

PENNEY'S WAIT no more!

ALWAYS FIRST QUALITY!

the BIGGEST blanket event of them all starts Tomorrow at Penney's!



ONLY AT PENNEY'S! SPECIAL JULY BUY!

THE ALL-WOOL BLANKET YOU WANT—NOW AT REALLY INCREDIBLE SAVINGS...COMPARE!

• 3 pound blanket • full 5 year guarantee against moth damage • first quality, laboratory tested for warmth, wear, washability!

Buy now to insure winter warmth! Use Penney's Lay-Away plan to space your payments...but don't, don't let a bargain like this slip by. Acetate satin bound. Take your choice of exciting colors: Hunter green, flame, leaf green, maize, lilac, echo pink, surf blue.

6⁹⁹

72 by 84-inch long

ONLY AT PENNEY'S! SPECIAL JULY BUY!

BEAUTIFUL RAYON-NYLON BLANKET

See it! Feel it! Compare this outstanding value... unheard of at this price!

Gaze upon superb colors. Feel the cloud-soft texture. Save now on a fine first quality blanket—laboratory tested for warmth, strength and washability. 72 by 84-inches long. 3 pounds. Bound in acetate satin. Maize, hunter green, flame, apple red, surf blue, echo pink.

3⁶⁶

72 by 84-inch long

LOWEST PRICE EVER

On Fine Electric Blankets. 2-year replacement guarantee against mechanical defects and moth damage. AC only.

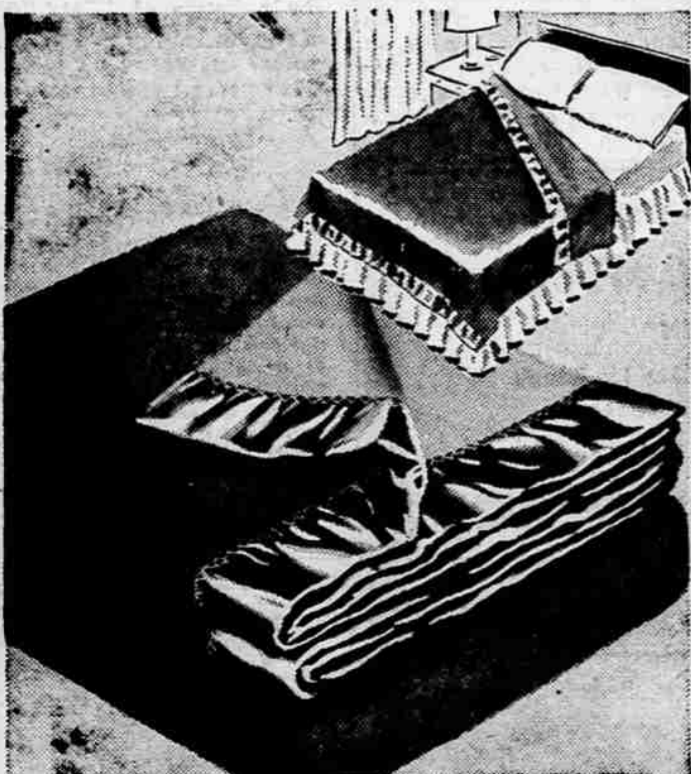
13⁹⁹

single control

Rush to Penney's NOW! Cash in on this fine flawless, beautiful Electric Blanket. Just dial your warmth.

• 2-year guarantee against mechanical defects! • 72 x 84 • Cotton & Wool

PICK NOW, PAY LATER! Penney's July Selection is sensational - - - The values Terrific - - - NOT during the whole year will you get a chance to choose from so many beautiful blankets. A SMALL DEPOSIT HOLDS ANY BLANKET!



REVERSIBLE BLANKETS Rayon-Wool DURAFLEECE

Light and gay on one side, deep-tone reverse. 90% permanently curled rayon, 10% wool, wash wonderfully, will not mat or lose fluffiness. Full 90-inch length. Acetate binding. 6 color sets.

7⁹⁰

72 by 90 inches 3 1/2 pounds



RAYON and WOOL BLEND BLANKET

7.90

"Pineapple Crest" Blankets of Rayon-Wool DuraFleece give you unique styling, in a serviceable blanket that keeps its warmth thru washing. 90% rayon, 10% wool. 72 by 90 inches.



NEW DESIGN WOOL BLEND

5.90

Brand New! Shell Design Blankets of rayon, cotton and wool! Warm, long-wearing, superbly decorative. 72-inches wide, 90-inches long for ample tuck-in. 3 1/2 pounds.



NEW MIRACLE DURAFLEECE BLEND

6.90

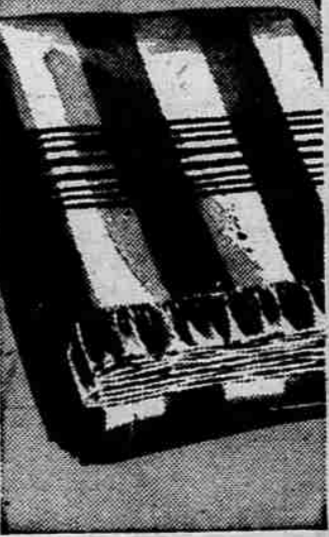
Modern-color Rayon-Wool DuraFleece Blankets. 10% wool, 90% crimped rayon. Washable, 72x90 inches in 8 stunning colors.



NEW BRILLIANT STRIPED BLANKET

7.90

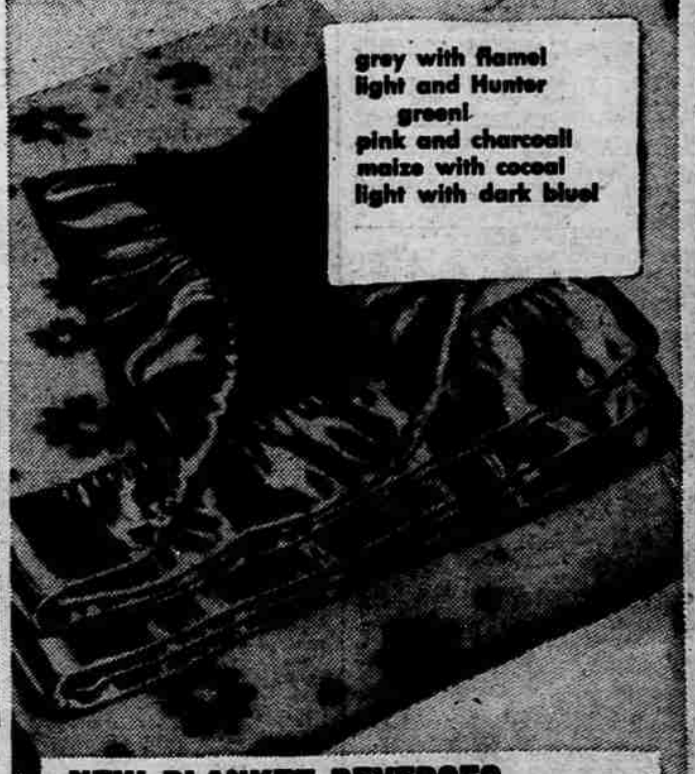
"Carousel" rayon-wool DuraFleece Blankets, fabulously washable... fashioned in brilliant stripes on white. 90% rayon, 10% wool. 72 by 90 inches. 3 1/2 pounds.



PART WOOL PLAID PAIR BLANKETS

4.98

Fine Quality Plaid Pairs, soft, closely-woven in clear colors. 3 1/4 pounds. Cotton, rayon, wool, 72 by 84-inches folder.



gray with flame! light and Hunter green! pink and charcoal maize with cocoa! light with dark blue!

NEW BLANKET REVERSES FROM PRINT TO SOLIDS!

Designed for Penney's only! A sprightly daisy print on one side, solid-color elegance on the other! Warm—3 1/4 pounds—72 by full 90 inches long. 65% rayon, 25% cotton, 10% wool!

8⁹⁰