

MEDFORD
PENNEY'S
ALWAYS FIRST QUALITY!

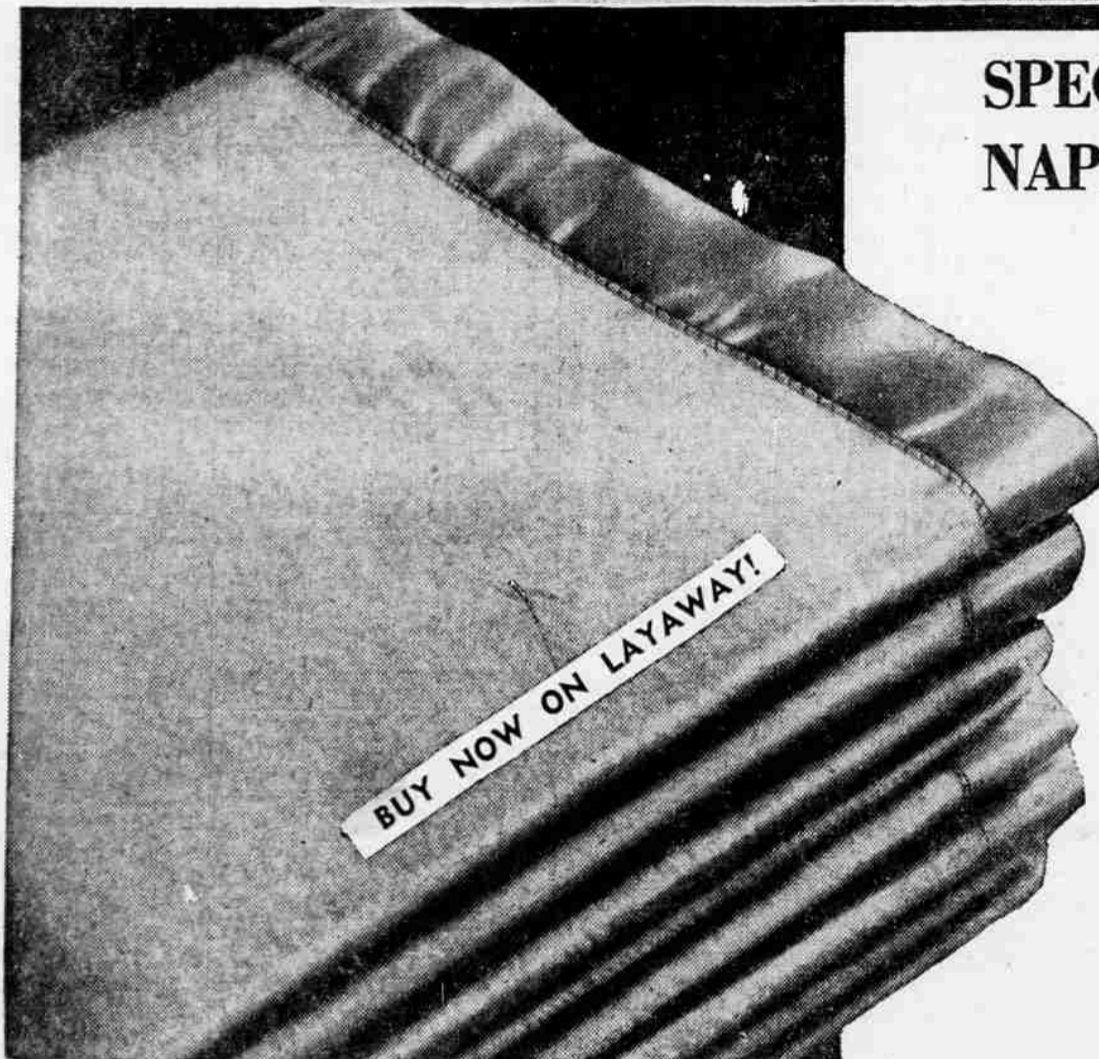
BLANKETS!
Lay-Away!
Lay-Away!
Lay-Away!
BLANKETS!
BLANKETS!



STARTS
TOMORROW!
A Week of Savings
on Hundreds of Fine
New Blankets.

First Showing of the Finest For '56

A Small
Deposit Holds
Your Blanket
On Our
Layaway Plan!



**SPECIAL JULY OFFER! DEEP
NAPPED RAYON WITH NYLON**

3⁷⁷

Only Penney's tremendous buying power could make a value like this possible! Only \$3.77 for a first quality, full size blanket—blended of the finest rayon, braced with nylon for strength. The nap is brushed high for the greatest insulation, more warmth with less weight. Another Penney extra . . . brand new lock-weave acetate bindings that outlast ordinary bindings three to one. 3 pounds.

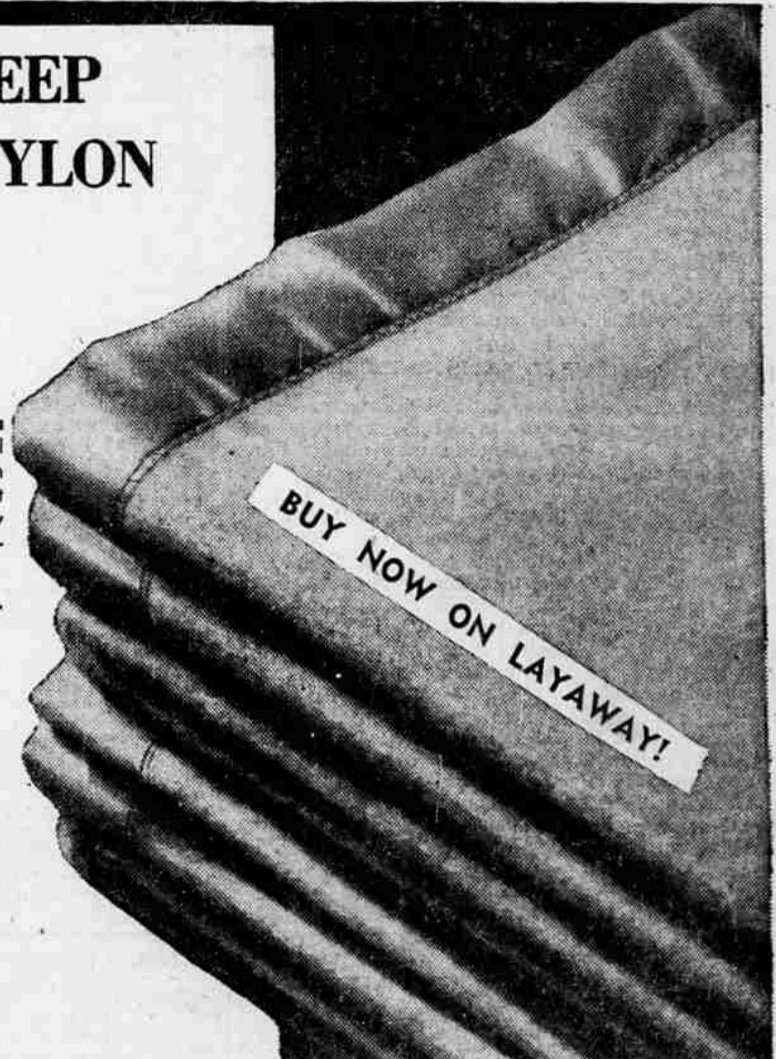
Maize, Geranium, Hunter green, Apple red, Echo pink, Surf blue.

**Special July Offer!
100% Pure Wool!**

5-year replacement guarantee if moth damage occurs!

Deep fleecy wools, made by top mills, bought by the thousands so we could make this history-making offer! Special lock-weave acetate bindings outlasts ordinary bindings three to one. 3 pounds, 72 by 84 inches, beautiful decorator colors.

7⁴⁴



**During Penney's Huge 1700
Store July Blanket Event!**



**SPECIAL! ONE-TIME JULY OFFER!
GOLDEN DAWN ELECTRIC BLANKETS**

- wired with one of the finest circuits made!
- 2-year replacement guarantee against mechanical defects!

And here's more Penney value: quality blanketing, new long-wear acetate binding, beautiful colors. 72 by 84 inches. Fits twin or double beds. Dual control, 17.77

12⁷⁷
single control including Fed. tax

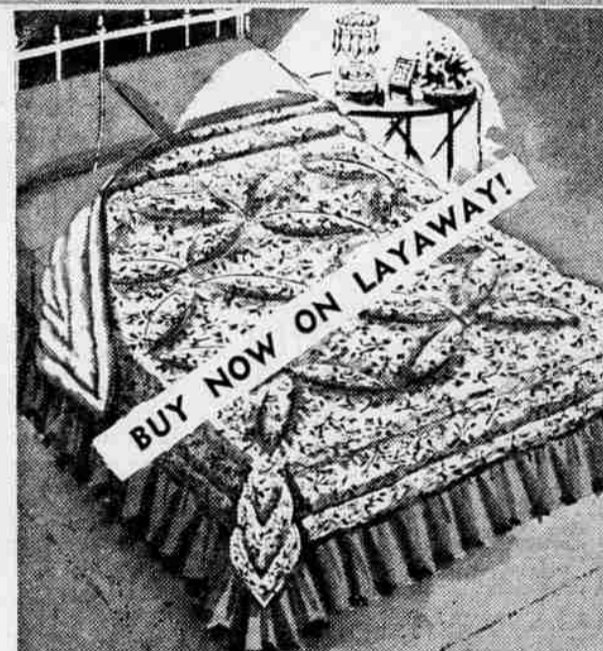


**COLONIAL QUILT DESIGN
BLANKETS! RICH COLORS**

Penney's brings you old-time luxury in a modern blend. 90% lofty rayon for warmth, 10% nylon for strength. New long-wear acetate bindings. Hunter, Orchid, Geranium, Apple red!

4⁹⁸

72 by 84 inches long



**PENNEY'S COMFORTERS!
DACRON®-FILLED! SPECIAL**

Machine wash them in lukewarm water, they dry in 1 hour! 100% Dupont Dacron fiberfill is forever fluffy, odorless, allergy-free. Beautiful "Dogwood Blossom" cover is acetate rayon with a shantung-look!

7⁹⁰

72 by 84 inch cut size



**WARM, LIGHT ORLON®!
MACHINE-WASHABLE!**

Blankets replaced if they shrink more than 3% in washing! Nylon Binding Replaced if it fails to last life of the blanket! 72 by 90 inches long.

13⁷⁵

*in lukewarm water

**3½ pounds of fleecy warmth...
FALLING LEAF JACQUARD**

Superb in modern OR traditional decors! 75% rayon for warmth and washability, 15% nylon for strength, 10% wool for loft. Long-wear acetate bound. 7 lovely colors!

6⁹⁰

EXTRA LONG 72 by 90 inches

**PENNEY'S LIGHT-WEIGHT
PASTEL SHEET BLANKETS!**

A dash of color in soft cotton blankets you'll use as light covering sheets! In fall . . . and warm winter sheets! Lock-stitched ends. Machine washable in lukewarm water.

2⁵⁹

EXTRA LARGE 80 by 95 inches

**Penney's Rayon with Nylon blend!
HOBBY-MOTIF JACQUARD**

Everything from designs for your "young cowboy" to his sport-minded Dad! Sprightly colors. Perfect for children's rooms, beach, car. Hemmed. Washable in lukewarm water.

3³⁹

70 by 80 inches

**BRIGHT NEW PLAID PAIR
doubles over for double warmth**

168 inches long! Folded, the double blanket thickness and air layer between keeps you warmer. 50% cotton, 45% rayon, 5% wool for loft, strength. Hunter green, Geranium, Surf blue, Apple red, Echo pink

4⁹⁸

72 by 84 inches folded size

**DURAFLEECE BLANKETS!
RAYON WITH ORLON®**

Orlon adds more warmth, beauty! Double-woven, extra-long, superbly washable. Life-of-blanket nylon binding. 90% crimped rayon, 10% orlon. 72 by 90 inches long. 3½ pounds.

7⁹⁰

SMART NEW "SNOWFLAKE" MOTIF!

- Blended Rayon-Orlon® stays lofty thru washing
- Binding guaranteed for life of the blanket!

Striking in any decor! White snowflakes are sprinkled softly on Geranium, ink, Orchid, Hunter green, Gold.

7⁹⁰

72 by 90 inches

**PENNEY'S ALL WOOLS!
EXTRA LONG! ¾ POUNDS**

5-year replacement guarantee if blankets damaged by moths! Luxurious 100% wools, deep-napped, close-woven for extra warmth. New long-wear acetate bindings. Lovely colors.

9⁹⁰

72 by 90 inches long

**4 POUNDS! PURE WOOL!
Outdoor-Wt. Hunter's Blanket**

Deep, almost furry texture. Wool-whipped ends for wear. And Penney's replaces the blanket if moth damage occurs within 5 years! Extra long 90 inches.

13⁷⁵

72 by 90 inches
White with multi-stripes, red or green with black