

JCPenney **FOUNDER'S** SALE

Clip these coupons and present them to a JCPenney Sales Associate to save on one regular-priced item from each department.

Some restrictions apply. See coupons for details.

FRIDAY AND SATURDAY ONLY, OCTOBER 6 & 7

25% OFF

one regular-priced item from our **WOMEN'S DEPARTMENT**

Coupon valid Friday, October 6 and Saturday, October 7 only. Offer excludes sale, clearance and Special Buy merchandise, Value Right items, items sold every day in multiples of two or more, Cosmetics Dept., "Good" watches, Catalog (Catalog Desks, Catalog Phone Orders, Catalog Outlet Stores.) Discount limited to stock on hand. Not valid when presented with any other JCPenney certificate or coupon and cannot be used for payment on account or redeemed for cash. Credit purchases are subject to review. Cash Value 1/20 of one cent.

SELLING FLOOR ASSOCIATES, PLEASE FOLLOW INSTRUCTIONS: Verify that this certificate is being used Oct. 6 & 7, 1995 only. Ring all items purchased in the same transaction and apply a 25% Line-Item Discount to 1 Regular Price Item from the Women's Department using the Price Break Markdown key. The discount should not be applied to Sale Price, Value Right or Clearance items.

25% OFF

one regular-priced item from our **MEN'S DEPARTMENT**

Coupon valid Friday, October 6 and Saturday, October 7 only. Offer excludes sale, clearance and Special Buy merchandise, Value Right items, items sold every day in multiples of two or more, No Fear sportswear and Catalog (Catalog Desks, Catalog Phone orders, Catalog Outlet Stores.) Discount limited to stock on hand. Not valid when presented with any other JCPenney certificate or coupon and cannot be used for payment on account or redeemed for cash. Credit purchases are subject to review. Cash Value 1/20 of one cent.

SELLING FLOOR ASSOCIATES, PLEASE FOLLOW INSTRUCTIONS: Verify that this certificate is being used Oct. 6 & 7, 1995 only. Ring all items purchased in the same transaction and apply a 25% Line-Item Discount to 1 Regular Price Item from the Men's Department using the Price Break Markdown key. The discount should not be applied to Sale Price, Value Right or Clearance items.

25% OFF

one regular-priced item from our **CHILDREN'S DEPARTMENT**

Coupon valid Friday, October 6 and Saturday, October 7 only. Offer excludes sale, clearance and Special Buy merchandise, Value Right items, items sold every day in multiples of two or more and Catalog (Catalog Desks, Catalog Phone orders, Catalog Outlet Stores.) Discount limited to stock on hand. Not valid when presented with any other JCPenney certificate or coupon and cannot be used for payment on account or redeemed for cash. Credit purchases are subject to review. Cash Value 1/20 of one cent.

SELLING FLOOR ASSOCIATES, PLEASE FOLLOW INSTRUCTIONS: Verify that this certificate is being used Oct. 6 & 7, 1995 only. Ring all items purchased in the same transaction and apply a 25% Line-Item Discount to 1 Regular Price Item from the Children's Department using the Price Break Markdown key. The discount should not be applied to Sale Price, Value Right or Clearance items.

25% OFF

one regular-priced item from our **SHOE DEPARTMENT**

Coupon valid Friday, October 6 and Saturday, October 7 only. Offer excludes sale, clearance and Special Buy merchandise, Value Right items, items sold every day in multiples of two or more and Catalog (Catalog Desks, Catalog Phone orders, Catalog Outlet Stores.) Discount limited to stock on hand. Not valid when presented with any other JCPenney certificate or coupon and cannot be used for payment on account or redeemed for cash. As always, credit purchases are subject to review. Cash Value 1/20 of one cent.

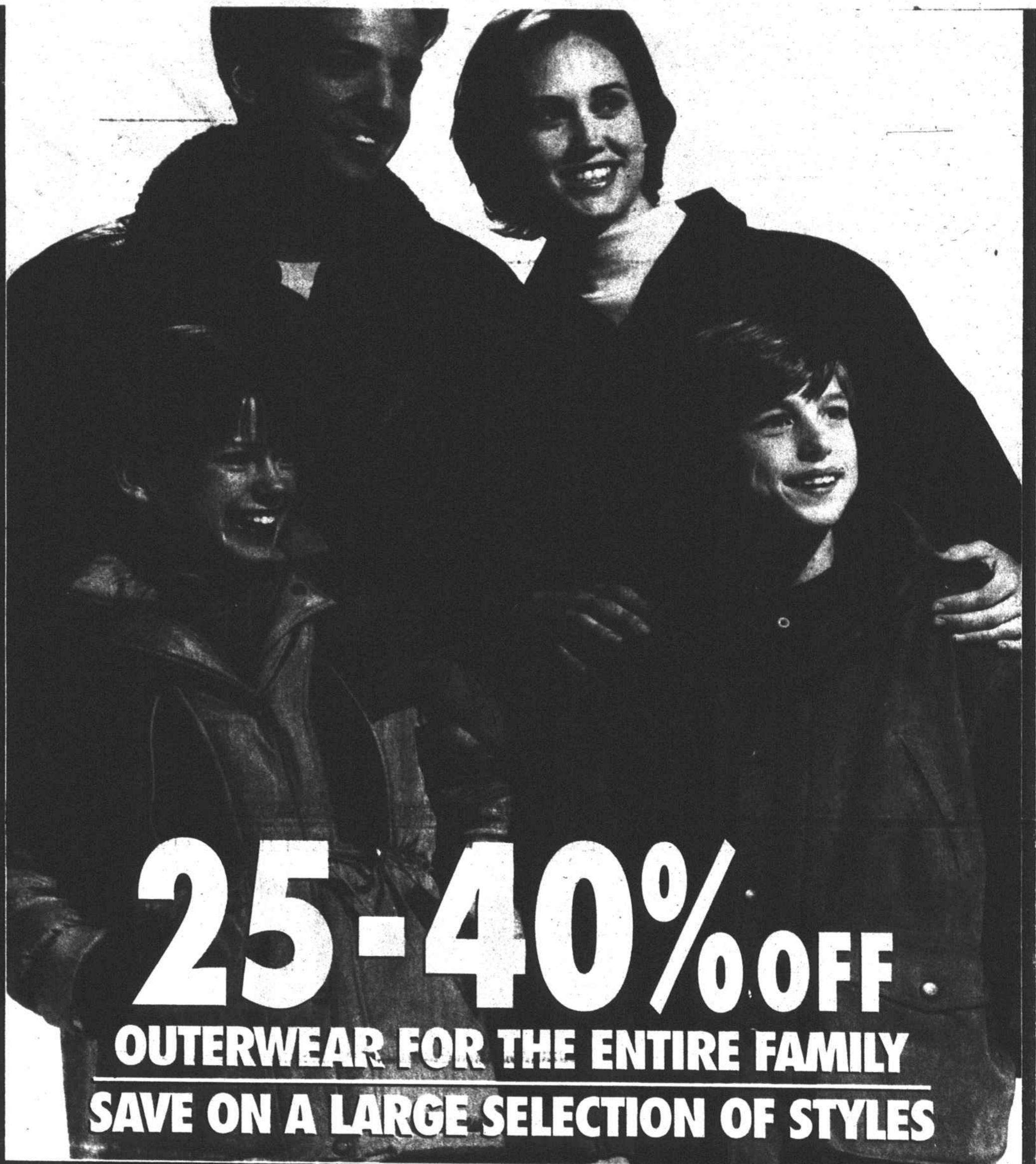
SELLING FLOOR ASSOCIATES, PLEASE FOLLOW INSTRUCTIONS: Verify that this certificate is being used Oct. 6 & 7, 1995 only. Ring all items purchased in the same transaction and apply a 25% Line-Item Discount to 1 Regular Price Item from the Shoe Department using the Price Break Markdown key. The discount should not be applied to Sale Price, Value Right or Clearance items.

25% OFF

one regular-priced item from our **HOME DEPARTMENT**

Coupon valid Friday, October 6 and Saturday, October 7 only. Offer excludes sale, clearance and Special Buy merchandise, Value Right items, Fieldcrest® Royal Velvet® towels and bath mats, Catalog (Catalog Desks, Catalog Phone orders, Catalog Outlet Stores.) Discount limited to stock on hand. Not valid when presented with any other JCPenney certificate or coupon and cannot be used for payment on account or redeemed for cash. As always, credit purchases are subject to review. Cash Value 1/20 of one cent.

SELLING FLOOR ASSOCIATES, PLEASE FOLLOW INSTRUCTIONS: Verify that this certificate is being used Oct. 6 & 7, 1995 only. Ring all items purchased in the same transaction and apply a 25% Line-Item Discount to 1 Regular Price Item from the Home Department using the Price Break Markdown key. The discount should not be applied to Sale Price, Value Right or Clearance items.



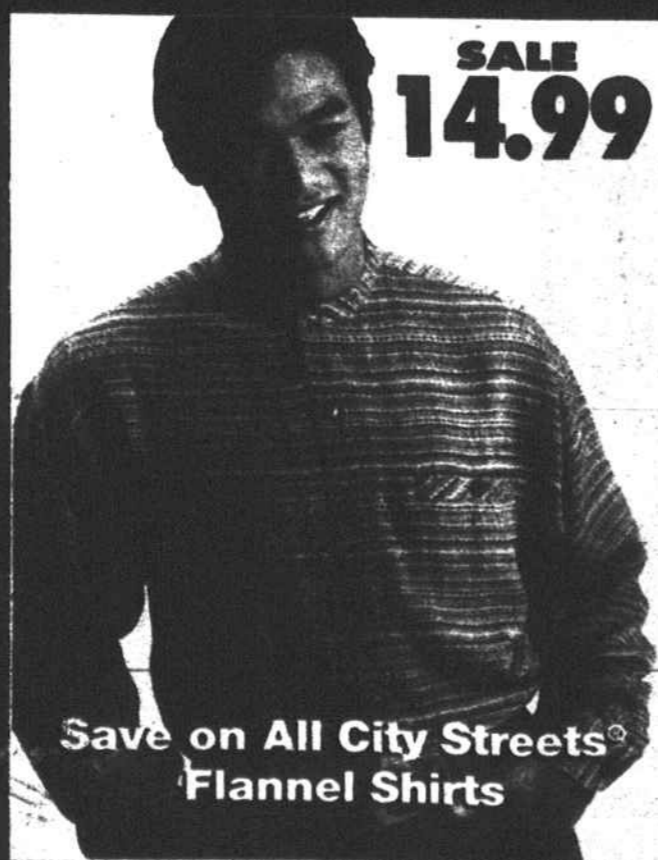
25-40% OFF
OUTERWEAR FOR THE ENTIRE FAMILY
SAVE ON A LARGE SELECTION OF STYLES

YOUNG MEN'S LEATHER JACKET
Sale \$135 Reg. \$225. Arizona Jean Co. lambskin bomber-style jacket with faux sherpa collar and printed cotton lining. Young men's sizes M-XL.

COTTON ANORAK
Sale \$39.99 Reg. \$69. Hunt Club cotton canvas anorak with plaid flannel lining. Misses' sizes S-XL. Sale price effective through Thursday, October 19.

GIRLS' STADIUM COAT
Sale \$32.99 Reg. \$55. Choose from assorted styles. Girls' sizes 7-14. Children's outerwear prices effective through Thursday, October 19.

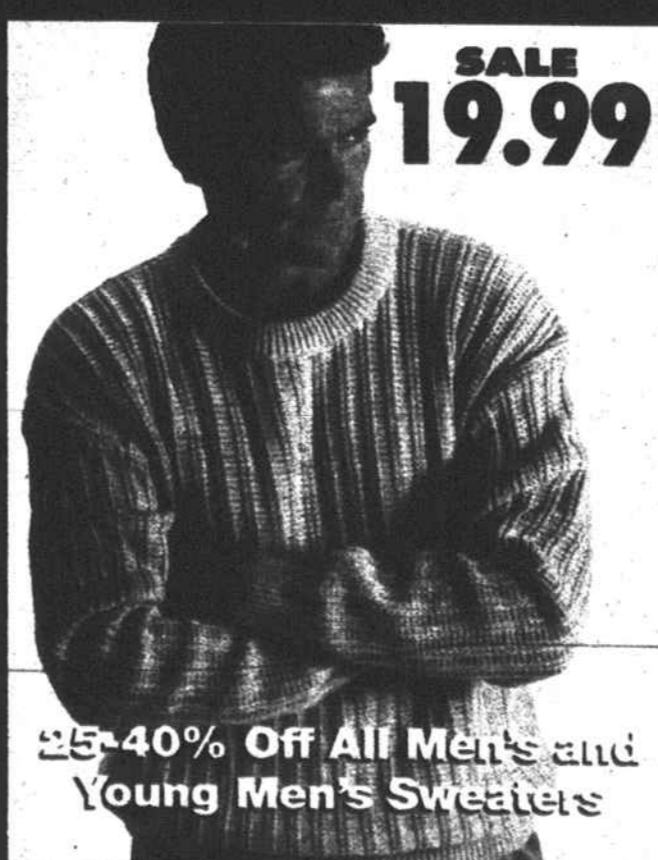
BOYS' PARKA
Sale \$35.99 Reg. \$60. Pacific Trail parka. Choose from assorted styles. S-XL for boys' sizes 8-20.



SALE 14.99

Save on All City Streets® Flannel Shirts

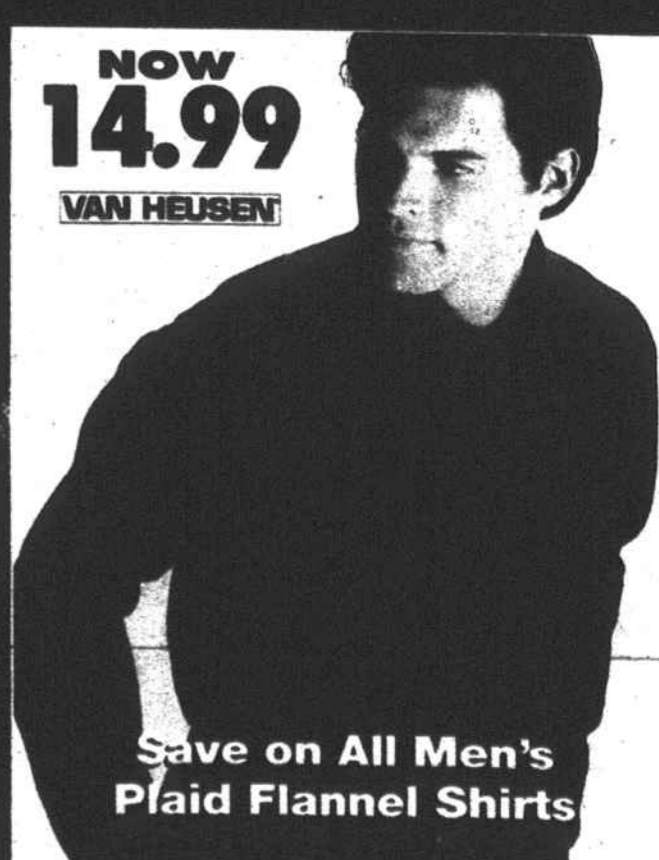
Reg. \$19.99. City Streets® lightweight cotton flannel shirt. Assorted patterns. Young men's S-XL. Sale price effective through Saturday, October 14.



SALE 19.99

25-40% Off All Men's and Young Men's Sweaters

Reg. \$32. St. John's Bay® cotton sweater. Men's sizes S-XL; men's Tall sizes LT-XXLT. Not shown: Now \$29.99. Izod® Links cotton/acrylic cardigan sweater. Men's sizes S-XXL.



NOW 14.99
VAN HEUSEN

Save on All Men's Plaid Flannel Shirts

Van Heusen® cotton flannel shirt. Men's S-XXL. Tall sizes LT-XXLT. *Now* prices represent savings on regular prices, which may vary by market. Price effective through Saturday, October 14.



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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 Friday, August 8th and Saturday, August 9th only, unless otherwise noted. Percentages off represent savings on regular prices or original prices, as shown. Intermediate markdowns may have been taken on original prices. Reductions on original priced merchandise effective until stock is depleted. *Now* prices represent savings on regular prices, which may vary by market. All sales exclude JCPenney Smart Values, Special Buys and items sold every day in multiples of two or more.

JCPenney®
DOING IT RIGHT™