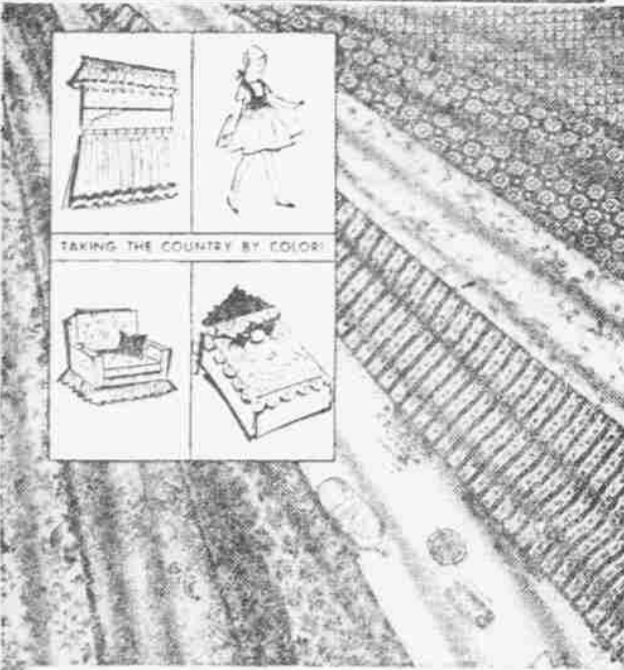


MEDFORD  
**PENNEY'S**  
ALWAYS FIRST QUALITY!

**BRINGS YOU A 'FALL FABRIC FESTIVAL'**  
THE LARGEST AND MOST BEAUTIFUL ASSORTMENT OF FABRICS IN SOUTHERN OREGON!!!



**85 BRAND NEW PRINTS**  
in Penney's Rondo® Percalé

Rich Paisleys! Near Foulaids! Conversation Prints! Irresistive Juveniles! Penney's exclusive prints have been designed in all the family to wear! Fine, high-count percalé machine washes to perfection!

**39¢**

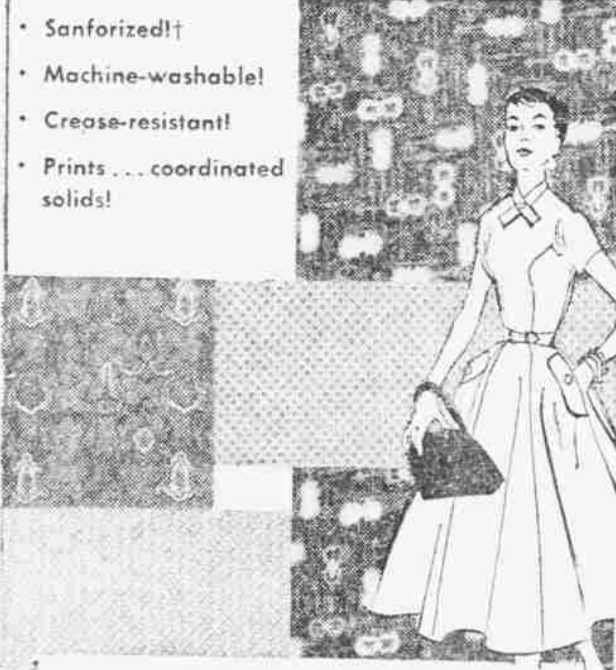


COMPARE for styling, quality, price!

prints on parade! Penney's **NEEDLE 'N' THREAD**

Prints are the news in this wonderfully fresh array of Penney broadcloths; newly narrowed stripes, fancy florals, past paisleys. All machine washable, Sanforized®, mercerized Penney exclusives!

**49¢**  
Yard

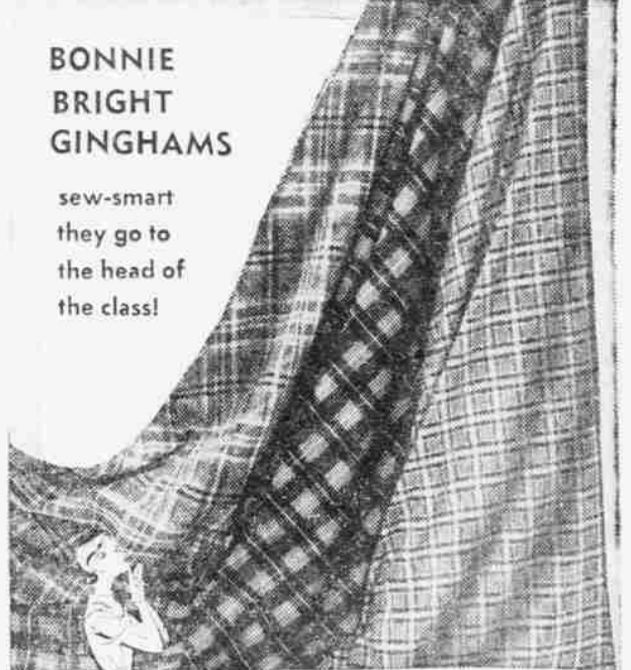


- Sanforized!†
- Machine-washable!
- Crease-resistant!
- Prints... coordinated solids!

'REGULATED' COTTONS NEVER MISBEHAVE!

Sewing is pure joy when you choose Penney's nationally-advertised cottons. Here are up-to-the-minute prints with virtues more varied than you'll find anywhere at this low, low price!

**79¢**  
Yard



**BONNIE BRIGHT GINGHAMS**

sew-smart they go to the head of the class!

Excitingly Youthful Tartans! Fancies! Stripes! Checks!

Just love those Penney woven gingham... 'cause they wash 'n' wear wonderfully!... crease-resistant finish keeps them fresh 'n' lovely! Shrinkage less than 1%.

**79¢**  
Yard



**SANFORIZED!† MACHINE WASHABLE! 36 INCHES WIDE!**

A "FESTIVAL" SPECIAL!!!

Penney's one-time special! **IMPORTED GINGHAMS**

Got an eye for a buy? Come-a-runnin' to Penney's! See the campy-bright plaids, skillfully woven in Japan that await your fashion needs! Plan back-to-school fogs around this crisp, versatile cotton!

**2 Yards \$1.00**



for inspired decorating... inspired fashions!

Sanforized®, Machine Washable! **RADIANT "RAMONA" CLOTH**

Add new life to your wardrobe with Penney's exclusive "Ramona" cloth! Transfer a dreary dinette into a cheery haven with colorful prints, coordinated solids! Compare Penney's low, low price!

**59¢**  
Yard

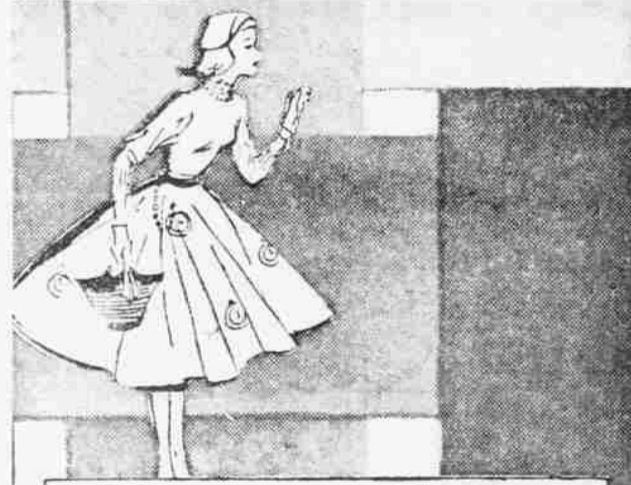


A Beautiful Family of Plaids! **GALEY & LORD GINGHAMS**

Ginghams like you've never seen before — all nationally-famous combed cotton charmers now at Penney's! Crisp and ready to go all season long with minimum care—crease-resistant, machine washable!

**98¢**  
Yard

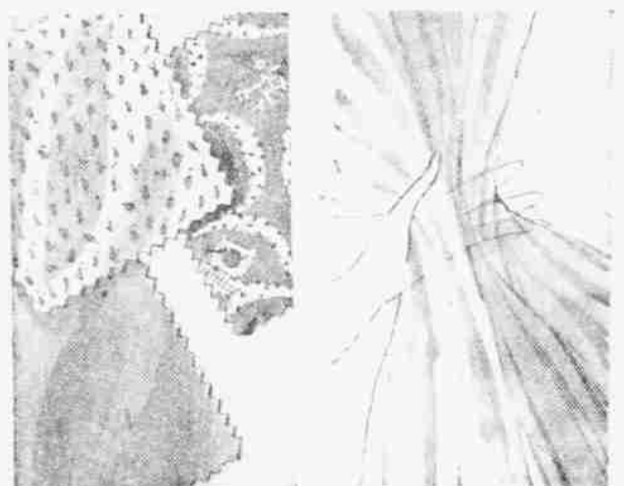
**NEED A NOTION?**  
Penney's has every notion you'll need... everything from buttons to bows... scissors to seam bindings! Find them all at Penney's for less!



for skirts, gay accessories! **PENNEY'S EASY-SEW FELT**

Just 2 yards of this wonderful wool-and-rayon felt makes a full, full skirt! Penney's has a give-away instruction sheet for sewing the easy-to-make skirt and accessories. Vivid high shades, soft pastels.

**\$2.79**  
Yard  
72 Inches Wide

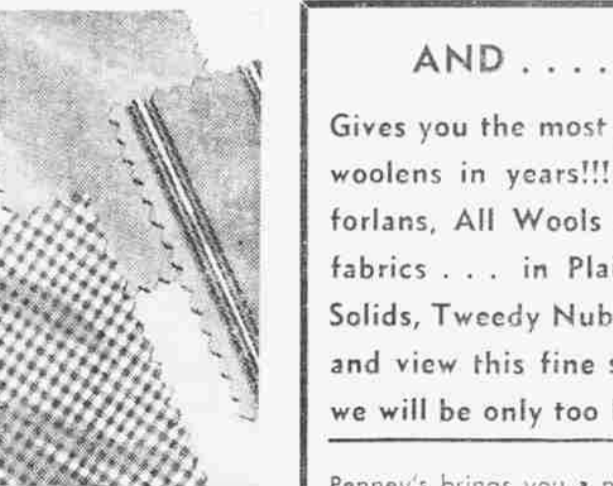


Soft as down, light as a cloud... Penney's cotton flannel in lots of fun-to-sew, lifetime prints and pastel solids. Sanforized®, machine washable.

**49c yard**

Permanent finish cotton-organza in delectable sugar soft pastels. Combed cotton perfect for kilties! Skis, aprons, curtains.

**59c yard**



This is the year for "Denim"! It's tubular, terrific, unmatched in brilliance of color, styling! Ideal for casuals, home decorations! Sanforized!† crease-resistant!

**59c yard**

**AND . . . . . PENNEY'S**

Gives you the most gorgeous selection of woolsens in years!!! Orlon Blends, Sanforlans, All Wools and many other fine fabrics... in Plaids, Checks, Stripes, Solids, Tweedy Nubs... Do come in soon and view this fine selection yourself... we will be only too happy to serve you!

Penney's brings you a new low price on Sanforlan Woolsens... The latest fall plaids that are the talk of the country... machine washable too. Only **3.98** yard

PICK NOW . . . PAY LATER ON LAYAWAY



Alive with charm... Penney's "Courturier" prints on soft acetate faille. Fresh, provocative designs... all hand washable!

**79c yard**



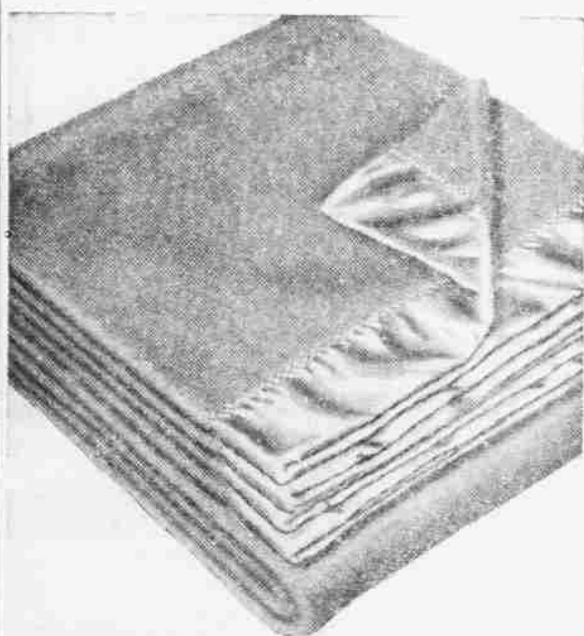
Velvety, vibrant pinwale corduroy in 20 jewel-tones! Sew into skirts, dresses, creepers, even throw pillows! Machine washable.

**1.19 yard**



Hand-washable Acetate-Rayon Suiting with a soft, flannel "hand." Perfect match solids and partners to mix 'n' match! Checks, plaids, solids. Crease-resistant!

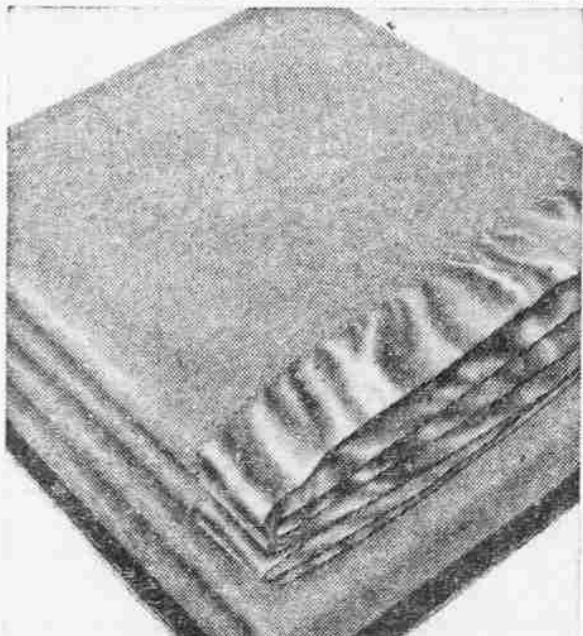
**1.79 yard**



**NEW DURAFLEECE BLEND BLANKET**  
Rayon with Orlon

**7.90**

Orlon adds more warmth, beauty! Double-woven, extra-long, superbly washable. Life-of-blanket nylon binding. 90% combed rayon, 10% orlon. 72 by 90 inches long. 3 1/2 pounds.

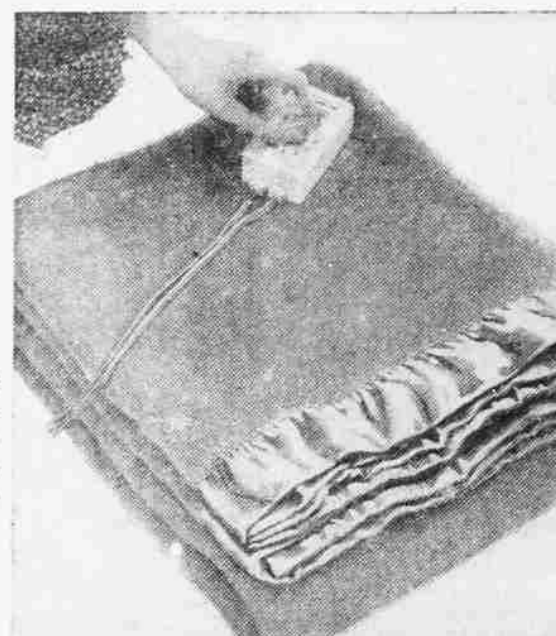


**PENNEY'S ALL WOOL EXTRA LONG**  
3 1/4 Pounds

**9.90**

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

**72x90 Inches Long**



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

**12.77**

Single Control

- 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 bindings beautiful colors, 72 by 84 inches. Fits twin or double beds. Dual Control ..... 17.77

**OUTSTANDING PENNEY VALUE!**