

Saturday, December 4, Only!

One Sweet Sale

We'll give you a chocolate candy bar with an even sweeter deal inside...a coupon worth

30% off

or

25% off

or

20% off

regular prices

plus

take an additional

5% Off

sale prices

Limit one candy bar per person while supplies last in JCPenney Stores. 30%, 25% and 20% discounts apply to regular priced merchandise and 5% discount applies to sale priced merchandise in stores and is limited to stock on hand. Saturday, December 4, 1999 only. 10% of candy bars have 30% savings, 75% have 25% savings, and 15% have 20% savings. Store discount applies to regular price merchandise and is limited to stock on hand. Store discount does not apply to the following: Catalog, Catalog Department, Catalog Phone Orders, Outer Stores and Internet, Value Flight Merchandise, Special Buys, Red Ticketed Clearance Merchandise, items offered with special savings if purchased in multiples of two or more, fragrances, color and treatment from Cosmetics and Salons, Collectibles, Cookware & Small Kitchen Electronics, All Services, Appliances, Easy Sport, Even Posing, Hanes, J. Jill, J&C, Royal Velvet by Fredmeyer, Seelye Crown Jewel, or in combination with any other JCPenney offer. All always credit purchases are subject to credit approval. Cash value 1/20th of one cent. Cannot be used for payment on account, to purchase Gift Cards and Gift Certificates, or on any prior purchase.

Saturday, Dec. 4 Only

Also, save when you shop JCPenney Catalog or Internet

25% off* clothes, shoes, kids' & adult bedding, bath, home decor, window coverings and luggage ordered from The JCPenney® Fall & Winter '99 Big Book®, Big Gift Book®, Internet & "Signature Series" Catalogs!

15% off* electronics, toys, sporting goods and baby bedding & accessories ordered from The JCPenney® Fall & Winter '99 Big Book®, Big Gift Book®, Internet & "Signature Series" Catalogs!

Call 1-800-222-6161 and ask for your "Operator 44SWEET" discount.

Or shop online at www.jcpenny.com and key in 44SWEET when prompted for a promotional code.

Some restrictions apply. See below for details.

*Catalog and Internet Discounts apply to regular prices on advertised lines of merchandise and not "as shown" reduced prices from the internet and eCatalog, including the following "Signature Series" Catalogs: Big & Tall Men, Women's Size 16W & Up, Tall Women, "I" for Style Fashion Influencer, The Kid's Book and Window Authority. Discounts do not apply to the following: Outer Stores, Value Flight Merchandise, Collectibles, Cookware & Small Kitchen Electronics, All Services, Appliances, Hanes, Easy Sport, Even Posing, J&C, J. Jill, J&C, Royal Velvet by Fredmeyer, Seelye Crown Jewel, or in combination with any other JCPenney offer. Cash value 1/20th of one cent. Cannot be used for payment on account, to purchase Gift Cards/Certificates, on any prior purchase or on Catalog orders already placed. Catalog and Internet Jewelry, Floor Care Products, Video Games & Accessories or in combination with any other JCPenney offer. Cash value 1/20th of one cent. Cannot be used for payment on account, to purchase Gift Cards/Certificates, on any prior purchase or on Catalog orders already placed. Offer valid through 12-4-99.

JCPenney®

Come in. Call in. Log on.™

