Get Lucky

Play "Crazy Questions"

50 CASH AWARDS. ENTER NOW. HERES HOW:

First thing: Find a question. Any answer. Then come up with a nutty, surprising question for it, and youve done a "Crazy Question." Its the easy new way for students to make loot. Study the examples below; then do your own.

"Crazy Question." It's the easy new way for students to make loot. Study the examples below; then do your own. Start right now! to GET LUCKY. Box 64F, Mt. Vernon 10, N. Y.

WHAT DO YOU GET WHEN YOU REQUEST A PACK OF THE LUCKY STRIKE TOBACCO COMPANY. Any college student may enter the contest, except employees of the company, its subsidiaries, and family members of employees. Any entry received after April 18, 1962, will not be considered for that month's awards. Any entry received after April 30, 1963, will not be eligible, and all becomes the property of The American Tobacco Company. Any college student may enter the contest, except employees of The American Tobacco Company, its advertising agencies and Research and Information Department, and relatives of the said employees. Winners will be notified by mail. Contest subject to all federal, state, and local regulations.

FOR DIAMONDS, WATCHES, JEWELRY
DAVIDSON JEWELERS
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518 Commonwealth Ave.
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Guaranteed Repair Service

THE QUESTION IS: WHAT DO YOU GET WHEN YOU REQUEST A PACK OF THE MOST POPULAR REGULAR-SIZE CIGARETTE AMONG COLLEGE STUDENTS?

Right! You get Lucky; you get the fine-tobacco taste of Lucky Strike. This great taste is the best reason to choose Lucky... the big reason why Lucky smokers stay Lucky smokers. So get with it. Get Lucky today!