

BIGGEST SALE

SAT., NOV 7
Come before or after the Game
OPEN 7 a.m. to 11 p.m.

OF THE YEAR

20% - 50% OFF

throughout the store

- **5-HOUR DOORBUSTERS**

Extra 10% Off Selected Sale Prices...7 a.m. - Noon only

- **20% OFF CATALOG**

Applies to orders placed 11/6-11/7/98 only. Call toll free 1-800-222-6161 and ask for your "SAVE BIG" discount when you order from our 1998 Fall & Winter or Christmas Catalog. Some exclusions apply. See details below.

Register for a chance to win one of five \$10,000.00 U.S. Savings Bonds!

No purchase necessary. See in-store display for details!



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*Regular and "Original" prices reflect offering prices which may not have resulted in actual sales. Sale prices on regular-priced merchandise effective 11/7/98. Percentages off represent savings on regular or original prices. 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, Special Orders, 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 from one JCPenney store to another.

Visit JCPenney on the internet at www.jcpenny.com

JCPenney®

I LOVE YOUR STYLE™

Doorbuster sale prices valid 7 a.m.-noon 11/7/98 only & is limited to stock on hand. 20% off Catalog offer valid 11/6-11/7/98 only and does not apply to Fall & Winter pages 743-773 (electronics), 935-939 (cookware & small appliances) or to Christmas pages 314-326 (collectibles), 341-343 (cookware & small appliances), 426-457 (electronics), 544-550 (video game software/hardware) or to Aerosoles®, BOSE®, Easy Spirit®, JNCO® Royal Velvet by Fieldcrest®, Value Right Merchandise, or Gift Certificates. This discount may not be used in combination with any other JCPenney discount. As always, credit purchases are subject to available credit limit. Cannot be used for payment on account or on any prior purchase.

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