

Choose Today! GET THE SMARTEST! PENNEY'S AUGUST COAT EVENT

WEEKS TO PAY ON LAY-AWAY... NO EXTRA CHARGE!

LAY-AWAY COAT CLUB

Just a little down payment... Little easy weekly payments that you'll hardly notice... and by the time you need your coat, it's YOURS, fully paid for!

FASHION-WISE FALL COATS

A GREAT ANNUAL SECOND FLOOR EVENT -- SELECT TODAY

MONTHS AGO WE PLANNED TO MAKE THIS AN OUTSTANDING STYLE AND VALUE EVENT

SEE THESE LAVISHLY TRIMMED COATS AND YOU'LL MARVEL AT THE VALUES... DELIGHT IN THE STYLES—AND FIND THE COAT YOU'VE ALWAYS WANTED

HIGHLIGHTS

- Fine needle point and novelty woolens
- Fitted styles for dress or sports
- Lined with rayon satin
- Fox - Persian Lamb - Wolf Trims

IMPORTANT TO YOU

... IF YOU WANT MONTHS AHEAD STYLES YOU CAN WEAR ALL WINTER.

IMPORTANT TO YOU

... IF YOU WANT A LOW CASH PRICE WITH MONTHS TO PAY.

AN EVENT YOU'LL WELCOME... AND REMEMBER AS THE BIGGEST COAT OPPORTUNITY IN YEARS

FURS

- RACCOON
- WOLF
- SQUIRREL
- FRENCH BEAVER

FABRICS

- NEEDLE POINT WOOLENS
- TEXTURED TWEEDS
- WARM FLEECE

Penney's brings you expensive-looking, lavishly-furred coats that you can afford to buy! Here are the 1940 fashion winners for dress and sports! Come in and feel the soft lovely furs, the fine, rich woolens, the luxury of the rayon satin linings! Warmly interlined, too! Buy your coat the easy Penney way—at no extra cost, take weeks to pay!

You'll hardly believe the price when you see these ADVANCE styles in the season's smartest fabrics! There are handsomely furred styles and important-looking tailored ones! Lovely rayon satin linings and warm interlinings! Select your favorite today—pay for it little by little on our popular club plan—and have your coat when you need it!

PENNEY'S, SECOND FLOOR



Plastron Front Trim of Skunk Dyed Opossum

- Fitted Styles Dress and Sports
- Needle Point Woolens
- Colorful Tweeds
- Popular Fleece
- Rayon Satin Lined
- Warm Inter-Linings

24.75

14.75



14.75 Furred Style Smoothly Fitted

14.75 Soft Reefer Style, Velvet Collar

TAILORED COATS

Use Penney's Famous Lay-Away Club Plan

Come in today and see this wonderful group of smarter-than-ever tailored styles! You'll find just the coat you want at Penney's — at less than you thought you'd have to pay! And your coat will be so easy to buy, too—on Penney's Coat Club Plan!

9.90



9.90 Novelty Weave Fitted Style



9.90 Wool Fleece Sports



24.75 Furred Style Smoothly Fitted

JOIN PENNEY'S LAY-AWAY COAT CLUB

Smart Mothers Will Buy Their Daughters Coats NOW!



BUY FOR BACK TO SCHOOL SMART WINTER COATS

- Warm • Great Values
- Colorful • Wide Choice

For Between Age Girls (7 to 14)

No frills—but lots of real value and good style! Plain warm fleeces in solid colors, fleecy and heather mixed tweeds, gay plaids. Trim fitted styles, self-trimmed or with velvet collars. An outstanding group.

6.90

2ND FLOOR

HOSIERY MENDING Expert Workmanship Prompt Efficient Service 5c - 35c MAIN FLOOR

FOR "MISS 3-16" YOUR WINTER COAT

4.98

No fussy trimmings—all good, solid value in fine, substantial wool fabrics and excellent tailoring. All have becoming little hats of the same material as the coats. Durable lined—warmly interlined.

- Substantial Fabrics
- Careful Tailoring
- Trim Fitted Styles
- Outstanding Styles
- Outstanding Values



SAVINGS BY THE YARD

BRAND NEW FALL PRINTS

RONDO DELUXE

New clothes for going back-to-school are no problem at all if you choose Rondo! Big prints, little prints, in the newest patterns for Fall! Lovely solid colors too—Tubfast, 36-in. wide.

15^c Yd.

Silver Moon PRINTS

You'll recognize the extra value in these famous Silver Moon and Needle 'n Thread prints. Their vat dyed colors are clear and bright! A tremendous variety of Fall prints, 36-in. wide.

19^c

New Youthful Colors Printed and Spun RAYONS

Just the answer to your sewing problems! Lovely plain colors and delightfully gay floral prints... Dressy or sporty types, 36-in. wide.

39^c Yd.

BALCONY

See Our Advance Patterns 10c—15c—25c

"SORORITY" RAYON PRINTS

Washable rayon crepe! Lovely to look at, easy to sew, and practical to wear because it washes perfectly! A galaxy of prints for Fall will make you want to start sewing right away.

49^c Yd.

BALCONY

MODELAIN GINGHAMS

For Fall there is nothing smarter than gingham. Bright color checks. Lovely shades and colors, 32-in. wide.

15^c Yd.

BALCONY

AVENUE PRINTS

You'll want yards and yards of this fine percale because it is so smart and so economical. Florals, dots, checks and geometric prints, 36-in. wide.

10^c

BALCONY

PENNEY'S

J. C. PENNEY CO., INC.

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