

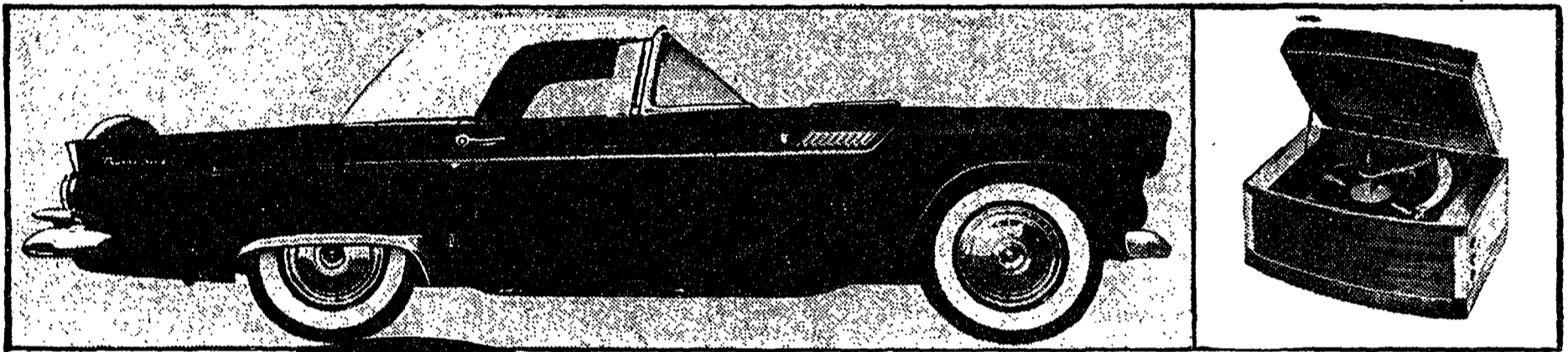
WIN!

\$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!



10 Winners! 10 Thunderbirds! Win a fully equipped new '56 Thunderbird! In your choice of colors! Automatic transmission, two tops, power steering, radio, white side walls. Act now and win!

40 Winners! 40 Columbia Hi-Fi Sets! Own America's most exciting Hi-Fidelity Phonograph—the Columbia "360"K—in beautiful Mahogany!

Plus 10 RCA Victor Color TV Sets to the college organizations designated by the 10 Thunderbird winners!



JUST NAME THIS AMAZING FILTER! THAT'S ALL YOU DO TO WIN!

20,000 FILTER TRAPS
TWICE AS MANY AS THE NEXT TWO LARGEST-SELLING FILTER BRANDS—FOR THAT REAL TOBACCO TASTE!

HINTS TO HELP YOU WIN!

You'll think of dozens of names when you read these facts: The Viceroy Filter is the most modern in the world today! Perfected through 20 years of research!
It contains no cotton, no paper, no charcoal, no asbestos, no foreign substance of any kind! Instead, it is made from pure cellulose—a soft, snow-white, natural material found in many good foods you eat.
Only the Viceroy Filter has 20,000 filter traps—twice as many filter traps as the next two largest-selling filter brands! No wonder Viceroy gives you that Real Tobacco Taste!
Name this amazing filter and win! It's easy!

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!

It's easy to name this amazing Viceroy Filter when you know what it's made of... why it's superior... why Viceroy's give you that real tobacco taste you miss in every other filter brand!

Remember, the Viceroy Filter is made from 100% pure cellulose—a soft, natural material found in many good foods you eat! There are no impurities in the Viceroy Filter. So naturally it lets the real tobacco taste come through!

Name the Viceroy Filter! Enter this \$50,000 contest, today!



JUST FOLLOW THESE EASY RULES!

- 1 On any plain paper, write the name you think most suitable for the pure, white Viceroy Filter described on this page. It's easy! You can think of dozens of names like "Super-Pure," "Filtron," "Naturale," "Flavor Flow," "Cellurate," "Twice-The-Traps." You can use one, two or three words. Any name may win!
- 2 Mail your entry to Viceroy Thunderbird Contest, P. O. Box 6A, Mount Vernon 10, New York. Write plainly or print your name, the name of your college and your mailing address at college! Submit as many entries as you wish—but with each entry include the picture of the Viceroy Filter Tip torn or cut from the backs of two (2) Viceroy packages.
- 3 Contest open to all students attending colleges and universities in the U.S.A.
- 4 Contest closes midnight, January 31, 1956. Entries judged by The Reuben H. Donnelley Corporation on the basis of aptness of thought, originality and interest.
- 5 Prizes listed elsewhere in this ad. Winners of the ten Thunderbirds will also be permitted to designate the school organizations to which Brown & Williamson Tobacco Corporation will award RCA Victor Color TV Sets! Write the name of the organization you want to receive this award on your entry.