

October
Sale
 Bonus Coupons
 4 Days Only
 Thursday, Friday,
 Saturday, Sunday
 October 2-5
JCPenney®
 I LOVE YOUR STYLE™

25% off
 the regular price of
 one item from
Women's Apparel
 Coupon valid Thursday, October 2
 through Sunday, October 5.

Hold on the purchase of one regular-priced item. Present this coupon to receive 25% off the regular retail price. Excludes Special Buy, Clearance and Near Final Items. Items sold every day in multiples of 2 or more. Excludes: JCP® and Catalog Clothing Books, Catalog Phone, Catalog Home Stores. Discount limited to stock on hand. Not valid with any other JCPenney certificate or coupon and cannot be used as payment on account or returned to cash. As always, Credit purchases subject to review. Cash value \$100. Selling Associates Apply the 25% discount as a Line Item Discount using the Price Break Marksheet Key.

25% off
 the regular price of
 one item from
Women's Accessories
 Includes intimate apparel,
 hosiery and jewelry.
 Coupon valid Thursday, October 2
 through Sunday, October 5.

Hold on the purchase of one regular-priced item. Present this coupon to receive 25% off the regular retail price. Excludes Special Buy, Clearance and Near Final Items. Items sold every day in multiples of 2 or more. Excludes: JCP® and Catalog Clothing Books, Catalog Phone, Catalog Home Stores. Discount limited to stock on hand. Not valid with any other JCPenney certificate or coupon and cannot be used as payment on account or returned to cash. As always, Credit purchases subject to review. Cash value \$100. Selling Associates Apply the 25% discount as a Line Item Discount using the Price Break Marksheet Key.

25% off
 the regular price of
 one item from
Men's Apparel
 Coupon valid Thursday, October 2
 through Sunday, October 5.

Hold on the purchase of one regular-priced item. Present this coupon to receive 25% off the regular retail price. Excludes Special Buy, Clearance and Near Final Items. Items sold every day in multiples of 2 or more. Excludes: JCP® and Catalog Clothing Books, Catalog Phone, Catalog Home Stores. Discount limited to stock on hand. Not valid with any other JCPenney certificate or coupon and cannot be used as payment on account or returned to cash. As always, Credit purchases subject to review. Cash value \$100. Selling Associates Apply the 25% discount as a Line Item Discount using the Price Break Marksheet Key.

25% off
 the regular price of
 one item from
Children's Apparel
 Coupon valid Thursday, October 2
 through Sunday, October 5.

Hold on the purchase of one regular-priced item. Present this coupon to receive 25% off the regular retail price. Excludes Special Buy, Clearance and Near Final Items. Items sold every day in multiples of 2 or more. Excludes: JCP® and Catalog Clothing Books, Catalog Phone, Catalog Home Stores. Discount limited to stock on hand. Not valid with any other JCPenney certificate or coupon and cannot be used as payment on account or returned to cash. As always, Credit purchases subject to review. Cash value \$100. Selling Associates Apply the 25% discount as a Line Item Discount using the Price Break Marksheet Key.

25% off
 the regular price of
 one item from
Family Shoes
 Coupon valid Thursday, October 2
 through Sunday, October 5.

Hold on the purchase of one regular-priced item. Present this coupon to receive 25% off the regular retail price. Excludes Special Buy, Clearance and Near Final Items. Items sold every day in multiples of 2 or more. Excludes: JCP® and Catalog Clothing Books, Catalog Phone, Catalog Home Stores. Discount limited to stock on hand. Not valid with any other JCPenney certificate or coupon and cannot be used as payment on account or returned to cash. As always, Credit purchases subject to review. Cash value \$100. Selling Associates Apply the 25% discount as a Line Item Discount using the Price Break Marksheet Key.

Save an
**Additional
 10% off**
 white sale items from
Bed and Bath
 Coupon valid Thursday, October 2
 through Sunday, October 5.

Present this coupon to receive an additional 10% off white sale priced items from Bed & Bath. Excludes Special Buy, Clearance and Near Final Items. Items sold every day in multiples of 2 or more. Excludes: JCP® and Catalog Clothing Books, Catalog Phone, Catalog Home Stores. Discount limited to stock on hand. Not valid with any other JCPenney certificate or coupon and cannot be used as payment on account or returned to cash. As always, Credit purchases subject to review. Cash value \$100. Selling Associates Apply the 10% discount as a Line Item Discount using the Price Break Marksheet Key.

Layering Options
 St. John's Bay® in the
 Season's Best Colors

24.99
Sweater

11.99
Mockneck

ST John's Bay

ST Sale 24.99 Reg. 29.99 Classic cotton sweater in rich color. Crew or V-neck. Misses' sizes S-XL, and women's. V-neck turtleneck and women's turtleneck in same savings. Sale 11.99 Reg. 13.99 Cotton mockneck perfect for layering. Misses' S-XL, and women's. ST Sale 18.99 Reg. 22.99 Cotton crew neck. Misses' S-XL, and women's.

All St. John's Bay® Mocknecks & Turtlenecks for Misses', Petites and Women's Sizes on Sale.

Shop by phone for items identified with this symbol (☎). Call toll-free: 1-800-222-2141 and mention this ad.

SALE PRICES ON THESE TWO PAGES EFFECTIVE THROUGH 10/04/97.

25-33% Off
 Men's Outerwear
 and Sweaters

Now **21.99**
 Levi's® collar pickup polo.

Now **31.99**
 Levi's® polo shirt.

Save on all Levi's®
 Red Tab® Jeans
 & Tops
 for Men

Including All 550,
 501, 505, 560
 & 567 Jeans

Levi's

**Your
 Choice
 32.99**

☎ Reg. \$50. Komar® CPD-jacket with acrylic/polyester sherpa lining. Assorted gait. 520-2582

Reg. \$50. Komar® half-zip jacket. Textured polyester. 520-2090

PRICES ON THIS PAGE EFFECTIVE THROUGH 10/13/97.

25-40% Off
 Women's Outerwear

A Sale 59.99 Reg. \$55. John's Bay® classic cotton jacket with hood. Misses' sizes 10-16.

B Sale 59.99 Reg. \$110. JCP® wool mockneck jacket. Petites' sizes 10-14.

C Sale 71.99 Reg. \$79.99 Women's sizes 10-16.

INTERNET PRICES EFFECTIVE THROUGH 10/10/97.

Levi's® Sale
 All silverTab® & Red Tab®
 jeans for juniors

Now **29.99**. Levi's® silverTab® loose-fit denim jeans. Juniors' sizes 3-13. 444-6200

Not Shown: Now **29.99**. Levi's® 550® or 512®. 444-6211

Now **29.99**. Levi's® silverTab® loose-fit denim jeans. Juniors' sizes 3-13. 444-6200

Now **34.99**. Levi's® boot-cut corduroy jeans. Juniors' sizes 3-13. 444-6200

JEANS PRICES EFFECTIVE THROUGH 10/27/97.

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 Celebrates