

**it only
happens
once a
year!**

**amazing black friday deals!
save storewide 6 a.m. to 11 p.m.**



while they last: over 80 million free buttons. little buttons, big gifts!

- 1 Get your free button from a jcp team member at any register, starting Black Friday.
- 2 Find the 7-digit promotion code on back of button.
- 3 Enter your code at jcp.com/christmas to find out if you've won a gift.
- 4 Come to jcp every day through Christmas Eve for more buttons (while supplies last) and more chances to win!

black friday: you could win one of 100 great american vacations.



new york city



washington, d.c.



yellowstone



chicago

till christmas eve: you could win a trip or one of millions more gifts.



small appliances



fine & fashion jewelry



cookware



holiday certificates
& many more gifts!

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. A purchase will not improve your chances of winning. Void where prohibited. To play, obtain-while supplies last-a unique Promotion Code on a specially marked button distributed in participating JCPenney stores or request one via mail (hand-print your name, age, state of residence and email address on a 3x5" piece of paper and mail it in a No. 10 business-sized envelope to JCP "Tremendous Christmas America" Promotion, P.O. Box 518916, New Berlin, WI 53151 by 12/24/12). Visit jcp.com/christmas or m.jcp.com/christmas and complete this entry process as instructed-including entering your Code-to receive a notification email message revealing if you have won. Limit two plays per day per person/authorized email account holder/facebook account holder. Ends at 11:59 p.m. CT on 12/24/12. Open only to legal residents of the 50 United States (including the D.C.) and Puerto Rico who are 18 years or older at time of entry. ARV of all gifts to be awarded: \$159,400,658. Odds of winning a gift: 1:4. Subject to Official Rules, check christmas.jcp.com/rules. Sponsor: J. C. Penney Corporation, Inc., 650 Legacy Drive, Plano, TX 75044. www.jcp.com. CHOKING HAZARD.



\$25

black friday only

worthington, arizona and more
over 50 styles of
women's boots
orig. \$50-\$65

don't sleep on these deals—black friday only

\$12

black friday only

arizona or total girl
girls' boots
orig. \$20-\$25



\$15

black friday only

arizona
juniors' boots
orig. \$20-\$30



\$20

black friday only

arizona, worthington
or liz & co.
select women's boots
orig. \$35-\$47



\$40

black friday only

nine & co., call it spring
and more
select women's boots
orig. \$55-\$65



little buttons, big gifts

Get your free Christmas buttons at jcp for a chance to win one of
100 great American vacations or many other gifts on Black Friday!
Plus, more vacations and gifts till Christmas Eve. See page 3 for details.



\$30

black friday only

a.n.a
packable puffer jacket
orig. \$50



get your holidays buttoned up

Get your free Christmas buttons at jcp and you could win one of 100 great American vacations or thousands of gifts on Black Friday! Plus, more vacations and gifts till Christmas. See page 3 for details.

\$40

black friday only

jcp or free country
jackets
orig. \$70



\$40

black friday only

worthington
coats
orig. \$60-\$70



\$40

black friday only

jcp or worthington
coats
orig. \$60-\$70



\$20

black friday only

liz claiborne
leather gloves
orig. \$30



\$5

black friday only

solid twill scarf
orig. \$10



\$15

black friday only

isotoner
smartouch gloves
orig. \$22



shop jcp.com for black friday deals on thanksgiving



\$10

black friday only

arizona
juniors' sweaters
orig. \$13-\$15

we're taking prices even lower—black friday only



\$7

black friday only

arizona juniors'
long-sleeve v-neck
tees or thermals
orig. \$8-\$10



\$12

black friday only

decree juniors'
cable sweaters
orig. \$20



\$15

black friday only

arizona or decree
juniors' denim
orig. \$20-\$27



\$20

black friday only

your choice
juniors' jackets
orig. \$35



little buttons, big gifts

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\$12

black friday only

jcp cable sweaters
orig. \$20

get black friday prices on thanksgiving at jcp.com

\$6

black friday only

jcp long-sleeve
crewneck tees
orig. \$9



\$10

black friday only

a.n.a sequin sweaters
orig. \$22



\$15

black friday only

jcp shaker sweaters
orig. \$25



\$15

black friday only

a.n.a denim
or skinny cords
orig. \$20-\$35



these little buttons are a big deal

Get your free Christmas buttons at jcp for a chance to win one of
100 great American vacations or many other gifts on Black Friday!
Plus, more vacations and gifts till Christmas Eve. See page 3 for details.



\$8

black friday only

xersion sweatshirts
or cozy pants
orig. \$15

hit the holidays running—black friday only

\$8

black friday only

xersion
athletic tees
orig. \$14



\$8

black friday only

xersion
long-sleeve tees
orig. \$14



\$15

black friday only

xersion
half-zip jackets
orig. \$20



\$15

black friday only

xersion brushed
fleece jackets
orig. \$20



\$18

black friday only

xersion pants
orig. \$25-\$30



button and gift giveaway

Get your free Christmas buttons at Jcp for a chance to win one of 100 great American vacations or many other gifts on Black Friday! Plus, more vacations and gifts till Christmas Eve. See page 3 for details.

\$5

black friday only

worthington
camis or tanks
orig. \$8



\$12

black friday only

worthington
french-cuff shirt
orig. \$16



\$15

black friday only

worthington angle pocket
or curvy-fit pants
orig. \$22-\$25



get it on thanksgiving at jcp.com



\$10

black friday only

worthington
essential sweaters
orig. \$14-\$20



free buttons, merry gifts

Get your free Christmas buttons at jcp for a chance to win one of 100 great American vacations or many other gifts on Black Friday! Plus, more vacations and gifts till Christmas Eve. See page 3 for details.

\$5

black friday only

liz claiborne or east 5th
boxed fashion jewelry sets
orig. \$10



\$5

black friday only

worthington
cellphone case
orig. \$12



\$10

black friday only

worthington
pouch
orig. \$15



\$15

black friday only

liz claiborne
crossbody bags
orig. \$25



\$25

black friday only

nicole by nicole miller
tote bags
orig. \$50



get free buttons, win big gifts

Get your free Christmas buttons at jcp for a chance to win one of
100 great American vacations or many other gifts on Black Friday!
Plus, more vacations and gifts till Christmas Eve. See page 3 for details.



\$15

black friday only

liz claiborne or alfred dunner
sweaters
orig. \$18-\$25

grab these great deals now



\$12

black friday only

ambrielle or liz claiborne
pajama sets
orig. \$20-\$25



little buttons, big gifts

Get your free Christmas buttons at jcp for a chance to win one of 100 great American vacations or many other gifts on Black Friday! Plus, more vacations and gifts till Christmas Eve. See page 3 for details.

\$20

black friday only

liz claborn robe
orig. \$35



\$4

black friday only

jcp or betseyville
opaque tights
orig. \$6-\$10



\$8

black friday only

hello kitty or disney
plush sleep pants
orig. \$10



\$10

black friday only

dearfoams or isotoner
fashion slippers
orig. \$14-\$18



\$12

black friday only

vanity fair bras
orig. \$22



get it thursday at jcp.com



\$55 black friday only
3-pc. set. $\frac{1}{4}$ ct. t.w. white &
color-enhanced blue diamond
orig. \$75



\$70 black friday only
your choice 18", 20" or 24"
10k yellow gold chain
orig. \$95



\$18 black friday only
diamond-accnt
sterling silver pendant
orig. \$25



\$1995 black friday only
3 ct. t.w. 14k
white gold ring
orig. \$3295



\$45 black friday only
your choice $\frac{1}{8}$ ct. t.w. sterling
silver earrings or pendant,
available in additional styles
orig. \$65



\$370 black friday only
1 ct. t.w. 14k white gold earrings
orig. \$495



\$35 black friday only
your choice blue topaz & lab-created
white sapphire pendant, ring or earrings,
available in all birthstone colors
orig. \$50



\$145
black friday only
 $\frac{1}{2}$ ct. t.w. 10k white
gold earrings
orig. \$195



\$895 black friday only
2 ct. t.w. 10k
white gold ring
orig. \$1195



\$495 black friday only
1 ct. t.w. 10k white
gold bridal ring
orig. \$695



\$695 black friday only
1 ct. t.w. 10k
white gold ring
orig. \$995



\$495 black friday only
1 ct. t.w. 10k
white gold ring
orig. \$695



\$180 black friday only
your choice 2 ct. t.w. color-
enhanced black diamond &
sterling silver earrings or ring
orig. \$245

save 25% off original prices on all fine jewelry*

*Offer applies to fine jewelry purchased 11/23/12. Fine jewelry shown here reflects pricing after 25% off original prices.



\$70 black friday only
your choice $\frac{1}{4}$ ct. t.w. sterling silver
over brass pendant or earrings



\$70 black friday only
your choice cubic zirconia &
sterling silver tennis bracelet



\$70 black friday only
your choice $\frac{1}{4}$ ct. t.w. white
& color-enhanced black
diamond ring or bracelet



\$70 black friday only
3-pc. set. $\frac{1}{4}$ ct. t.w.
sterling silver over brass



\$70 black friday only
your choice $\frac{1}{4}$ ct. t.w. white
& color-enhanced blue diamond
& sterling silver pendant,
earrings or ring



\$70 black friday only
4-pc. boxed set. cultured
freshwater pearl in sterling silver



\$70 black friday only
4-pc. set. $\frac{1}{4}$ ct. t.w.
color-enhanced black diamond
& sterling silver over brass



merry christmas, america!

Get your free Christmas buttons at jcp for a chance to win one of
100 great American vacations or many other gifts on Black Friday!
Plus, more vacations and gifts till Christmas Eve. See page 3 for details.

\$10

black friday only

your choice
men's and
women's watches
orig. \$15



\$15

black friday only

your choice
men's and
women's watches
orig. \$20-\$25



\$20

black friday only

your choice
men's and
women's watches
orig. \$30



\$75

black friday only

select seiko and bulova
men's and women's
fine watches
orig. \$100



shop jcp.com for black friday deals on thanksgiving



\$10

black friday only

your choice
sterling silver or
silver-plated boxed
fashion jewelry
orig. \$15-\$20



\$20

black friday only

your choice
sterling silver boxed fine jewelry
orig. \$30



\$30

black friday only

your choice
sterling silver or
14k gold over sterling silver
boxed fine jewelry
orig. \$40-\$50



get your holidays buttoned up

Get your free Christmas buttons at jcp for a chance to win one of
100 great American vacations or many other gifts on Black Friday!
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\$4

black friday only

okie dokie kids' separates
sizes Om-7
orig. \$6-\$7



\$5

black friday only

arizona or total girl
girls' long-sleeve tees
sizes 4-16 and plus
orig. \$8-\$11



\$10

black friday only

your choice
girls' fashion tops
sizes 4-16 and plus
orig. \$14-\$18



\$10

black friday only

arizona girls' sweaters
sizes 4-16 and plus
orig. \$15-\$18



\$10

black friday only

arizona girls' jeans
sizes 4-16 and plus
orig. \$15-\$20



these little buttons are a big deal

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100 great American vacations or many other gifts on Black Friday!
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\$5

black friday only

arizona or novelty
boys' sleep pants
sizes 4-20
orig. \$8-\$9



\$7

black friday only

your choice
girls' novelty hooded gowns
sizes 4-16
orig. \$10



\$9

black friday only

okie dokie
kids' critter sleepwear
sizes 2t-5t
orig. \$14



\$15

black friday only

your choice
radio-control toys
or laugh & learn puppy
orig. \$20



black friday deals start on thanksgiving at jcp.com



\$5

black friday only

total girl sleep separates or
boys' novelty sleep pants
sizes 4-20
orig. \$8-\$9

A photograph of three children standing side-by-side, wearing puffy winter jackets. On the left is a young boy with blonde hair in a dark brown jacket. In the center is a boy with a shaved head in a white jacket with red trim. On the right is a girl with reddish-brown hair in a bright blue jacket. A black rectangular box with white text is overlaid in the center of the image.

\$15

black friday only

kids' bubble jacket
sizes 12m-20
orig. \$17



\$5

black friday only

your choice
boys' long-sleeve tees
sizes 4-20
orig. \$7



\$9

black friday only

version boys' fleece
hoodie or pants
sizes 4-20
orig. \$12



\$9

black friday only

dc boys' short-sleeve tees
sizes 4-20
orig. \$14



\$10

black friday only

arizona boys' skinny jeans
sizes 4-20
orig. \$15



a special gift from us to you

Get your free Christmas buttons at jcp for a chance to win one of 100 great American vacations or many other gifts on Black Friday! Plus, more vacations and gifts till Christmas Eve. See page 3 for details.



\$18

black friday only

your choice

comfort zone contour or
classic memory foam pillow
orig. \$25

\$3

black friday only

jcp home standard/queen
hunk pillow
orig. \$5

\$7

black friday only

sealy select medium or firm
standard/queen pillow
orig. \$10

shop early—deals start thursday at jcp.com

\$40

black friday only

jcp home 3-pc. faux-shearling
reversible twin comforter set
orig. \$60



\$60

black friday only

royal velvet 400tc egyptian cotton
3-pc. full/queen comforter set
orig. \$80



\$70

black friday only

any size
all 7-pc. comforter sets
orig. \$90-\$120



little buttons, big gifts

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100 great American vacations or many other gifts on Black Friday!
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\$14

black friday only

your choice

jcp home microplush twin/xl twin blanket, any size microfibre sheet set or flannel twin sheet set
orig. \$20-\$45



microplush blanket



microfibre sheet set



flannel sheet set

\$20

black friday only

jcp home all-season twin down-alternative comforter
orig. \$40



\$30

black friday only

biddeford heated twin mattress pad
orig. \$50



\$30

black friday only

your choice

jcp home modal queen sheet set or fleece queen sheet set or sealy plush heated twin blanket
orig. \$45-\$55



modal sheet set



heated blanket



fleece sheet set

\$45

black friday only

royal velvet 400tc wrinkleguard queen sheet set
orig. \$70



\$100

black friday only

jcp home medium warmth full/queen down comforter
orig. \$140



save big on comfort and joy—black friday only



\$5

black friday only

royal velvet pure perfection
30x54" bath towel
orig. \$7

\$9

black friday only

memory foam 17x24" bath rug
orig. \$16

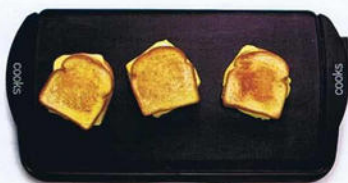


joy to the buttons

Get your free Christmas buttons at jcp for a chance to win one of 100 great American vacations or many other gifts on Black Friday! Plus, more vacations and gifts till Christmas Eve. See page 3 for details.



5-qt. slow cooker



nonstick griddle



5-in-1 power blender



12-cup coffeemaker



2-slice toaster



10-speed hand mixer



10-liter toaster oven



belgian waffle maker

while they last—no mail-in rebates required

\$15

black friday only

your choice
pyrex 18-pc. storage set
or 5-pc. bakeware set
orig. \$30-\$35



18-pc.
storage
set



5-pc.
bakeware
set

\$30

black friday only

your choice
pfaltzgraff 16-pc. reactive
glaze dinnerware sets
orig. \$55



\$40

black friday only

jcp home
92-pc. flatware set
orig. \$60



\$45

black friday only

cooks
22-pc. knife set
orig. \$100



\$100

black friday only

cooks 13-pc. hard-anodized
nonstick cookware set
orig. \$200



get free buttons, win big gifts

Get your free Christmas buttons at jcp for a chance to win one of 100 great American vacations or many other gifts on Black Friday! Plus, more vacations and gifts till Christmas Eve. See page 3 for details.



\$40

black friday only

protocol
4-pc. luggage set
orig. \$100

\$70

black friday only
protocol 6-pc. luggage set
orig. \$140

get black friday prices on thanksgiving at jcp.com

\$20

black friday only

your choice
jansport, adidas &
high sierra backpacks
orig. \$35-\$65



\$70

black friday only

your choice
high sierra wheeled duffels
orig. \$110-\$130



\$300

black friday only

dyson dc24 multi floor or
dc44 animal cordless vacuum
orig. \$400



\$450

black friday only

dyson dc41 animal vacuum
orig. \$600

dyson



button and gift giveaway

Get your free Christmas buttons at jcp for a chance to win one of 100 great American vacations or many other gifts on Black Friday! Plus, more vacations and gifts till Christmas Eve. See page 3 for details.



\$15

black friday only

claiborne, dockers, jcp
or joe joseph abboud
select men's sweaters
orig. \$20-\$30

**grab all you can carry—
black friday only**

\$8

black friday only

st. john's bay
men's long-sleeve
polos or henleys
orig. \$10



\$10

black friday only

st. john's bay
men's flannel shirts
orig. \$12



\$10

black friday only

st. john's bay
men's worry-free pants
orig. \$15



\$15

black friday only

claiborne
men's microfiber pants
orig. \$25



a special gift from us to you

Get your free Christmas buttons at jcp for a chance to win one of 100 great American vacations or many other gifts on Black Friday! Plus, more vacations and gifts till Christmas Eve. See page 3 for details.



\$12

black friday only

stafford men's
dress shirts **orig. \$15-\$17**
or silk ties **orig. \$25**

get black friday prices on thanksgiving at jcp.com

\$18

black friday only
van heusen men's
dress shirts or silk ties
orig. \$25



\$18

black friday only
your choice
men's dress pants
orig. \$20



\$25

black friday only
haggar
men's corduroy pants
orig. \$35



\$40

black friday only
stafford men's
corduroy sportcoats
orig. \$55



merry christmas, america!

Get your free Christmas buttons at jcp for a chance to win one of
100 great American vacations or many other gifts on Black Friday!
Plus, more vacations and gifts till Christmas Eve. See page 3 for details.



\$8

black friday only

stafford men's
sleep pants
orig. \$10

get even greater deals—black friday only

\$4

black friday only
hs by happy socks
men's socks
orig. \$8



\$8

black friday only
stafford men's
memory foam slippers
orig. \$10



\$12

black friday only
stafford
men's wallets
orig. \$15



\$12

black friday only
stafford men's
packaged underwear
orig. \$18-\$22



this christmas, the gifts are on us

Get your free Christmas buttons at jcp for a chance to win one of 100 great American vacations or many other gifts on Black Friday! Plus, more vacations and gifts till Christmas Eve. See page 3 for details.

A black and white advertisement featuring two men. The man on the left is smiling and looking at the camera, wearing a dark coat over a blue and white striped sweater and a white collared shirt. The man on the right is looking down, adjusting the buttons of his dark coat, which is worn over a striped shirt. A large black rectangular box is superimposed over the center of the image, containing white text.

\$50

black friday only

claiborne
car coat or peacoat
orig. \$80

\$10

black friday only

stafford
leather gloves
orig. \$15



\$40

black friday only

free country or decree
outerwear
orig. \$50-\$60



\$70

black friday only

dockers
outerwear
orig. \$80-\$90



\$70

black friday only

i jeans by buffalo
outerwear
orig. \$90



shop early—deals start thursday at jcp.com



\$10

black friday only

arizona guys'
flannel shirts
orig. \$15

**unwrap the best deals—
black friday only**

\$8

black friday only

your choice
guys' graphic tees
orig. \$10



\$15

black friday only

arizona
guys' jeans
orig. \$20



\$20

black friday only

ncaa, hart & huntington
or zoo york guys' hoodies
orig. \$30



\$30

black friday only

nike, adidas, vans or dc
guys' hoodies
orig. \$35-\$40



get your holidays buttoned up

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100 great American vacations or many other gifts on Black Friday!
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\$10
black friday only
arizona
juniors' or guys' jeans
orig. \$17



Black Friday prices are effective November 23, 2012. Items are subject to availability and may not be available in all jcp stores or at jcp.com. Original prices are original offering prices. Sales may or may not have been made at this price. Diamond carat weights (ct) represent the approximate total weight (t.w.) of all diamonds in each setting, unless noted. Diamond solitaire weights may vary between .01 and .05 carat. Diamond total weights may vary between .01 and .08 carat. Some diamonds may consist of fewer than 17 facets. Gemstones and some diamonds may have been treated and may require special care. Jewelry photos may be enlarged to show detail. jcp reserves the right to limit returns or exchanges without a valid receipt. jcp matches any similar local competitor's current advertised price on identical items we carry in stores. Just bring the ad to a jcp team member, and we'll honor the lower price. Does not include Sephora, Salon, Optical, Portrait or Custom Decorating.