COLLEGE PUZZLE CONTEST
FOR STUDENTS AND FACULTY MEMBERS

2 GRAND PRIZES

WIN A RAMBLER STATION WAGON!

LIGHT UP AND LIVE IT UP! 3 great cigarettes offer you 627 chances to win!
So pick your pack—save the six wrappers—and get going! It’s crossword puzzle fun and real
smoking pleasure all the way!

ENTER OFTEN—HAVE FUN—AND WIN! But think carefully! This puzzle is not as easy as it looks. At
first the DOWN and ACROSS clues may appear simple. There may appear to be more than one “right"
answer. For example, the clue might read: “ Mann’s ad will be given her best date’s P—N.” Either “P”
(PIN) or “N” (PEN) would seem to fit. But only one answer is apt and logical and be decided by the judging staff,
and the winning answer will be judged carefully. Enter as OFTEN AS YOU WISH. Good luck!

RULES—PLEASE READ CAREFULLY

1. The College Puzzle Contest is open to college
students and college faculty members except em-
ployees and their immediate families of Liggett
& Myers and its advertising agencies. 

2. Fill in all missing letters. ...given clearly. Use
of obscene, abusive, vulgar or foreign words prohibited. After you have completed the puzzle,
and along with six empty package wrappers of the same cigarette (L&M, Chesterfield or Oasis)
or facsimile of a complete package wrapper of any of the three brands to: Liggett & Myers, P. O. Box 271, New York 46, New York.

3. Entries must be postmarked by midnight,
Friday, May 29, 1959 and received by midnight,
Friday, June 5, 1959. j

4. Entries will be judged by the Bruce-Richards
Corporation, an independent judging organiza-
tion, on the basis of logic and aptness of thought
and interest by the Bruce-Richards Corporation. Duplicate prizes will be awarded in event of final ties. Illegible entries will not be considered. By entering all entrants agree that
the Bruce-Richards Corporation, an independent judging organiza-
tion, will be required to complete in 25 words or less the following statement: “My favorite cigarette is
FACULTY

persons who smoke Liggett & Myers and its advertising agencies.

1. The clue indicates that a nation is prepared to wage war in the air.

2. Some college students... (PIN) or “E” (PEN) would seem to fit. But only one answer is apt and logical and be decided by the judging staff, and the winning answer will be judged carefully. Enter as OFTEN AS YOU WISH. Good luck!

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