

PENNEY'S
ALWAYS FIRST QUALITY!

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

RIGHT NOW!

PENNEY'S JULY BLANKET EVENT!

50^c

**HOLDS ANY BLANKET
FOR ONE MONTH!**



Now... Guaranteed for
2 Years

Electric Blanket

Now guaranteed for 2 years
against moth damage or me-
chanical defect! Sleep under
one light, comfortable blanket
and have the warmth that's
right for you! Comes attrac-
tively gift-boxed!

29⁷⁵

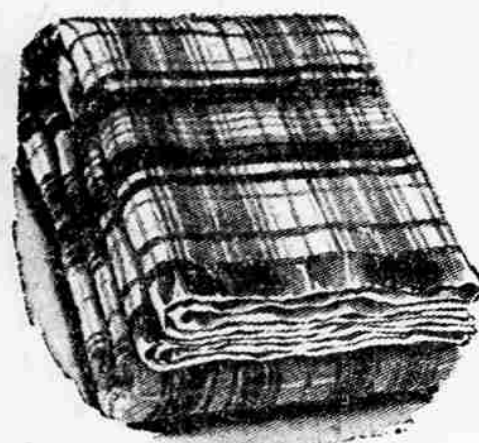
(SINGLE)
Dual Control
33.75

The Most OPPORTUNE Time of
the Year to Buy BLANKETS...
STOCKS ARE PEAKED



Toasty Warm!

All Wool!



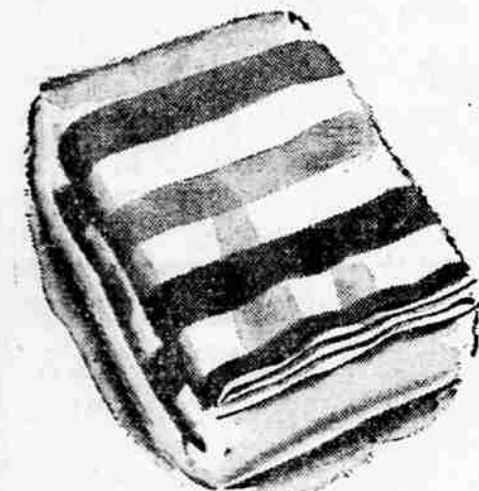
**ALL WOOL
SCOTCH PLAID**

BLANKET

Colorful as a gathering of the
clans! And warm? You get all
the warmth a sturdy all wool
blanket can provide! Guar-
anteed against moth damage for
five years!

12⁹⁰

72"x90"



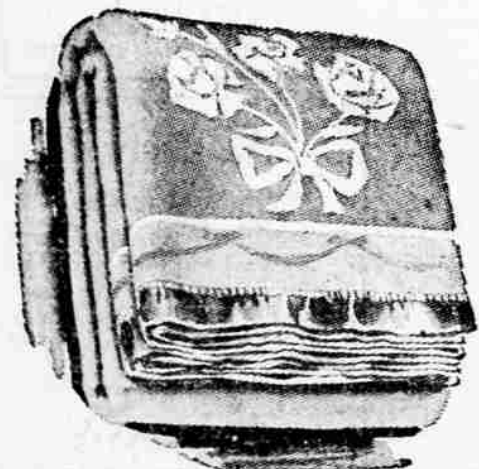
**HE-MAN WARMTH!
4-LB. ALL WOOL**

BLANKET

For home! For dormitory beds!
For everywhere you want a
blanket that's extra warm.
Weighs a hefty 4 pounds. Scar-
let with black stripes or white
with multi-color stripes. Guar-
anteed against moth damage
for 5 years.

13⁷⁵

72"x84"



**COLORFUL JACQUARD
Border Blanket**

10% Wool

Pretty enough to 'double as a
spread. Wonderful as a light-
weight covering on cool, Sum-
mer nights. 60% rayon, 30%
cotton, 10% wool in sparkling
decorator colors!

4⁹⁸

70"x80"

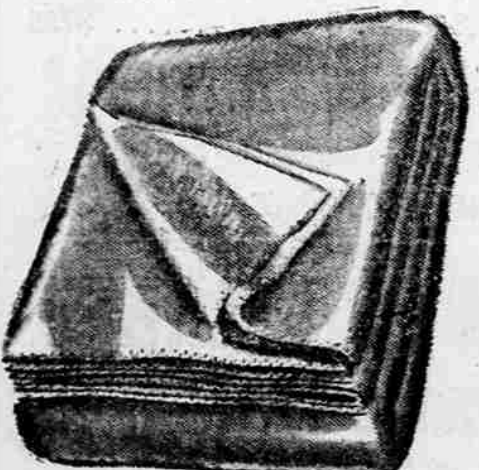


**INDIAN DESIGN
JACQUARD**

BLANKET

For home! For camping! For
auto trips! This is a colorful,
rugged-looking blanket that's
so economical! These are 50%
rayon and 50% cotton!

3⁷⁹



Sheet Blankets

in PASTEL SHADES

So versatile! It's a lightweight
cover for chilly summer nights
—and a warm sheet in winter!
And you now choose from pret-
ty pastel shades!

2⁷⁹

72"x90"

3 POUND BLANKET

Imagine getting an ALL WOOL blanket; fluffy, soft, and cozy-
warm, for so little! And the colors are something to see...
full-bodied, rich and vibrant! Every blanket weighs 3 pounds,
is bound with matching acetate satin. Guaranteed against moth
damage for five years, too! Come see this July Blanket Event
feature now!

- Yellow • Blue • Rose • Wine
- Geranium Red • Hunter Green • Light Green

SPECIALLY PRICED!

7⁹⁹

72" x 84"

BUY ON LAYAWAY

3½ lb. All Wool Blanket

Terrific quality...terrific value. All wool
means cozy warmth, deep, fluffy nap, ex-
citing colors! Extra long, too; more inches
to tuck in!

11⁹⁰

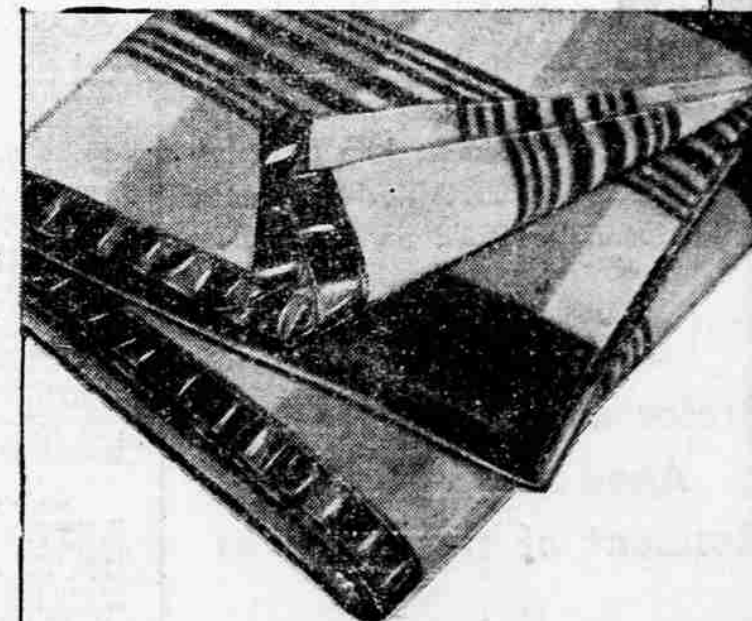
72" x 90"

3½ lb. Wool Blend Blanket

Double woven for extra warmth.
This is a long wearing blend that
gives you lots of value at little cost!
Come see the sparkling modern
colors! 65% rayon, 25% cotton,
10% wool!

7⁹⁰

72" x 90"



Gay New Plaid Pairs

5⁹⁰

72" x 84"

75% cotton, 20% rayon, 5% wool blankets in hand-
some block plaids on a white background. Smooth
acetate satin binding. BIG blanket value!