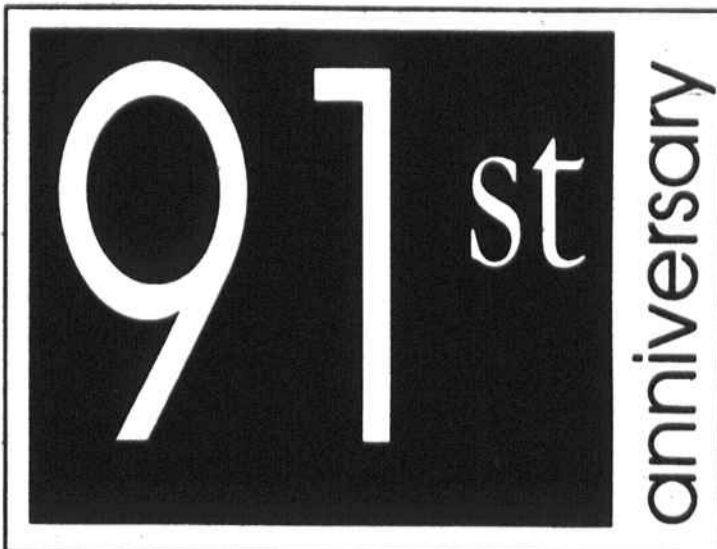


A STOREWIDE CELEBRATION

THEN AND NOW, JCPENNEY STILL STANDS FOR VALUE



SALE

SPECIAL EVENTS

8am - 9 am	Refreshments (coffee & doughnuts) UL/Catalog Dept.
8am - 10am	Piano Player UL/Women's Shoes
8am - 11am	\$300 SHOPPING SPREE UL/Women's Shoes (registration box)
10am - 12pm	Strolling Banjo UL & LL
10am - 2pm Sale	Jazz Saxophone (Million Dollar Jewelry) UL/Jewelry Dept.
12pm - 4pm	Strolling Easter Bunny (Giving Away Candy) UL & LL
2pm - 4pm	"Smiley" The Clown (Balloon Artist) LL/Children's Dept.
2pm - 4pm	Gay 90's Popcorn Machine (Free Samples)
6pm - 8pm	Piano Player UL/Women's Shoes

**Saturday, April 3rd
OPEN AT 8:00 AM**

**SPECIAL
EVENTS
AND
\$300
SHOPPING
SPREE**

\$300 SHOPPING SPREE

Register from 8am - 11am Saturday, April 3rd. Drawing will be held at 11am. Register in Women's Shoes, Upper Level.

\$300 SHOPPING SPREE

Name _____
Address _____
City _____ State _____
Phone _____ Zip _____

You need not be present to win. Must be 18 years or older to enter. JCPenney employees & families are not eligible to win. Winner will be notified.

FOR WOMEN

25% OFF
ALL SWIMWEAR FOR JUNIORS, MISSES & WOMEN'S SIZES

25% TO 33% OFF
ALL HUNT CLUB® CASUAL MISSES SPORTSWEAR
Similar savings on Diversity® Sport Petite & Liz Baker® Sport Women's sizes

25% OFF
BLOUSES & SWEATERS FOR MISSES, PETITES & WOMEN'S SIZES
Sale prices effective through April 10th.

25% OFF
LADIES' APPAREL FROM Worthington®, Worthington® Essentials, Diversity®, Diversity® Essentials, Liz Baker® & Liz Baker® Essentials

25% TO 35% OFF
ALL SUITS \$100 & UP
Sale prices effective through April 10th.

ONLY 59.91^{ea.}
SPECIAL GROUP OF LADIES' DRESSES

25% TO 33% OFF
ALL ROBES & LEISUREWEAR

FOR WOMEN

30% OFF
ALL MAIDENFORM® BRAS AND BRIEFS

30% OFF
ALL VANITY FAIR® LINGERIE
WARNER'S® BUY ANY 2 BRAS OR COORDINATING BRIEFS AND TAKE HOME A THIRD OF EQUAL OR LESSER VALUE AS A BONUS
25% OFF WARNER'S® BRIEFS
Warner's® offer and sale prices on Warner's® briefs effective through Sat., April 10th. Percentages off represent savings on regular prices.

FOR MEN

SALE 90.91^{2-pc.}
CITY STREETS® MICRO FIBER SUIT FOR YOUNG MEN
Sale 60.91 Reg. \$80. Sportcoat.
Sale \$30 Reg. \$40. Slacks.
Sale prices effective through April 10th.

SALE 24.91
CITY STREETS® LONG SLEEVE SILK SHIRT Reg. 29.99
Sale prices effective through April 10th.

SALE 15.91
BUGLE BOY® PLEATED CASUAL SLACKS
Reg. \$25.
Sale prices effective through April 10th.

SALE 6.91^{pkg. of 3}
MEN'S STAFFORD® COTTON BRIEFS
Reg. 9.50

FOR MEN

15% TO 30% OFF
ALL STAFFORD® & STAFFORD® EXECUTIVE DRESS SHIRTS
Sale prices effective through April 10th.

NOW 29.91
HAGGAR® PREWASHED PLAIN SLACKS
Now 22.91. Haggar sailcloth slacks.
Now 26.91. Expandomatic® slacks.
Sale prices effective through April 10th.

NOW 149.91^{2-pc.}
HAGGAR® SUITED SEPARATES, SPORTCOATS & TROUSERS
Now 102.91. Haggar Imperial double-breasted sportcoat.
Now 35.91. Haggar Imperial slacks.
Sale prices effective through April 17th.

NOW 99.91
HAGGAR® SPORTCOAT
Now 35.91. Haggar trousers.
Sale prices effective through April 17th.

SALE 9.91
ST. JOHN'S BAY® STRIPED TEE SHIRT
Reg. \$15.

SALE 14.91^{Reg. \$22}
PAR FOUR® KNIT COLLAR STRIPED SHIRT
Sale 12.91 Reg. \$20 Hard collar solid shirt.

FOR CHILDREN

25% OFF
INFANT & TODDLER BOYS' DRESS-UP APPAREL
Sale prices effective through April 10th.

SALE 34.91
BOYS' DOUBLE-BREADED FANCY SUIT Reg. 39.99
SAVE ON ALL BOYS' DRESS-UP APPAREL
Sale prices effective through April 10th.

SALE 8.91
MICHAEL JAMES® SHIRT FOR BOYS Reg. \$13
SAVE ON ALL BOYS' DRESS SHIRTS, TIES & BELTS
Sale prices effective through April 10th.

SALE 5.91
BOYS' CREW SOCKS
Reg. 6.99.
ALL BOYS' UNDERWEAR ALSO ON SALE
Sale prices effective through April 10th.

SALE 2 FOR 8.91
GIRLS' BRIEFS
Reg. 5.99 pkg.
GIRLS' UNDERWEAR ALSO ON SALE
Sale prices effective through April 10th.

20% OFF
ALL GIRLS' DRESSES \$22 & UP
Sale prices effective through April 10th.

SALE 3.91
GIRLS' STRAW HATS OR GLOVES
Reg. \$5
Sale prices effective through April 10th.

FOR THE HOME

SALE 19.91^{TWIN OR FULL SIZE}
VELLUX® BLANKET
Reg. \$35 & \$40.
Other sizes also available at similar savings.
Sale prices effective through April 21st.

SALE 4.91
JCPENNEY BATH TOWEL
Reg. \$8.
Other sizes also available at similar savings.
Sale prices effective through April 21st.

SALE 4.91^{TWIN SIZE}
SMOOTH TOUCH™ SHEETS
Reg. 8.99
Other sizes also available at similar savings.
Sale prices effective through April 24th.

SALE 29.91^{TWIN SIZE Reg. \$50}
SMOOTH TOUCH™ COMFORTER OR BEDSPREAD
Sale prices effective through April 24th.

50% OFF
LAMPS
Sale 39.91 Reg. \$80. Assorted table lamps.
Sale prices effective through May 9th.

SAVE ON
READY-MADE DRAPERIES, PRISCILLAS, PANELS, TIERS & TOPS
Sale 29.91 Reg. \$42 Supreme® 50"x84" drapes.
Sale prices effective through April 24th.

SALE 9.91
BOYS' APPARATUS® TOP
Reg. \$14
Sale prices effective through April 10th.



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Regular prices appearing in this ad are offering prices only. Sales may or may not have been made at regular prices. Sale prices effective through April 3rd, unless otherwise noted. Percentages off represent savings on regular prices or original prices. Intermediate markdowns may have been taken on original prices. Reductions on original priced merchandise effective until stock is depleted. All sales exclude JCPenney Smart Values. *Now prices represent savings on regular prices.

JCPenney

HANES MALL, WINSTON-SALEM