WIN!
$50,000 IN PRIZES

10 Ford Thunderbirds

PLUS 40 COLUMBIA Hi-Fi Phonographs

FOR THE 50 COLLEGE STUDENTS WHO WRITE THE BEST NAMES FOR VICEROY'S PURE, WHITE, NATURAL FILTER!

JUST NAME THIS AMAZING FILTER, AND YOU'LL WIN!

20,000 FILTER TRIALS

JUST AS MANY AS THE
HUNDRED-SELLING TRIPLE TRAP
REAL TOBACCO TASTE!

HINTS TO HELP YOU WIN!

1. On any plain paper, write the name you think most suitable for the filter. No word or combination of words must be repeated. The name must consist of at least three words. You can use one, two or three words. Any name may win.

2. Mail your entry to Viceroy Thunderbird Contest, P. O. Box 41, Mount Vernon, N. Y. Write neatly and put your name on the back of your college and your mailing address in college (in case you win). You can enter as many times as you wish, but include the name of your college and your mailing address at college with each entry.

3. Viceroy uses this award to all students attending colleges and universities in the U.S.


5. Prize rules established in this ad. Write to Viceroy for complete rules in writing. The contest is void where it is not legal. Entry is restricted to U.S. citizens who are legal residents of the U.S. and to Canadian citizens who are legal residents of Canada. RCA Victor Color TV Sets! Write the name of the organization to which you want to receive this award on your entry.

IT'S EASY TO NAME THIS AMAZING VICEROY FILTER!

Why Viceroy gives you that real tobacco taste you know what it's made of...why it's superior...

NO OTHER FILTER LIKE VICEROY!

No cotton! No paper! No asbestos!

No charcoal! No foreign substance of any kind! Made from Pure Cellulose—Soft...Snow-white...Natural!

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JUST FOLLOW THESE EASY RULES!

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