

Stock-up Sale

Stock-up Sale

all Stafford® and selected Towncraft® underwear on sale

Stock-up Sale

buy more, save more on hosiery & socks

35% off

when you buy 13 or more pkgs.

30% off

when you buy 7-12 pkgs.

25% off

when you buy 1 to 6 pkgs.

Sale excludes Value Right items sold every day in multiples of two or more, Hanes®, Gold Toe® and Jockey®.

Build your own wardrobe event

buy 1 suit,
get 1 at
50% off

Buy any suit, custom-fit suit, sportcoat, or dress pant in Mens' and get the 2nd item of equal or lesser value at 50% off. Men's suits only at larger stores.

semi-annual lingerie sale

buy 2 bras
get 1 FREE!

from Olga®, Warner's®, Bali®, Playtex®, Vanity Fair®, Maidenform®, Delicates®, Adonna® or Underscore®

Free bra must be of equal or lesser value. Offer good through 1/16/99. Available in stores only.

Stock-up Sale

save on all men's dress shirts

Stock-up Sale

save on all boys' & girls' jeans from Levi's®, Lee®, I.e.i.® & Arizona® Jean Co.

save 25-50% on socks and underwear for boys & girls

Winter Clearance

50% off

large selection of fall & winter sportcoats for men

40-70% off

all heavyweight winter coats & jackets for women

25-50% off

all fall & winter sweaters for women

Buy More Save More

Furniture, Bed & Bath, Housewares, Window Coverings, Luggage, Framed Art, Mirrors & Lamps.

30% off

regular-priced purchases \$500 & up

25% off

regular-priced purchases \$100-499.99

20% off

regular-priced purchases \$30-99.99

Catalog Stock Up Sale! Save 30% on Men's, Women's and Children's Apparel, Including Shoes, from our 1998 Fall & Winter and Christmas Catalogs

Call 1-800-222-6161 and ask for your "Operator RP48" Discount. Valid on orders placed Dec. 31-Jan. 16. Some exclusions apply. See below for details.

Catalog discount applies to in-stock, regular-priced apparel and shoes from the 1998 JCPenney Fall & Winter Catalog pages 1-145, 164-295 and 306-678, and Christmas'98 Catalog pages 6-86, 110-179, 182-221, 226-263 and 266-296. Discount does not apply to Aerosoles®, Easy Spirit®, JNCO®, Value Right® Merchandise or in combination with any other JCPenney offer. Cannot be used for payment on account, to purchase Gift Certificates, on any prior purchase or on Catalog orders already placed. Valid through January 16, 1999 only.

Visit JCPenney on the internet at www.jcpenney.com

JCPenney®

I LOVE YOUR STYLE™

Regular and original prices reflect offering prices which may not have resulted in actual sales. Sale prices on regular-priced merchandise effective through 1/16/99 unless otherwise noted. Percentages off represent savings on regular or original prices, as shown. Intermediate markdowns may have been taken on original prices. Reductions on original-priced merchandise effective until stock is depleted. Any event designated as a "Sale" always excludes Special Buys, Fixed-Ticketed Clearance Merchandise, items sold every day in multiple of two or more and Value Right items, which are sold at our best price every day. Selection of clearance items varies by store. Clearance limited to stock on hand.

Lamps, housewares, furniture and mattresses available at JCPenney Home Stores and larger JCPenney retail stores. No customer pick ups on most furniture. Additional delivery charges on store pick ups and home deliveries within designated areas. Phone for details. Buy More, Save More Promotion effective through 1/9/99 and applies to regular-priced merchandise only. The following will count toward total purchase amount but will not be discounted: all Collectables, Special Buys, Value Right items, Sale items, Closeout and Clearance merchandise, Royal Velvet, Grand Patrician, Competitive-Priced items, and items sold every day in multiples of two or more.



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