

SAVE EVERY DAY FROM OCTOBER 16-26!

the almost everything
25% off
Shopping Spree

- Dresses
- Suits
- Sportswear
- Outerwear
- Sweaters
- Blouses
- Khakis
- Jewelry
- Belts, Wallets & Scarves
- Slippers
- Hosiery
- Lingerie
- Sleepwear
- Handbags
- Plush Toys
- Sleepers
- Baby Blankets
- Playwear



**It Only Happens
Twice A Year!**

- Separates & Sets
- Sheets
- Blankets
- Comforters
- Towels
- Window Coverings
- Luggage
- Dress Shoes
- Casual Shoes
- Athletic Shoes
- Sportcoats
- Dress Shirts
- Sportshirts
- Outerwear
- Athletic & Team Apparel
- And More



**25% off catalog purchases from our
1998 fall & winter catalog.**

Call 1-800-222-6161 and ask for you "Operator Cathy"
Discount Order from October 16 through October 26, 1998.
some exclusions apply. see below for details.

Visit JCPenney on the Internet at www.jcpenney.com

Catalog 484-5211

JCPenney®

Styling
345-9161

I LOVE YOUR STYLE™

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Discount applies to regular-priced merchandise and is limited to JCPenney stock on hand. This discount does not apply to the following: Fragrances, Color and Treatment, Catalog Outlet Stores, Sale Merchandise, Red Ticketed Clearance Merchandise, Value Right Merchandise, Special Buys, Collectibles, Cookware & Small Kitchen Electrics, All Services, Aerosoles®, Easy Spirit®, Hanes®, NoFear® Sportswear, Men's Levi's® Jeans, Royal Velvet® by Fieldcrest®, BOSE®, JNCO®, Holiday United Way Gift Bags. Items sold every day in multiples of two or more, Fall & Winter Catalog pages 743-773 (electronics) and pages 935-939, Sale Catalogs, or in combination with any other JCPenney offer. As always, credit purchases are subject to available credit limit. Coupon cash value 1/20th of one cent. Cannot be used for payment on account, to purchase Gift Certificates, on any prior purchase or on Catalog orders already placed. Promotion effective through October 26, 1998.