

FASHION EXPO
EXCITEMENT
NOW 14.99
& 19.99

Now 19.99. On misses, our easy poly/cotton dress, one-piece, with the two in solid colors, contrast trim.
 Now 14.99. On misses, our easy poly/cotton dress, one-piece, with the two in solid colors, contrast trim.
 Information on these and other items may have been given.



**FASHION EXPO
 SWEEPSTAKES*
 RULES AND
 INSTRUCTIONS**

1. No purchase necessary!
2. You may enter the sweepstakes by completing the entry form available in the JCPenney stores, or by posting your name, address and destination city on a 3"x5" postcard and depositing the completed entry in participating JCPenney stores. Alternatively, mail either the completed entry form or the 3"x5" postcard to JCPenney Fashion Expo Sweepstakes, P.O. Box 230, Binghamton, New York 13904. Important: You must print the name of destination you choose on the front of your entry. Entries of correct entry in order to be eligible. Entries as given as you like, but each entry must be mailed separately. There will be only one winning entry per family or household. Odds of winning each sweepstakes depend on number of entries received for each sweepstakes. All prizes will be awarded in the event a winner does not respond within 30 days of award notification, an alternate winner will be selected.
3. Entries must be postmarked or deposited in store no later than May 8, 1983. No responsibility is assumed for lost, late or misdirected entries.
4. No mutilated, illegible or mechanically reproduced entries or facsimiles will be honored.
5. Winners will be selected the week of June 6, 1983, in separate regional random drawings from among all entries received from each region. The drawing will be under the supervision of Curtin Marketing, Inc., an independent judging organization whose decisions are final on all matters relating to the offer.
6. Employees of the JCPenney Company, Marriott Corporation, American Airlines, and Curtin Marketing, Inc., their affiliates, subsidiaries, advertising and promotion agencies and all listed dependents are excluded from participation in this offer. Void in the State of Washington and wherever else prohibited by law. All Federal, State and Local regulations apply. All taxes are the sole responsibility of winners. Winners will be required to execute an affidavit of eligibility and release and consent to use of their names and photographs without further compensation thereof in advertising this and similar promotions.
7. For a list of prize winners, send a stamped, self-addressed envelope to "JCPenney Fashion Expo Sweepstakes" Winner's list, c/o Curtin Marketing, Inc., 854 4th Avenue, New York, New York 10004.
8. If a prize is won by an individual under 18 years of age, it will be awarded in the name of a parent or guardian. No substitution or transfer of prizes allowed.
9. The offer is available in approximately 1,500 JCPenney Stores across the United States.
10. There will be a total of forty (40) vacation packages awarded, eight (8) vacation packages awarded for each of JCPenney's five Marketing Regions with only two (2) winners selected for each of four (4) different vacation sites, as indicated by winners on their entry forms. These four locations are:
 A) The Anaheim Marriott in Anaheim, CA, is located 2 blocks from Disneyland. Winners traveling to the Anaheim Marriott will fly into Los Angeles Airport.
 B) The Palmaro Marriott in Acapulco, Mexico.
 C) Marriott's Sam Lord's Castle Resort in Barbados, West Indies.
 D) The Orlando Marriott in Orlando, Florida.
 11. Each prize for the winner and the individual of his/her choice consists of coach class, round trip tickets on American Airlines plus 7 days and 6 nights deluxe accommodation at the participating Marriott Hotel with breakfast 2 each morning (one room - suitable for double occupancy). Air travel to destination will be from any city serviced by American Airlines. Winners will be responsible for transportation to and from airport, with all necessary international travel, if necessary. No transfers will be permitted and all prizes must be completed by July 1, 1983. All travel and accommodations are on a space-available basis. American Airlines and Marriott Hotels reserve the right not to accept reservations for certain dates which may not be available in the event of high demand. All other expenses, including gratuities and taxes, are the sole responsibility of individual winners. Approximate normal retail value of each prize award (based on New York list) for Acapulco is \$1,830. Important: Winners will be required to make their own reservations directly with American Airlines and the Marriott Hotel they have selected.

**FASHION EXPO
 SWEEPSTAKES**

WIN ONE OUT OF FORTY TRIPS FOR TWO VIA
 AMERICAN AIRLINES TO A MARRIOTT HOTEL IN . . .

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|---|--|
| ☐ ORLANDO, FLORIDA
The Marriott Inn
minutes to Walt Disney World
and Epcot Center | ☐ ACAPULCO, MEXICO
The Palmaro Marriott
on the beach
of Acapulco Bay |
| ☐ ANAHEIM, CALIFORNIA
The Marriott Hotel
2 blocks from Disneyland,
convenient to recreation | ☐ SAM LORD'S CASTLE, BARBADOS
Situated amid 72
private acres with
white sand beaches |

MAKE YOUR GRAND ENTRY HERE:

Name _____
 Address _____
 City _____ State _____ Zip _____

JCPenney