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J C PENNEY CO INC  
Form 8-K  
November 04, 2003

SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

FORM 8-k

CURRENT REPORT  
PURSUANT TO SECTION 13 OR 15(d) OF THE  
THE SECURITIES EXCHANGE ACT OF 1934

Date of Report (Date of earliest event reported): October 29, 2003

J. C. Penney Company, Inc.  
(Exact name of registrant as specified in its charter)

Delaware (State or other jurisdiction of incorporation )	1-777 (Commission File No.)	13-5583779 (I.R.S. Employer Identification No.)
6501 Legacy Drive Plano, Texas		75024-3698
(Address of principal executive offices)		(Zip code)

Registrant's telephone number, including area code: (972) 431-1000

Item 5. Other Events and Regulation FD Disclosure

See copy of JCPenney News Release dated October 29, 2003, announcing the sale of the Company's Mexico operation, attached as Exhibit 99.

Item 7. Financial Statements and Exhibits.

(c) Exhibits.

99 J. C. Penney Company, Inc. News Release of October 29, 2003.

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the

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undersigned hereunto duly authorized.

J. C. PENNEY COMPANY, Inc.

By: /s/ Charles R. Lotter

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Charles R. Lotter  
Executive Vice President, Secretary and  
General Counsel

Date: October 29, 2003