

# PRE-LABOR DAY SALE

**SALE 24.99-26.99**



**HUNT CLUB® FLEECE TOPS**  
 Sale 24.99 Reg. \$30. Misses' striped mock turtleneck with zipper.  
 Sale 26.99 Reg. \$33. Women's sizes.  
 2/\$32 Separately, \$20 ea. Coordinating pants for misses' & petites sizes.  
 2/\$37 Separately, \$23 ea. Women's sizes.  
 Sale prices effective through September 10th.



**SALE 13.99-21.99**

**HUNT CLUB® ULTIMATE-BASICS**  
 All of heavy-gauge 100% cotton jersey. Misses' & petites sizes.  
 Sale 15.99 Reg. \$20. Tee top.  
 Sale 13.99 Reg. \$18. Pull-on pants.  
 Sale 21.99 Reg. \$26. Cardigan.  
 Sale prices effective through September 10th.



**SALE 14.99-17.99**

**CABIN CREEK® SPORTSWEAR**  
 Sale 14.99 ea. Reg. 19.99. Embroidered white shirts of cotton/polyester poplin, and dobby cotton shirts in assorted patterns & colors.  
 Sale 17.99. Reg. \$24. Button-front twill skirt.  
 Sale prices effective through September 10th.



**SAVE ON**

**HEAVYWEIGHT OUTERWEAR & TEAM LOGO APPAREL FOR BOYS & GIRLS**  
 Sale 34.99 Reg. 39.99. Girls' 7-14 iridescent ski jacket in solids or solid & print.  
 Sale 79.99 Reg. \$99. Boys' 8-20 officially licensed NFL jacket by Pro Player.  
 Preschool sizes also on sale.  
 Sale excludes Starter, Columbia & windsuits.



**SAVE ON ALL**

**ATHLETIC SHOES FOR BOYS & GIRLS**  
 Now 36.99. L.A. Gear® Night Invader high-tops for boys.  
 Now 26.99. Reebok® Fantasy athletic shoe for girls.  
 Now 26.99. Converse® Power Game basketball shoes for boys.

**SALE 34.99-39.99**



**JOG SETS FOR MISSES', PETITES' & WOMEN'S SIZES**  
 Sale 34.99 Reg. 39.99. Longstreet color-blocked trilobal nylon jog sets include jacket and pull-on pants. Misses' and petites sizes.  
 Sale 39.99 Reg. 45.99. Long-sleeve trilobal jog set. Women's sizes.  
 Sale prices effective through September 10th.



**SALE 13.99 EA.**

**ALL BALI® BRAS**  
 Sale 13.99 Reg. 22.50. Satin-trim underwire bra for fuller figures. Several colors.  
 Sale 13.99 Reg. 22.50. Understatements® full-figure bandless underwire bra with camisole straps.



**25%-30% OFF**

**ADONNA® & UNDERSCORE® LINGERIE**  
 Sale 6.99 Reg. 10.50. Adonna underwire bra with European-style side cups.  
 Sale 6.99 Reg. 10.50. Underscore crossover trim bra.



**25% OFF**

**MISSES' SLEEPWEAR & ROBES**  
 Sale 14.99 Reg. \$21. Printed satin chemise by Adonna.  
 Sale 26.99 Reg. \$36. Matching satin kimono.



**SAVE ON**

**DENIM FOR BOYS & GIRLS**  
 Sale 15.99. Reg. 18.99. Arizona relaxed-fit stonewashed black jeans for boys 8-14.  
 Sale 13.99. Reg. 16.99. Arizona 5-pocket jeans for girls 4-6x.  
 Sale 12.99. Reg. \$15. Nylon Arizona backpack in fun colors.  
 Sale prices on jeans effective through September 10th; backpacks through September 5th.

**NOW 23.99**

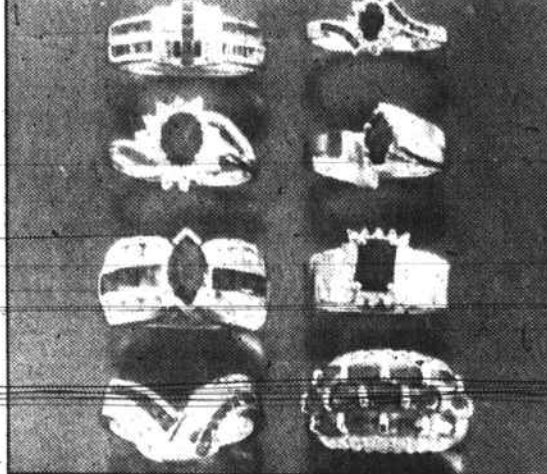


**LEE® RELAXED-FIT JEANS**  
 Cotton denim in stonewashed finishes.  
**SAVE ON ALL DENIM JEANS FROM LEE®, HUNT CLUB®, BILL BLASS® & MORE FOR MISSES', PETITES' & WOMEN'S SIZES**  
 "Now" prices represent savings on regular prices. Price on Lee jeans effective through Saturday, September 10th.



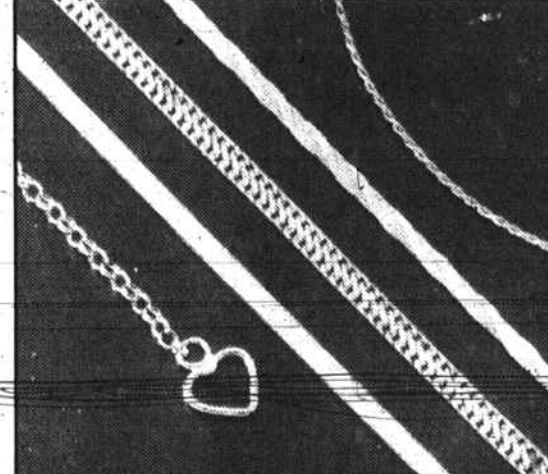
**BUY MORE SAVE MORE**

**STOCK-UP ON SOCKS & HOSIERY**  
**30% OFF** WHEN YOU BUY 12 OR MORE PAIRS.  
**25% OFF** WHEN YOU BUY 6-11 PAIRS.  
**20% OFF** WHEN YOU BUY 3-5 PAIRS.  
 Stock up on casual and dressy legwear! Choose from a large selection of pantyhose, knee-hi, socks, more. Savings apply to regular-priced merchandise only. Excludes items already on sale. Smart Values and items sold every day in multiples of two or more.



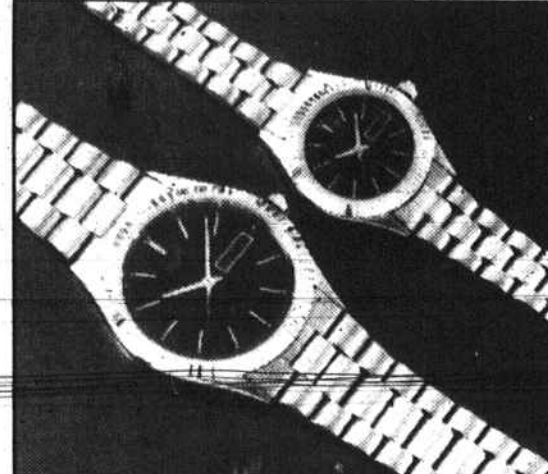
**30% OFF**

**GEMSTONES & PEARLS**  
 • Rubies • Sapphires  
 • Emeralds • Blue Topaz  
 • Amethyst • Opals  
 • Pearls



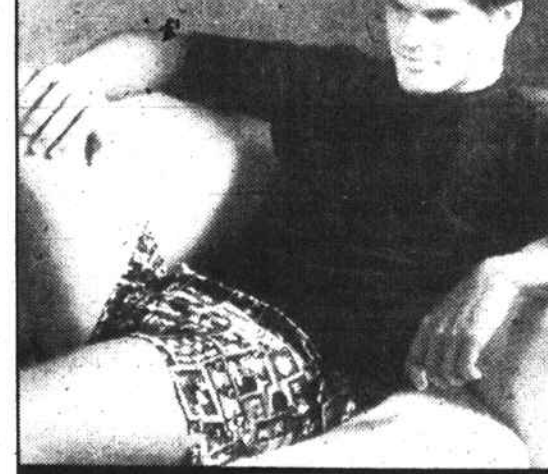
**50% OFF**

**SELECTED 14K GOLD CHAINS & BRACELETS**  
 Your Choice 49.99 Orig. 99.99. 18" rope or 7" herringbone braided, butterfly or hollow toggle.  
 Your Choice 79.99 Orig. 159.99. 18" rope or herringbone; 7" tri-color braid herringbone, braided, butterfly or hollow toggle.



**25% OFF**

**WATCHES FROM SEIKO®, CITIZEN®, PULSAR® & BULOVA®/CARAVELLE®**  
 Your Choice 79.99 Reg. \$110 each. Shown men's or ladies' analog quartz watches.



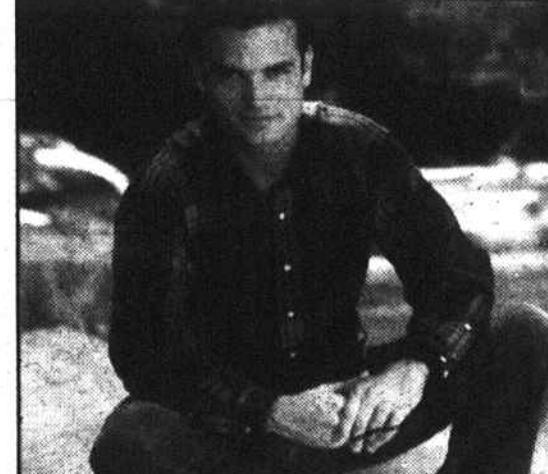
**SAVE ON**

**BASICS FOR MEN & YOUNG MEN**  
 Sale 15.99 Reg. \$22. 100% silk boxer-shorts featuring childhood favorites from Disney® and Peanuts®.  
 Sale 6.49 Reg. \$9. Stafford 100% cotton brief.  
 Sale 10.99 Reg. \$13. Arizona Jean Co. cotton denim sleep shorts.



**SALE 21.99**

**YOUNG MEN'S CORDUROY VEST FROM THE ORIGINAL ARIZONA JEAN CO.®**  
 REG. \$26  
 Sale 24.99 Reg. 29.99. Arizona loose-fit corduroy slacks. Choice of fashion colors.



**SAVE ON**

**HUNT CLUB® SPORTSWEAR FOR MEN**  
 Sale 19.99 Reg. \$32. Long-sleeve indigo yarn-dyed sportshirt.  
 Sale 21.99 Reg. \$25. Loose-fit denim jeans.



**SAVE ON ALL**

**BASKETBALL & CROSSTRAINING SHOES FOR MEN & WOMEN**  
 Now 44.99. Men's Nike® Point Flight II basketball shoes.  
 Now 29.99. Women's Reebok® Fantasy aerobics shoes.  
 "Now" prices represent savings on regular prices.

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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 on regular priced merchandise effective through September 5th, unless otherwise noted. Percentages off represent savings on regular prices or original prices. "Now" prices represent savings off regular prices which may vary by market. 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. Jewelry sale prices effective August 28th through September 5th, except gold through September 24th. Jewelry photographs may be enlarged to show detail. C.T.W. stands for carat total weight. Diamond sale includes only that jewelry where diamonds constitute the greatest value. Diamond accents may not constitute greater value than gold, 10K and 14K gold in our assortments. Available only at JCPenney stores with Fine Jewelry Departments. Merchandise shown is representative of our assortment. Selection may vary by store. If an item is not available at your nearest JCPenney store, we will gladly order it for you.

**JCPenney®**  
 DOING IT RIGHT

Hanes Mall • Winston-Salem