Blanket Values!



ALL-WOOL FLORAL
Double woven . . . more warmth!
Weighs 4 1/4 lbs.
Choice 4 colors. **11.90**



JACQUARD BORDER
70% rayon, 25% cotton, 5% wool.
Six colors. Measurements 70" x 80". **3.98**



NEW! BASKET DESIGN
Pretty as a spread, but 4 1/4 lbs. of pure wool!
72" x 84" size. **11.90**



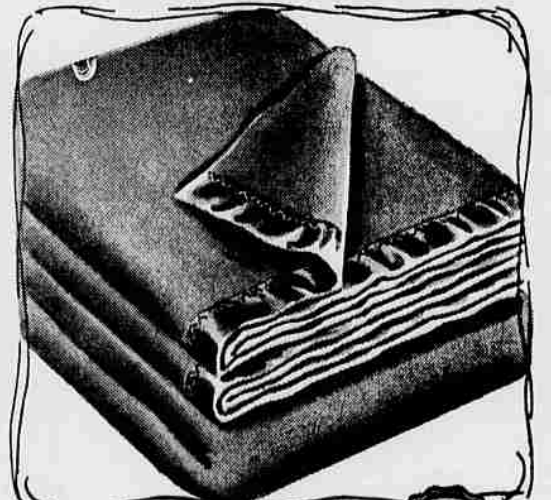
NEW BLEND!
Favorite flower basket pattern
75% rayon, 25% cotton. 72"x90". **5.90**



BORDER STRIPES
90% cotton, 10% wool in 3 lb. weight. Measurements 72" x 84". **4.98**



JUMBO BLANKET
4 1/4 lbs. all wool, extra big . . . 80"x90". Six decorator colors! **11.90**



- It's extra long!
- Comes in 9 colors!

ALL-WOOL BLANKET

And the price is really low!

9.90

This year blankets go colorful! And Penney's has this fluffy beauty in not one, not two but nine luscious shades . . . everything from softest pastels to new geranium red! Extra long 72" x 90" size means more tuck-in. Teamed up with 4 lbs. of thick-napped wool, here's a real blanket buy!

A PENNEY BLANKET IS A GOOD BUY! IT'S A FACT!