Win with WIN with WIN with

COLLEGE PUZZLE CONTEST
FOR STUDENTS AND FACULTY MEMBERS

2 GRAND PRIZES

WIN A RAMBLER STATION WAGON!

LIGHT UP AND LIVET UP! 3 great cigarettes offer you 627 chances to win!
So pick your pack-save the six wrappers, and go 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: "Many a coed will be given her best date's P- -N." Either "I" (PIN) or "E" (PEN) would seem to fit. But only one answer is apt and logical as decided by the judging staff,
and therefore correct. Read the rules carefully. ENTER AS OFTEN AS YOU WISH. Good luck!

RULES-PLEASE READ CAREFULLY

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

2. Fill in all missing letters-print clearly. Use capital letters, proper names, or foreign
words as needed.

3. Entries must be postmarked by midnight, Friday, May 29, 1959. No later entries will be
accepted.

4. Entries will be judged by the Bruce-Richards Corporation, an independent judging organ-
ization, on the basis of logic and aptness of thought by the Bruce-Richards Corporation.
Duplicate prizes will be awarded in cases of ties. Eligible entries will not be considered.

5. All entries must be postmarked by midnight, Friday, May 29, 1959, and received by midnight,
Friday, June 6, 1959.

6. Entries will be judged on originality, aptness of thought, and interest by the Bruce-Richards
Corporation. Duplicate prizes will be awarded in cases of ties. Eligible entries will not be consid-
ered. By entering all entries agree that the liability of the judges shall be final and binding.

7. Prizes must be the original work of the contestant submitting them. All entries become
the property of Liggett & Myers and none will be returned.

8. Winners will be notified by mail as soon as possible after completion of the contest.

9. This contest is subject to all Federal, State and local laws and regulations.

HURRY! ENTER NOW! CONTEST CLOSES MAY 29, 1959

25 SECOND PRIZES:

EMERSON TRANSISTOR RADIOS
Packed with power, these will last a lifetime.

100 THIRD PRIZES:

EMERSON TRANSISTOR RADIOS
Packed with power, these will last a lifetime.

500 FOURTH PRIZES:

CERTIFICATES OF "AMERICA'S FINEST" CIGARETTE

COLUMBIA STEREOPHONIC HURTS:
Big sound system engineered for the most

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