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J C PENNEY CO INC  
Form 8-K  
May 20, 2004

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): May 18, 2004

J. C. PENNEY COMPANY, INC.  
(Exact name of registrant as specified in its charter)

|   |                                  |   |
|---|----------------------------------|---|
| Delaware<br>(State or other jurisdiction<br>incorporation ) | 1-15274<br>(Commission File No.) | 26-0037077<br>(I.R.S. Employer<br>Identification No.) |
|---|----------------------------------|---|

|   |                          |
|---|--------------------------|
| 6501 Legacy Drive<br>Plano, Texas<br>(Address of principal executive offices) | 75024-3698<br>(Zip code) |
|---|--------------------------|

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

Item 12. Results of Operations and Financial Condition.

J. C. Penney Company, Inc. issued a news release on May 18, 2004, announcing its first quarter consolidated earnings. This information is attached as exhibit 99.1.

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SIGNATURES

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 undersigned hereunto duly authorized.

J. C. PENNEY COMPANY, Inc.

By: /s/ Robert B. Cavanaugh  
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Robert B. Cavanaugh  
Executive Vice President,

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Chief Financial Officer

Date: May 20, 2004

EXHIBIT INDEX

| Exhibit Number | Description   |
|----------------|---|
| 99.1           | J. C. Penney Company, Inc. News Release issued May 18, 2004 |