

JCPenney

CHRISTMAS 1976



SAVE THIS CATALOG — ORDER TOYS TILL AUGUST 13, 1977. • ALL OTHER PRICES IN EFFECT
TILL JANUARY 22, 1977, UNLESS OTHERWISE STATED. • INDEX STARTS ON PAGE 329

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Now it's easy to use color in home decorating—no more wondering "will these colors go together." Because every time you choose one of the JCPenney Home Colors in home furnishings, you can be sure that all shades in the same color "family" will harmonize. Read about it (and see all the JCPenney Home Colors!) on page 1220 in our big Fall '76 Catalog.

Shop-by-Phone

Wherever you may be, if there's a phone within reach, you can save "shopping time" by ordering the easy telephone way. For the number of the

We'll Mail to Servicemen

We will send gifts to servicemen at A.P.O. and F.P.O. addresses anyplace in the world—in time to arrive for Christmas. See page 332 for details.

Send Gifts to a Friend

Write carefully the name and address of the person you wish to send gift(s) to—don't forget Zip Code. In each Gift Parcel we enclose a slip with your name as sender, and a Merchandise Return Form. No price is shown.

How-to-Measure for Clothing and the Home

All the information you need is in our big Fall '76 Catalog on the following pages:

Clothing

Women's Clothing (all sizes)..... page 291

Women's Undergarments

Little Girls' page 404

Big Girls' and Junior High...page 405

Men's Clothing (all

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For the Home

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For Your Information

Whatever you're shopping for—clothes, gifts, something for family or home—if you can't find it in this catalog, look in our big Fall '76 Catalog. Index starts on page 739.

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can be ordered at their Christmas Catalog prices till August 13, 1977. Notices on those pages will tell you.

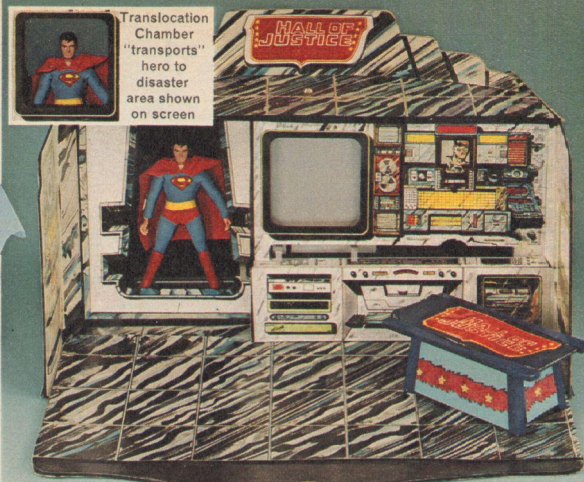
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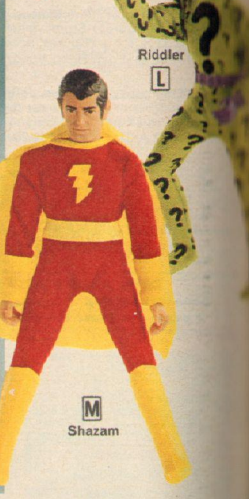
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 Action Figures shown are sold separately
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C Batmobile **5⁹⁹**
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Muhammed Ali action figure also sold separately
Figure 6⁴⁹
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P 17⁹⁹



1 14⁹⁵
2 15⁹⁵

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See Raggedy Ann Index on page 329

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6 10⁹⁵

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See Peanuts Index on p. 329



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15⁹⁵

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8 BOY'S CALENDAR WATCH. Charcoal gray, full-numeral dial has luminous markers and hands. Sweep second hand. Silver-tone base-metal case. Stainless steel link bracelet. Swiss movement.
X 644-3576 A—We Pay Postage 14.95

9 GIRL'S WATCH. Full-numeral dial with red sweep second hand. Enamel base-metal top case; silver-tone base-metal back. Plastic strap. Swiss movement. We pay postage.
X 644-3212 A—Red top case and strap 13.95
X 644-3220 A—Blue top case and strap 13.95



438 JCPenney 19⁸⁸ 14⁹⁵ 13⁹⁵



1 Child-size 16⁹⁵
2 Traditional 13⁹⁵
3 Acrylic Plastic 14⁹⁵
4 Adult-size 14⁹⁵
5 Calendar Watch 15⁹⁵

Let Mickey Mouse® Share His Time With You

1 CHILD-SIZE MICKEY MOUSE WATCH. Full-numeral dial. Gold-tone base-metal case. Blue vinyl strap. Swiss movement.
X 644-0184 A—We Pay Postage 16.95
Teenage-size (not shown). Same as above but silver-tone case.
X 644-0309 A—We Pay Postage 16.95

2 TRADITIONAL-STYLE MICKEY MOUSE WATCH. Full-numeral dial. Silver-tone base-metal case. Black vinyl strap. Dependable Swiss movement.
X 644-3683 A—We Pay Postage 13.95

3 ACRYLIC-PLASTIC MICKEY MOUSE WATCH. Full-numeral dial. Clear acrylic plastic case and matching strap. Swiss movement.
X 644-3584 A—We Pay Postage 14.95

4 ADULT-SIZE MICKEY MOUSE WATCH. Full-numeral dial. Silver-tone base-metal case. Black plastic strap. Swiss movement.
X 644-3592 A—We Pay Postage 14.95

5 MICKEY MOUSE CALENDAR WATCH. Full-numeral dial. 60-minute rotating bezel tells elapsed time at a glance. Silver-tone base-metal case. Black vinyl strap. Swiss movement.
X 644-3618 A—We Pay Postage 15.95

6 MICKEY MOUSE WATCH. Gold-tone, full-numeral dial. Brushed gold-tone base-metal case. Black plastic strap. Swiss movement.
X 644-3600 A—We Pay Postage 15.95

7 MICKEY MOUSE BANGLE-BRACELET WATCH. Full-numeral dial. Gold-tone base-metal case and matching bangle bracelet. Swiss movement.
X 644-3667 A—We Pay Postage 19.95

8 MICKEY MOUSE CLUB WATCH AND BADGE. Colorful emblem on full-numeral dial. Silver-tone base-metal case. Red plastic strap. Includes 3 1/2-in. diameter, full-color, Mickey Mouse Club pin-on badge. Swiss movement.
X 644-3659 A—We Pay Postage 15.95



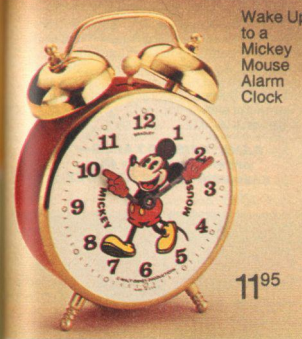
6 Brushed gold-tone 15⁹⁵

7 Bangle Bracelet 19⁹⁵



8 Club Watch and Badge 15⁹⁵

3 1/2-in. Mickey Mouse Club Badge Included



Wake Up to a Mickey Mouse Alarm Clock

11⁹⁵

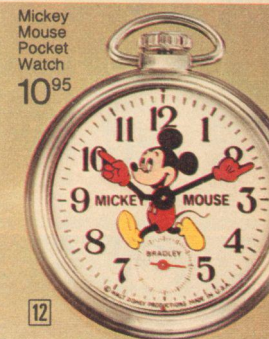


Cinderella and Minnie Mouse Watches

Your Choice 15⁹⁵ each



11



Mickey Mouse Pocket Watch 10⁹⁵

12

9 2-BELL ALARM CLOCK. Alarm indicator. Red base-metal case. Yellow base-metal bells and back. Approximately 4 1/2-in. diameter. We pay postage.
X 644-6207 A 11.95

10 CINDERELLA WATCH. Perfect gift for a young princess. Her hands tell the time. Gold-tone base-metal case. White vinyl strap. Swiss movement. We pay postage.
X 644-6165 A 15.95

11 MINNIE MOUSE WATCH. Full-numeral dial. Her hands tell the time. Gold-tone base-metal case. Pink vinyl strap. Swiss movement. We pay postage.
X 644-6157 A 15.95

12 MICKEY MOUSE POCKET WATCH. Extra-large, full-numeral dial with Mickey in full color. Smaller 60-second dial. Silver-tone base-metal case. We pay postage.
X 644-0606 A 10.95

All items on this page are ©Walt Disney Productions. See Disney Index on page 329. All watches shown approximately actual size. Alarm clock [9] shown approximately 1/2 actual size.

Charge it—see page 334

JCPenney 439

The Sunshine Family and Their World

Family
Craft Store

11.44



1 Sunshine Family Craft Store.* Counter with drawers, bench, shelves, register, stove, chair, spinning and potter's wheels, label set, plus craft-making instructions. Masonite, plastic and paper. 18x18x15 in. high. (Family not incl., order [2] or [4] at right.) Mailable. Partly assembled. X 921-9544 A—Wt. 6 lbs. 11.44

2 The Sunshine Family.* Steve, Stephanie and baby Sweets—just the right size for the house [3] or store [1]. Colorfully dressed, they come with an idea book on how to make more accessories from everyday materials. 9½, 9, and 3-in. tall vinyl dolls. Mailable. X 921-2671 A—Wt. 1 lb. 5.98

The Happy Family
5.98



3 The Sunshine Family Home.* Four rooms plus patio, comes with furniture shown—includes instructions on how to make more furniture from everyday materials. Vinyl, polypropylene and chipboard. 20x20x12 in. high. Dolls not included, order [2] or [4]. Mailable. X 921-2669 A—Wt. 3 lbs. 8.99

4 The Happy Family.* Hal, Hattie, and baby Hon—good friends of the Sunshine Family—able to use all their accessories! Dressed as shown, with idea book to make extra accessories from everyday materials. 9½, 9 and 3-in. tall vinyl dolls. Mailable. X 921-6730 A—Wt. 1 lb. 5.98



2 The Sunshine Family
5.98



4.66

Nugget the Horse
and Dusty's
Riding Outfit

2 9.98



Derry Daring's Her Name—
Thrills and Action
Her Game!

Includes motor-
cycle, energizer
and outfitted doll



11.44

Dusty and Nugget

2 Nugget the Horse, Plus Dusty's Riding Outfit.* Dusty loves to ride and care for her favorite horse. Nugget's neck moves up and down. Soft flopped coat, groomable rooted mane and tail. 11-in. tall polyurethane foam body. Comes with saddle, bucket, grooming accessories, fence, plus 5-pc. riding outfit for Dusty. (Doll not included—order separately below). Mailable. X 921-6599 A—Wt. 1 lb. 9.98

3 Dusty—the Teen Action Sports Doll. 11½-in. tall with poseable vinyl body, acetate hair. Dressed in swim suit. Mailable. X 921-6565 A—Wt. 0.75 lb. 4.66

4 Derry Daring and Her Stunt Cycle.* Liberated daredevil on her cycle—takes off from a booster—special gyro-mechanism keeps her running straight. Does flips, jumps, wheelies. 7-in. high poseable vinyl Derry dressed in jump suit with helmet and boots. Plastic cycle with kickstand. Mailable. X 921-3349 A—Wt. 2.20 lbs. 11.44

Beautiful TARA



1 9.99

Her hair grows longer . . . and shorter!

1 Every Little Girl Loves Tara! And every little girl will love to comb, set and style her lustrous black hair that really "grows"! Changes from a short everyday cut, to a long, flowing romantic sweep—and back again. 15½-in. tall poseable vinyl body. Dressed in a charming gingham pants outfit with matching shoes. X 921-8850 A—Mailable: wt. 1 lb. 9.99



Jody's Farm
12.44

JODY
the Old-Fashioned Girl

5 & **6** Perfect play settings for Jody's old-fashioned charms. All of beautifully detailed printed vinyl and plastic. Dolls shown not included—order below.

[5] Jody's Farm.* Barn complete with beams and stable; horse-drawn buckboard; all the farm tools Jody needs to care for her many animals. Also includes picnic blanket and basket of "goodies". 16x18x15 in. high. Mailable. X 921-8884 A—Wt. 5 lbs. Set 12.44

[6] Jody's Country Kitchen.* Complete with kitchen sink and cabinets, ice box, cuckoo clock, telephone table and chairs, stove, water pump, plenty of pots, pans, dishes and groceries. There's even a cat at Jody's feet. 14x14x11½ in. high. Mailable. X 921-4990 A—Wt. 4.25 lbs. Set 12.44

7 & **8** Jody Dolls—dressed in time-gone-by outfits—reminds little girls of what it was like in their great-grandma's times! She has long, long auburn hair, life-like 9-in. tall vinyl body with painted features and poseable legs, arms, head.

[7] Country Gingham. Jody dressed in checked cotton dress and apron, pantaloons, high-button shoes, ribboned bonnet. X 921-8876 A—Mailable: wt. 1 lb. 4.99

[8] Gibson Girl. Jody dressed in Gibson-style outfit with print blouse, belted skirt, pantaloons, high-button shoes, cotton lace-trimmed bonnet. X 921-4875 A—Mailable: wt. 1 lb. 4.99

*Caution: toy with small parts—see note on page 489.

TOYS AREN'T JUST FOR CHRISTMAS
Save this catalog. Order anything on these two pages—at these low prices—until August 13, 1977

504 JCPenney



Jody's Country Kitchen
12.44

Gingham Girl **7**

4.99 each

Gibson Girl **8**

Outfits for 11½- and 12-in. Tall Fashion Dolls



**CONSUMER INFORMATION:
MORE ABOUT DOLLS**

Playing with dolls gives children a way of acting out their own feelings as well as the emotions they observe in other people. Dolls provide acceptable ways for children to explore such emotions as affection, anger, joy, sorrow, love, and fear. This gives children a better understanding of their own and other people's behavior.

JCPenney 505



799
Evel Kniewel Costume
1

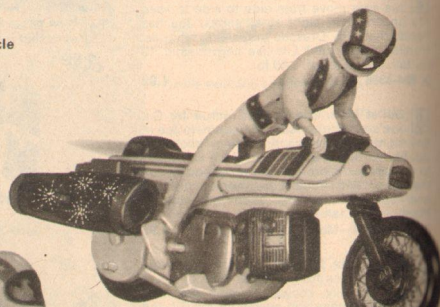
Evel Kniewel—for daredevil thrills and action!

1 Evel Kniewel® Playsuit. Lets kids take part in the action! Multi-color cotton with soft, plastic mask. Boys' sizes S(4-5), M(6-8), L(10-12), State S, M, or L—not number size. MW(machine washable). See pages 404, 405 in our Fall '76 Catalog on how to find child's correct size. Mailable: wt. 1 lb. ©1975 E.K. X 924-5267 B..... 7.99

2 to 5 Evel Kniewel Stunt Vehicles. Each comes with Evel and wind-up energizer for extra-fast zoom starts! Each stunt vehicle does wheelies and other stunts—special gyro mechanism assures perfect landings. Shock-absorbing front forks. Plastic with authentic decals. Poseable, vinyl figure is 7-in. tall, wears uniform with helmet and swagger stick. Cycles are 9-in. long. Ages 5 and up.
X 924-3601 A—[2] Stunt Cycle. Mailable: weight 2.40 lbs. 9.99
X 924-9202 A—[3] Jet Cycle. Mailable: weight 2.75 lbs. 12.33
X 924-9236 A—[4] Chopper. Mailable: weight 1.25 lbs. 10.99
[5] Formula I Modified Dragster with front wheels that extend 4 in., or retract. Pop drag chute at end of its run. 10½ in. long. X 924-0363 A—Mailable: wt. 2.40 lbs. 14.66



Stunt Cycle
999
2



Jet Cycle
1233
3



Chopper
1099
4



Dragster
1466
5

[2] to [5]
Action-packed
vehicles—
each with energizer
and figure

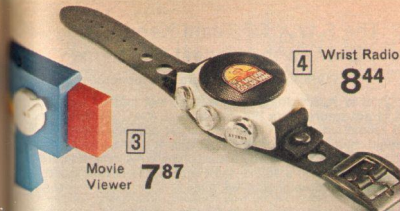
**TOYS AREN'T JUST
FOR CHRISTMAS**
Order anything
from these 2 pages
—at these low prices—
until August 13, 1977

Funny Car with Energizer 999

6 Evel Kniewel Funny Car. Kids will love this sleek racing car. Gyro-powered car does daredevil wheelies; has wind-up energizer for fast starts and high-speed runs. And, the body shell lifts up to display detailed racing engine and chassis! 14-in. long. Plastic. Ages 5 and up. X 924-9210 A—Mailable: weight 2.75 lbs. 9.99

Die-Cast Metal Miniatures 244 Ea.; 2 for 448

7 to 12 Evel Kniewel Precision Miniatures. Start a collection! Authentically detailed reproductions of Evel's exciting stunt vehicles. Made of die-cast metal and sturdy plastic, with full-color detail, moving wheels, and Evel Kniewel figure in driver's seat. 3 to 5 in. long. For ages 4 and up. Mail. wt. 0.50 lb. ea.
X 924-9293 A—[7] Funny Car. 244 X 924-9343 A—[10] Formula 5000. 244
X 924-9350 A—[8] Dragster. 244 X 924-9277 A—[11] Stunt Cycle. 244
X 924-9285 A—[9] Chopper. 244 X 924-9327 A—[12] Sky Cycle. 244
SAVE 40¢ when you buy two vehicles [7] through [12] together. State both Catalog Numbers, pay only. 4.48



Movie Viewer
787
3



Bionic Transport and Repair Station
898
5

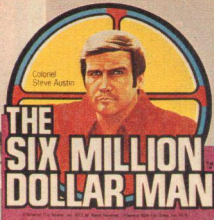
MASKATRON...
robot enemy assumes many disguises
"Destroy" him... rebuild him
6.98
6



Includes Figure, outfit, 3 masks, 2 special function arms



Crystal Backpack Radio
4.66
7



©Universal City Studios, Inc. 1973

Command Console 844

1
844



Critical Assignment Arms Set 544

Laser, Neutralizer, and Oxygen Supply Arms Snap On Six Million Dollar Man Figure

544
8



1 Six Million Dollar Man Command Console. Important missions begin here! It's a complete communications center equipped with 8 plug-in cables, a working compass, plus binoculars, clicking Morse code sender, and simulated TV screen that shows pictures of Oscar, Jamie, Maskatron, and others. 14½-in. high console with command chair and 24-in. in diameter floor mat. Plastic. Figure shown not included. X 924-9517 A—Ages 5 and up. Mailable: 2 lbs. 8.44

2 Six Million Dollar Man Movie Viewer. Slide in cartridge, turn crank, and watch the show. Run fast action, slow motion, or even backwards! Adjustable focus wheel. Recessed eyepiece. Plastic. 6¾x9½-in. high. Cartridge included. X 925-0499 A—Ages 5 and up. Mailable: 0.75 lb. 7.87

3 Six Million Dollar Man Bionic Transport and Repair Station. Rocket-shaped base includes: "computer"—72 different readouts identify malfunctions; "X-ray" unit—phosphorescent screen shows pictures to reveal inner workings of figure's arm, legs, and skull; revitalization chamber; and revolving radar scope. White and blue plastic—folds into 17½-in. tall transport rocket. Figure not incl.—order [2] at left. Ages 5 and up. Mailable: 2 lbs. X 924-3270 A..... 8.98
Extra Cartridges for [3]. Mailable: wt. each 0.25 lb.
X 925-0556 A—"Bionic Rescue"
X 925-0572 A—"Steve Tackles Danger"
X 925-0564 A—"Colonel Steve Austin in Pursuit"....Ea. 3.49

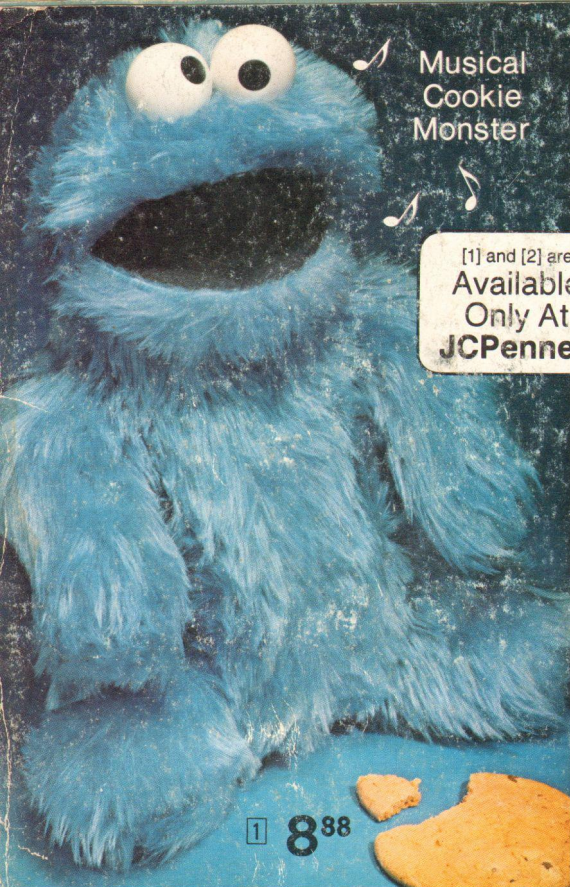
4 Bionic Man's Wrist Radio. It really works! 6 transistor solid state radio picks up all AM stations. Knobs to control on/off, stations, volume, 2-in. speaker. Uses one "AA"-cell battery (not included—order under [8]). Adjustable strap. Plastic and metal. Ages 5 and up. Mailable: 0.50 lb. From Hong Kong. X 924-9566 A..... 8.44

6 Maskatron. He's the robot enemy of the Six Million Dollar Man—and he's cunning! He disguises his "computer" face with 3 different human masks. But he's not invincible—hit certain pressure spots and his arms, legs, and head go flying! Includes outfit, 2 special function arms, 3 masks. 13-in. tall figure. Plastic. X 924-9525 A—Ages 5 and up. Mailable: 1.50 lbs. 6.98

7 Bionic Man's Backpack Radio. Working crystal set really picks up AM radio broadcasts—and it works without batteries! Mask can attach to child's wrist or belt. Backpack and helmet designed to fit 6 Million Dollar Man figure not included—order [2] at left. Earphone for child's use. Plastic. Ages 5 and up. X 924-3221 A—Mailable: weight 0.50 lb. 4.66

8 The Six Million Dollar Man's Critical Assignment Arms Set. Three snap-on plastic arms for Steve Austin figure. "Laser Arm" shoots red beam—uses one "AA"-cell battery (not incl., order below); "Neutralizer Arm" has karate-chopping action and fires the "Sonic Stunner" gun; "Oxygen Supply Arm" contains oxygen mask. All have "roll-back" skin to reveal bionic components. Also includes T-shirt. Plastic. Figure not incl. X 924-9558 A—Ages 5 and up. Mailable: 0.50 lb. 5.44
X 957-1902 A—"AA"-Batteries. 0.40 lb. Pkg. of 4 99¢

TOYS AREN'T JUST FOR CHRISTMAS. You can order anything on these 2 pages—at these low prices—till August 13, 1977



Musical Cookie Monster

[1] and [2] are Available Only At JCPenney

1 8⁸⁸



1 Musical Cookie Monster. Huggable Muppet has a music box inside—plays a well-known Sesame Street melody soft and low. He's a big 13 in. tall. Covered with long-pile cotton acrylic plush, filled with soft cotton-synthetic fibers. Big locked-in eyes and open mouthed expression—just like on TV! X 921-3596 A—Mailable: weight 1 lb. 8.88



2 Cookie Monster Tote Bag 3⁹⁷

2 Tote Along a Famous Friend! Colorful bag made of sturdy spun rayon. Long shoulder strap. The side pouch is shaped like a cookie jar—and a miniature 3½-in. Cookie Monster rides inside! Take him out for play along the way! He is soft, squeezable plush. 10½x8½ in. high. Mailable: wt. 0.40 lb. From Taiwan. X 921-7613 A 3.97

Big Bird spins as record turns!

16⁶⁶

Solid State phonograph plays 33 or 45 rpm—



Big Bird Perches on Top—Spins with the Record! Colorful phonograph is easy for kids to operate—just lift lid, place record, put lid down—the needle's in the lid! Plays 45 or 33 rpm records. Plastic and metal with soft plastic bird. 11x5½x6½ in. high overall. Uses 4 "C"-cell batteries—not included, order below. For ages 3 years and up. From Hong Kong. X 924-6273 A—Mailable: wt. 3 lbs. 16.66 X 959-0787 A—Pkg. of 6 "C"-Cell Batteries. Mail: wt. 0.95 lb. 1 pkg. 1.39



4 7⁸⁸

They're Radios!

3 Night Light AM Table Radio. Friendly Sesame Street Muppets of soft vinyl keep kids company as they go to sleep. Rotary tuning and volume controls. Lamp post works as separate night light with rotary dimmer switch. 5x5x9½ in. high overall. 110–120V, AC, UL listed adapter. From Hong Kong. X 924-5564 A—Mailable: weight 2.50 lbs. 11.88

4 to **6** Muppet Portable AM Radios. Colorful plastic. Rotary tuning and volume. Carry strap. Use 9-V battery—not included, order below. Mailable: 1 lb. each: Hong Kong. X 924-5598 A—[4] Oscar the Grouch. 5¼ in. high 7.88 X 924-5580 A—[5] Bert and Ernie. 7 in. high 7.88 X 924-5572 A—[6] Big Bird. 9 in. high 7.88 X 959-0084 A—Pkg. of two 9-V batteries. 1 lb. 1 pkg. 1.19

5 7⁸⁸

6 7⁸⁸



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