

**it only  
happens  
once a  
year!**



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



merry  
christmas  
america



# 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](http://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 jcpenny 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 "merry christmas america" Promotion, P.O. Box 510765, New Berlin, WI 53151 by 12/18/12). Visit [jcp.com/christmas](http://jcp.com/christmas) or [m.jcp.com/christmas](http://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: \$159,400,608. Odds of winning a gift: 1:4. Subject to Official Rules, check [christmas.jcp.com/rules](http://christmas.jcp.com/rules). Sponsor: J. C. Penney Corporation, Inc., 6501 Legacy Drive, Plano, TX 75024, [www.jcp.com](http://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**

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**

jcp cable sweaters

orig. \$20

**get black friday prices on thanksgiving at [jcp.com](http://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](http://jcp.com)**



WORTHINGTON  
W

\$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 claiborne 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](http://jcp.com)**



**\$55 black friday only**  
3-pc. set. ¼ 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-accent  
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 ½ ct. t.w. sterling  
silver earrings or pendant.  
available in additional styles  
orig. \$65



**\$145**

**black friday only**

½ ct. t.w. 10k white  
gold earrings  
orig. \$195



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



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



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



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



**\$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  $\frac{3}{4}$  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  $\frac{1}{10}$  ct. t.w. white  
& color-enhanced black  
diamond ring or bracelet

**\$70**

**black friday only**  
your choice  
assorted fine jewelry  
orig. \$95



**\$70 black friday only**  
3-pc. set.  $\frac{1}{10}$  ct. t.w.  
sterling silver over brass



**\$70 black friday only**  
your choice  $\frac{1}{10}$  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](http://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**

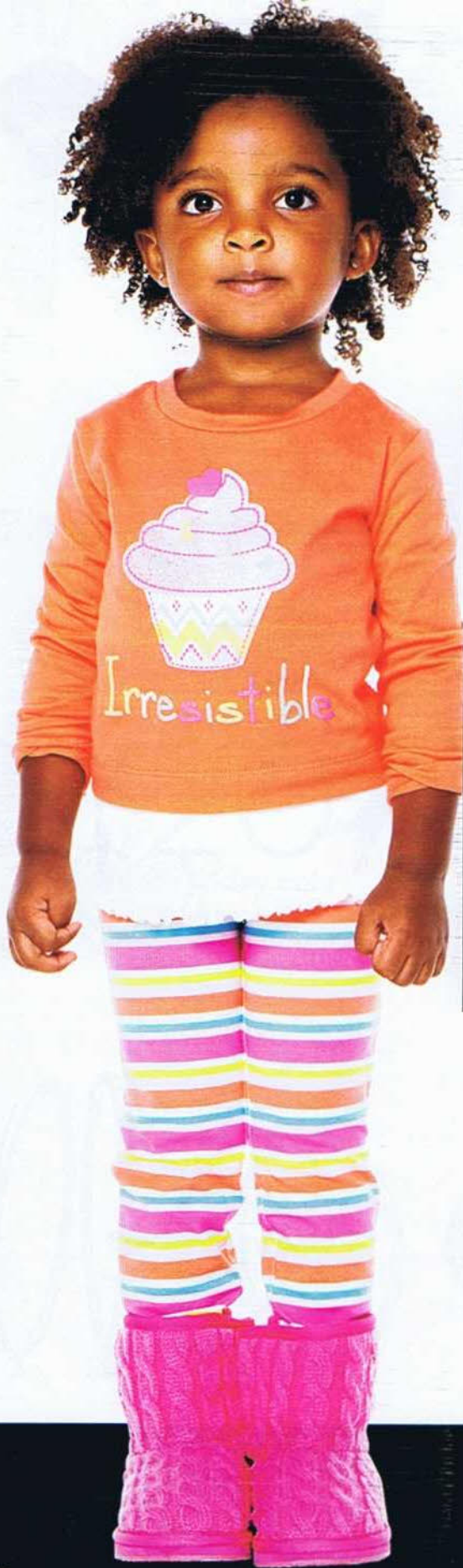
**black friday only**

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! Plus, more vacations and gifts till Christmas Eve. See page 3 for details.



**\$4**  
**black friday only**  
okie dokie kids' separates  
sizes 0m-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 4-18 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

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**

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](http://jcp.com)**



\$5

**black friday only**

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



\$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**  
xersion 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](http://jcp.com)**

\$40

**black friday only**

jcp home 3-pc. faux-sheerling  
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

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.

# \$14

**black friday only**

your choice

jcp home microplush twin/xl twin blanket, any size microfiber sheet set or flannel twin sheet set

orig. \$20-\$45



microplush blanket



microfiber sheet set



flannel sheet set

# \$20

**black friday only**

jcp home all-season twin down-alternative comforter

orig. \$40

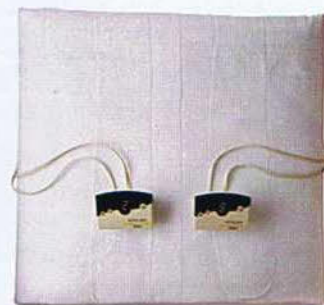


# \$30

**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

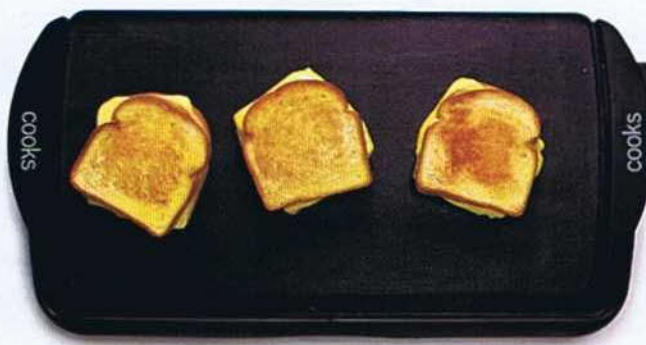


## joy to the buttons

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

**\$8**

**black friday only**

**your choice**

**cooks** small kitchen electrics

**orig. \$22-\$30**



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](http://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](http://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**

socks by happy socks  
men's socks  
orig. \$8



\$8

**black friday only**

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



\$12

**black friday only**

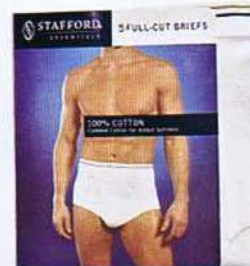
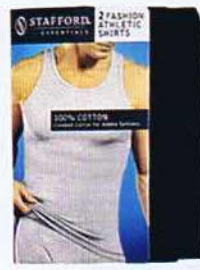
stafford  
men's wallets  
orig. \$15



\$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 for Claiborne coats. Two men are shown from the waist up. The man on the left has short, light-colored hair and a slight smile, wearing a dark coat over a blue and white striped sweater and a white collared shirt. The man on the right has short dark hair and is looking down, wearing a dark coat over a striped shirt. The background is plain white.

\$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](http://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**

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**

arizona  
juniors' or guys' jeans  
orig. \$17



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