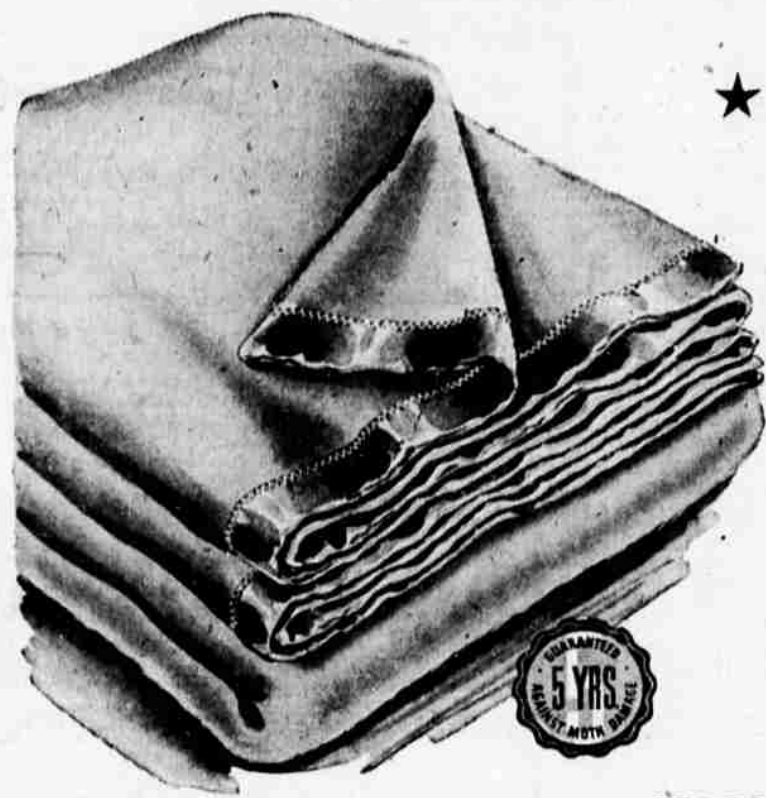


AT PENNEY'S

YOU CAN AFFORD GOOD QUALITY



Look At This Blanket - 3 Pounds Of Virgin Wool

5.90

- 5-Year Guarantee Against Moth Damage!
- 72" x 84" Double Bed Size!
- 5 Luscious Colors!

We don't see how anybody can match this value—and we ask you to test it for yourself. ANY wool blanket is warm—but it takes at least 3 pounds of good wool to make a blanket that's also sturdy and durable. This is IT! We had it built to our own specifications, as an exceptional value at a higher price! And then, to prove to the world that Penney's is THE place to get the most for your blanket money, we chopped that low price even lower!

SELECT ON LAY-AWAY... MONTHS TO PAY

Some people still have the strange idea that small budgets don't entitle them to good quality! Nonsense! They're the very people who **must** have quality. What they buy must

give good and satisfactory service. Everything you find at Penney's is tested to make sure it will give you every dime's worth of value for what you spend—all that, and more!

CHENILLE LUXURY

AT AN AMAZING LOW PRICE

4⁹⁸

80"x105" SIZE

Here's fluffy, rich chenille made into gay new floral designs — at an unbelievably low price! You probably know how wonderful chenilles are . . . they wear for ages . . . rinse easily . . . need no ironing. Creamy white, blue, dustyrose, peach, or green backgrounds — with multi-color designs to blend perfectly! The laundered, pre-shrunk size is 80"x105".



CHECK THESE ITEMS FOR JULY SAVINGS!

Nylon Hosiery

Our famous Gaymodes in beautiful new colors. They're better than ever! 45-gauge. 8 1/2 to 10 1/2. Pr. **98c**
MAIN FLOOR

White Caps

For Men
White cotton caps for work or sportswear. Now a new low price! All sizes. **49c**
MAIN FLOOR

Bleached Muslin

Bleached muslin is back again! Fine quality cotton. Has so many uses! Yd. **39c**
BALCONY

Bath Towels

Extra heavy thirsty Cannon towels! Snowy white with colored borders! **79c**
BALCONY

Misses' Anklets

Gay colors and white in all sizes from 7 to 10 1/2. Mercerized cotton. Pr. **29c**
MAIN FLOOR

Baby Strollers

Famous Pal strollers that are designed for hard usage! Blue or brown colors. **8.90**
SECOND FLOOR

Baby Car Seats

So handy for Baby! Dark blue with white trims. **2.49**
Lightweight. **2.49**
SECOND FLOOR

Training Pants

All cotton panties with double seat. Famous Nursery brand! Sizes 1-2-3-4. **35c**
SECOND FLOOR

Bathing Suits

For Women
Several styles in colorful suits for Misses. 2-pc. and 1-pc. models. **3.98**
SECOND FLOOR

Girls' Dresses

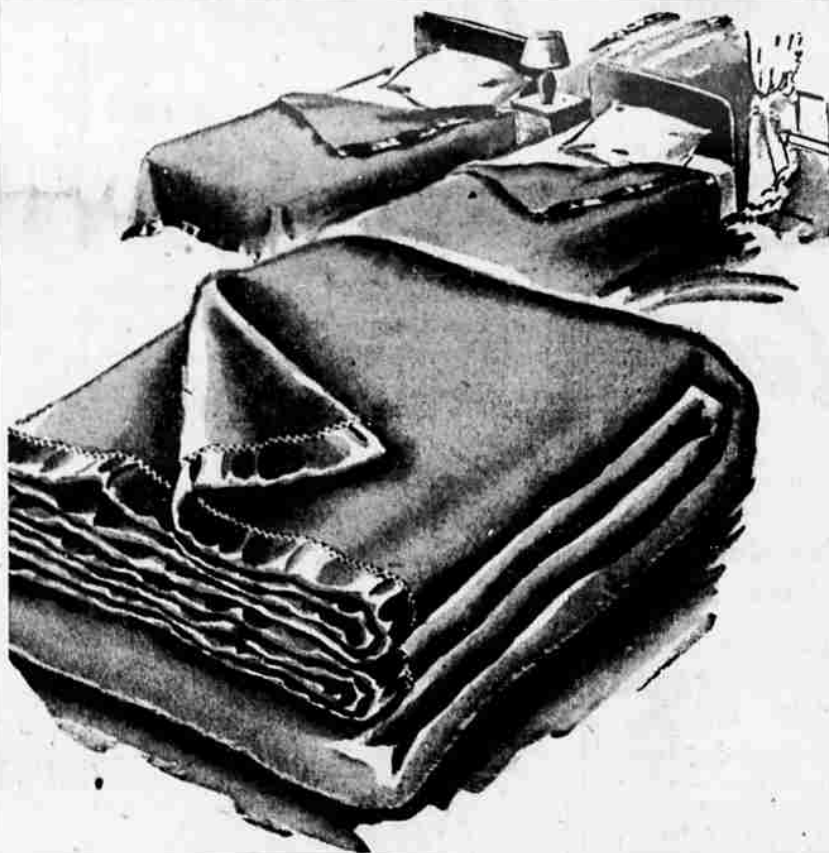
Get cotton prints or rayons for the girls! Sizes 3 to 6X and 7 to 12. **2.98**
SECOND FLOOR

Faded Blue Denims

They're so popular now! Model as side zippers and belt loops. Sanforized! Pr. **2.29**
SECOND FLOOR

Cotton Prints

Limited quantity of colorful cotton prints! 36-inch width. **39c**
BALCONY



Our Extra-Long, 4-Pound Virgin Wool Blanket

Is Priced At Only

9.90

A soft, thick 4 pounds in 72"x90" size! Inch for inch, pound for pound, we believe we've developed the finest blanket of its type in America today! Just listen to this! It's **DOUBLE WOVEN** of fine long staple, stock dyed wool . . . thicker to make it a warmer, better blanket . . . deeper nap to give it greater insulating-perfect heat retaining power! AND it's guaranteed for 5 years against moth damage! Frosty tones of blue, rosedust, cherrywood, peach and green—all with matching rayon satin binding!

Our Famous POLAR NITE In 4 GLORIOUS NEW SHADES

6 POUNDS OF FINE PURE WOOL 14.75

This rugged jumbo blanket has been an American standby for years—but only in scarlet or white. Here it is in lovely bedroom tones—rich blue, wild cranberry, Mignonette green, deep rose—plus the famous scarlet-and-black and creamy-white with colored bands.

Breath-taking blanket beauty—plus the rugged warmth you need for real polar nights! Think of it! Six full pounds of warm, closely-woven wool! Measured in years of service, it's the most economical blanket you can buy! Double-bed sizes—(and EXTRA long!)—72" x 90" . . . firmly whipped ends. All, of course, protected for five years against moth damage—covered by a *written guarantee!*



Value! Iceland WOOL BLANKETS

Only **10.90**

Pound for pound our famous Iceland is our top blanket value! 4 1/2 pounds of fine, warm all-wool yarn! White with striped border. Guaranteed 5 years against moth damage.



Invest in Comfort! Save! SINGLE BLANKETS

3.98

Colorful 5 1/2 wool blankets with smart Jacquard borders! These are a full 70"x80", weigh a snug 2 1/2 lbs. Rayon satin bound. Blue, rose, green or peach.



Assorted New Patterns in COTTON BLANKETS

Only **2.98**

There's pattern news in these sturdy, good - buy blankets! Woven of fine imported cotton in bright colors — your favorite Indian, plaid designs! 70"x80".



Back At Penney's Again SHEET BLANKETS

1.98

Here's a great buy for you in white sheet blankets! Extra long (95"), standard width (80")! They're soft, washable unbleached cotton, firmly stitched ends.

SELECT YOURS ON LAY AWAY! MONTHS TO PAY!

TAKE ADVANTAGE OF THESE EXCEPTIONAL LOW PRICES! PAY A LITTLE DOWN — A LITTLE EACH MONTH — WHEN YOU REALLY NEED THEM — THEY'RE PAID FOR!

SHOP PENNEY'S Tomorrow for July Blanket Savings!

SELECT ON LAY AWAY MONTHS TO PAY!