

# 1 DAY ONLY!

## COUPON SALE WEDNESDAY, AUGUST 28

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| <b>25% OFF</b><br><small>REG. PRICES</small><br><b>ALL ALFRED DUNNER® SPORTSWEAR</b><br><small>Discount applies only to the regular retail price of the merchandise. May not be used for catalog, redeemed for cash or used for payment on account. Minimum cash value of \$20 of one cent. Coupons cannot be used in conjunction with any other sale. Valid Aug. 28, 1991. JCPENNEY</small>                                                                  | <b>25% OFF</b><br><small>REG. PRICES</small><br><b>FAMOUS MAKER JUNIORS' TOPS</b><br><small>*CURRANTIS *KRAZY KATIS *ANXIETY *JORDACHE *ONE-STEP-UP</small><br><small>Discount applies only to the regular retail price of the merchandise. May not be used for catalog, redeemed for cash or used for payment on account. Minimum cash value of \$20 of one cent. Coupons cannot be used in conjunction with any other sale. Valid Aug. 28, 1991. JCPENNEY</small> | <b>25% OFF</b><br><small>REG. PRICES</small><br><b>MEN'S LEVI'S® DOCKERS® CASUALS</b><br><small>Discount applies only to the regular retail price of the merchandise. May not be used for catalog, redeemed for cash or used for payment on account. Minimum cash value of \$20 of one cent. Coupons cannot be used in conjunction with any other sale. Valid Aug. 28, 1991. JCPENNEY</small>       | <b>40% OFF</b><br><small>REG. PRICES</small><br><b>SELECT ADULT ATHLETIC SHOES</b><br><small>Discount applies only to the regular retail price of the merchandise. May not be used for catalog, redeemed for cash or used for payment on account. Minimum cash value of \$20 of one cent. Coupons cannot be used in conjunction with any other sale. Valid Aug. 28, 1991. JCPENNEY</small>     | <b>40% OFF</b><br><small>REG. PRICES</small><br><b>SELECT BOYS' JEANS AND SLACKS</b><br><small>Discount applies only to the regular retail price of the merchandise. May not be used for catalog, redeemed for cash or used for payment on account. Minimum cash value of \$20 of one cent. Coupons cannot be used in conjunction with any other sale. Valid Aug. 28, 1991. JCPENNEY</small> | <b>3 FOR 9.99</b><br><b>HOME COLLECTION® BATH TOWELS</b><br><small>Discount applies only to the regular retail price of the merchandise. May not be used for catalog, redeemed for cash or used for payment on account. Minimum cash value of \$20 of one cent. Coupons cannot be used in conjunction with any other sale. Valid Aug. 28, 1991. JCPENNEY</small>                                   |
| <b>25% OFF</b><br><small>REG. PRICES</small><br><b>ALL MISSES', PETITES' AND WOMEN'S SIZE LEVI'S® DOCKERS®</b><br><small>Discount applies only to the regular retail price of the merchandise. May not be used for catalog, redeemed for cash or used for payment on account. Minimum cash value of \$20 of one cent. Coupons cannot be used in conjunction with any other sale. Valid Aug. 28, 1991. JCPENNEY</small>                                        | <b>40% OFF</b><br><small>REG. PRICES</small><br><b>SELECT JUNIORS' JEANS, BOTTOMS</b><br><small>Discount applies only to the regular retail price of the merchandise. May not be used for catalog, redeemed for cash or used for payment on account. Minimum cash value of \$20 of one cent. Coupons cannot be used in conjunction with any other sale. Valid Aug. 28, 1991. JCPENNEY</small>                                                                       | <b>NOW 19.99</b><br><b>SELECT MEN'S LEVI'S® JEANS CLEARANCE</b><br><small>Discount applies only to the regular retail price of the merchandise. May not be used for catalog, redeemed for cash or used for payment on account. Minimum cash value of \$20 of one cent. Coupons cannot be used in conjunction with any other sale. Valid Aug. 28, 1991. JCPENNEY</small>                             | <b>40% OFF</b><br><small>REG. PRICES</small><br><b>SELECT GIRLS' SHORT SLEEVE TOPS</b><br><small>Discount applies only to the regular retail price of the merchandise. May not be used for catalog, redeemed for cash or used for payment on account. Minimum cash value of \$20 of one cent. Coupons cannot be used in conjunction with any other sale. Valid Aug. 28, 1991. JCPENNEY</small> | <b>40% OFF</b><br><small>REG. PRICES</small><br><b>SELECT KIDS' SHOES</b><br><small>Discount applies only to the regular retail price of the merchandise. May not be used for catalog, redeemed for cash or used for payment on account. Minimum cash value of \$20 of one cent. Coupons cannot be used in conjunction with any other sale. Valid Aug. 28, 1991. JCPENNEY</small>            | <b>50% OFF</b><br><small>REG. PRICES</small><br><b>ALL VELLUX BLANKETS</b><br><small>Discount applies only to the regular retail price of the merchandise. May not be used for catalog, redeemed for cash or used for payment on account. Minimum cash value of \$20 of one cent. Coupons cannot be used in conjunction with any other sale. Valid Aug. 28, 1991. JCPENNEY</small>                 |
| <b>25% OFF</b><br><small>REG. PRICES</small><br><b>MISSES' CASUAL SPORTSWEAR</b><br><small>*JASON MAXWELL *PAQUETTE *CASUAL ISLE *GINA PETERS</small><br><small>Discount applies only to the regular retail price of the merchandise. May not be used for catalog, redeemed for cash or used for payment on account. Minimum cash value of \$20 of one cent. Coupons cannot be used in conjunction with any other sale. Valid Aug. 28, 1991. JCPENNEY</small> | <b>40% OFF</b><br><small>REG. PRICES</small><br><b>SELECT WOMEN'S CASUAL SHOES</b><br><small>Discount applies only to the regular retail price of the merchandise. May not be used for catalog, redeemed for cash or used for payment on account. Minimum cash value of \$20 of one cent. Coupons cannot be used in conjunction with any other sale. Valid Aug. 28, 1991. JCPENNEY</small>                                                                          | <b>40% OFF</b><br><small>REG. PRICES</small><br><b>SELECT YOUNG MEN'S SHORT SLEEVE TOPS</b><br><small>Discount applies only to the regular retail price of the merchandise. May not be used for catalog, redeemed for cash or used for payment on account. Minimum cash value of \$20 of one cent. Coupons cannot be used in conjunction with any other sale. Valid Aug. 28, 1991. JCPENNEY</small> | <b>40% OFF</b><br><small>REG. PRICES</small><br><b>SELECT BOYS' SHORT SLEEVE TOPS</b><br><small>Discount applies only to the regular retail price of the merchandise. May not be used for catalog, redeemed for cash or used for payment on account. Minimum cash value of \$20 of one cent. Coupons cannot be used in conjunction with any other sale. Valid Aug. 28, 1991. JCPENNEY</small>  | <b>2 FOR 9.98</b><br><b>JCPENNEY BATH TOWELS</b><br><small>Discount applies only to the regular retail price of the merchandise. May not be used for catalog, redeemed for cash or used for payment on account. Minimum cash value of \$20 of one cent. Coupons cannot be used in conjunction with any other sale. Valid Aug. 28, 1991. JCPENNEY</small>                                     | <b>50% OFF</b><br><small>REG. PRICES</small><br><b>SMOOTH TOUCH TWIN COMFORTERS</b><br><small>Discount applies only to the regular retail price of the merchandise. May not be used for catalog, redeemed for cash or used for payment on account. Minimum cash value of \$20 of one cent. Coupons cannot be used in conjunction with any other sale. Valid Aug. 28, 1991. JCPENNEY</small>        |
| <b>SALE 11.95</b><br><b>SELECT JRS. LEGGINGS AND DRAWSTRING KNIT PANTS</b><br><small>REG. \$20 EACH</small><br><small>Discount applies only to the regular retail price of the merchandise. May not be used for catalog, redeemed for cash or used for payment on account. Minimum cash value of \$20 of one cent. Coupons cannot be used in conjunction with any other sale. Valid Aug. 28, 1991. JCPENNEY</small>                                           | <b>2 FOR 8.98</b><br><b>SELECT LADIES LACE TRIM ANKLE TIGHTS</b><br><small>REG. \$7 EACH</small><br><small>Discount applies only to the regular retail price of the merchandise. May not be used for catalog, redeemed for cash or used for payment on account. Minimum cash value of \$20 of one cent. Coupons cannot be used in conjunction with any other sale. Valid Aug. 28, 1991. JCPENNEY</small>                                                            | <b>WEDNESDAY, AUGUST 28TH ONLY!</b><br><b>RED TAG SALE</b><br><small>Take an additional</small><br><b>25% OFF</b><br><small>all previously marked down merchandise</small><br><b>Look for the RED TAGS in every department!</b>                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                | <b>50% OFF</b><br><small>REG. PRICES</small><br><b>SELECT BETTER WATCHES</b><br><small>Discount applies only to the regular retail price of the merchandise. May not be used for catalog, redeemed for cash or used for payment on account. Minimum cash value of \$20 of one cent. Coupons cannot be used in conjunction with any other sale. Valid Aug. 28, 1991. JCPENNEY</small>         | <b>FREE GET USED® HAT</b><br><b>WITH PURCHASE OF YOUNG MEN'S GET USED® JEANS OR JACKET</b><br><small>Discount applies only to the regular retail price of the merchandise. May not be used for catalog, redeemed for cash or used for payment on account. Minimum cash value of \$20 of one cent. Coupons cannot be used in conjunction with any other sale. Valid Aug. 28, 1991. JCPENNEY</small> |

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| <b>25-33% OFF</b><br><small>REG. PRICES</small><br><b>WOMEN'S, MEN'S AND CHILDREN'S OUTERWEAR</b> | <b>25% OFF</b><br><small>REG. PRICES</small><br><b>ALL ADULTS' AND KIDS' NFL/COLLEGE APPAREL</b> |
| <b>25% OFF</b><br><small>REG. PRICES</small><br><b>ENTIRE LINE OF JUNIORS' DENIM JEANS</b>        | <b>25% OFF</b><br><small>REG. PRICES</small><br><b>ENTIRE LINE OF GIRLS' DENIM JEANS</b>         |
| <b>25% OFF</b><br><small>REG. PRICES</small><br><b>ENTIRE LINE OF JUNIORS' FALL SWEATERS</b>      | <b>20% OFF</b><br><small>REG. PRICES</small><br><b>ALL CHILDREN'S ATHLETIC FOOTWEAR</b>          |
| <b>19.99-31.99</b><br><b>MEN'S 550 LEVI'S® JEANS</b>                                              | <b>IF YOU HAVE A DRESS CODE, JCPENNEY HAS YOU COVERED</b>                                        |
| <b>25% OFF</b><br><small>REG. PRICES</small><br><b>ALL MENS AND YOUNG MENS SWEATERS</b>           | <b>25-30% OFF</b><br><small>REG. PRICES</small><br><b>OUR ENTIRE LINE OF FURNITURE</b>           |

Regular prices appearing are offering prices only. Sales may or may not have been made at regular prices. Sale prices on regular priced merchandise effective Aug. 28, unless otherwise noted. Outerwear, jeans, sweaters, Levi's® through Sept. 7. Street hikers, furniture through Sept. 2. Percentages off represent savings on regular prices, as shown. Sales exclude Smart Values, Reebok pump, Nike Air.

JCPenney  
Fashion comes to life



Northland Mall  
Greenfield Rd. & Hwy. 102  
557-6600

Lakeside Mall  
M-59 & Schoenherr  
247-1710

Oakland Mall  
14 Mile & I-75  
583-3400

Twelve Oaks Mall  
12 Mile & Novi Rd.  
348-3190

Eastland Mall  
18000 E. Eight Mile Rd.  
521-4900

Southland Mall  
Eureka & Pardee Rd.  
287-2020

Westland Mall  
Warren & Wayne Rd.  
425-4260

Fairlane Town Center  
Michigan Ave. & Hubbard  
593-3300

Summit Place  
Telegraph & Elizabeth Lake Rd.  
683-9000

Northwood  
13 Mile & Woodward  
288-6200

Lincoln Park  
Fort & Emmons  
382-3356

Tech Plaza  
12 Mile & Van Dyke  
573-4370

Briarwood Mall, Ann Arbor  
500 Briarwood Circle  
769-7910