



Advertising Copy

Jockey

Copywriter: Anne Schwab

**You've got a
good bet riding
on Jockey^R brand
men's underwear sale
and \$10 refund
at Macy's.**

It's a sure bet! Put your money on Jockey^R brand men's underwear to *win* and bring home a first-place refund. Play any combination of the following entries: Classic Brief, Midway, Boxers or Power Knit T-shirts. Make a minimum purchase of \$50 and you're off and running toward a \$10 refund. So get on the right track, the race is on in Men's Underwear, all Macy's.