

When you use your JCPenney Credit Card on
you will receive an additional



regular-priced or sale-priced merchandise.

If you don't have a JCPenney Credit Card, open a JCPenney account through Instant Credit and start shopping in minutes. Apply in any of our stores. Instant Credit requires a valid photo I.D. and a major bank card. Subject to credit approval.

LOOK FOR GREAT SAVINGS IN EVERY DEPARTMENT

WOMEN'S APPAREL

25% Off
All Famous-Maker
Pants & Skirts in Misses',
Petites' & Women's Sizes by

- Fundamental Things®
- Counterparts®
- Donnkenny®
- Briggs® & More

20-40% Off
All Dresses, Suits
& Pantsuits

Save On
Misses' Separates
& Hot Juniors' Looks

25% Off

- Outerwear
- Hanes® Hosiery for Her
EFFECTIVE THROUGH 10/4/98.
- Sheer Hosiery, Opaque
Hosiery & Casual Socks

20-33% Off
Entire Line of Handbags
& Wallets for Her

30% Off
Bras by Playtex®, Bali®,
Warner's® & Vanity Fair®

**Buy 2 Bras,
Get 1 Free**
from Delicates®, Adonna®
or Underscore®.

25-33% Off
Sleepwear, Robes
& Leisurewear for Her

MEN'S APPAREL

20-50% Off
Men's Clothing & Footwear

20-50% Off
All Tailored Clothing for Men

- All Suits
- All Sportcoats
- All Dress Trousers

Save On
All Dress Shirts
VAN HEUSEN SHIRTS ON SALE THROUGH 10/12/98;
ALL OTHER SHIRT PRICES EFFECTIVE THROUGH 10/3/98.

Save On
Dockers® & Haggar® Khakis

Save On

- All Levi's® Red Tab™
& silverTab® Jeans
- All Lee® Jeans
- All Arizona Jean Co.® Jeans

30% Off
Stafford® & Towncraft®
Briefs & Tees

ATHLETIC APPAREL

25% Off
All Team Apparel in Our
Simply for Sports
Department

20% Off
All Women's Athletic
Apparel in Our Simply
for Sports Department

SHOE SALE BIGGEST SHOE EVENT OF THE YEAR

20-50% Off
All Men's & Women's
Athletic Footwear

Save On
Men's & Women's
National-Brand
& Private-Label Shoes
& All Kids' Shoes

- Worthington® Soft Collection
- Worthington®
- Worthington® Sport
- Aerosoles®
- Eastland®
- Hunt Club®
- 9-2-5® with LYCRA®, 9-2-5®
So Soft® & P.M.® Collection
by 9-2-5®
- Cabin Creek®
- Arizona Jean Co.®
- Mixed Blues®
- Jacqueline Ferrar®
- *St. John's Bay*®
- Stafford®
- Stafford® Executive
- Bostonian®
- Florsheim®
- Rockport®
- Keds®
- Hush Puppies®
- Dexter®
- Skechers®
- Airwalk®
- Towncraft®
- Dockers®
- Levi's®
- Giorgio Brutini®
- Stacy Adams® & More

HOME SALE Save On

- All Sheets
- All Blankets
- All Comforters
& Bedspreads
- All Pillows & Pads
- All Bath Accessories
- Shower Curtains
- All Bath Furniture
- Towels & Bath Mats
- All Accent Rugs
- Made-to-Measure Blinds
& Shades
- All Curtains & Draperies
- Luggage
- Furniture
- Mattresses & More

25-50% Off
Selected Photo Frames
& Albums

20-25% Off
Selected Candles, Crystal,
Candleholders & More

25% Off
Pictures, Mirrors & Clocks

20-40% Off
Selected Lamps

CLEARANCE

30-50% Off
New Price Reductions
on Fall Apparel, Shoes
& Home Fashions



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10% discount applies to regular priced and sale priced merchandise, including Catalog orders and is limited to stock on hand. This discount does not apply to the following: Fragrances, Color and Trim Sets, Catalog Order Stores, Value Right Merchandise, Special Buys, and Selected Clearance Merchandise. Collectible, Dockers and Animal Kitchen Electric, All Services, Appliances, Easy Seams, Hanes, He Feat® Sportswear, Royal Velvet by Rubenoff®, BCBG, Dents sold every day in multiples of two or more, or in combination with any other JCPenney offer. An always, credit purchases are subject to meritable credit limit. Cash value 1/20% of one cent. Cannot be used for payment on account, purchase Gift Certificates or on any prior purchase. Offer at St. John's Bay not JCPenney is affiliated with St. John's Bay, Inc.

JCPenney®

I LOVE YOUR STYLE™

*"New" prices represent savings off regular or original prices which may vary by market. Any event designated as a "Sale" always excludes Special Buys. Items sold every day in multiples of two or more and Value Right items which are sold at our best price every day. Merchandise selection may vary slightly from one JCPenney store to another.
Furniture available only at larger JCPenney retail stores with furniture departments. Selection may vary by store. Additional delivery charges apply on Home Deliveries within designated areas. No customer pick-ups on most furniture. Additional charges apply to non-eligible store pick-ups. Please see sales associate for details.
*Regular and "Original" prices reflect offering prices which may not have resulted in actual sales. Base prices on regular-priced merchandise shown throughout this ad effective through 10/3/98, 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.