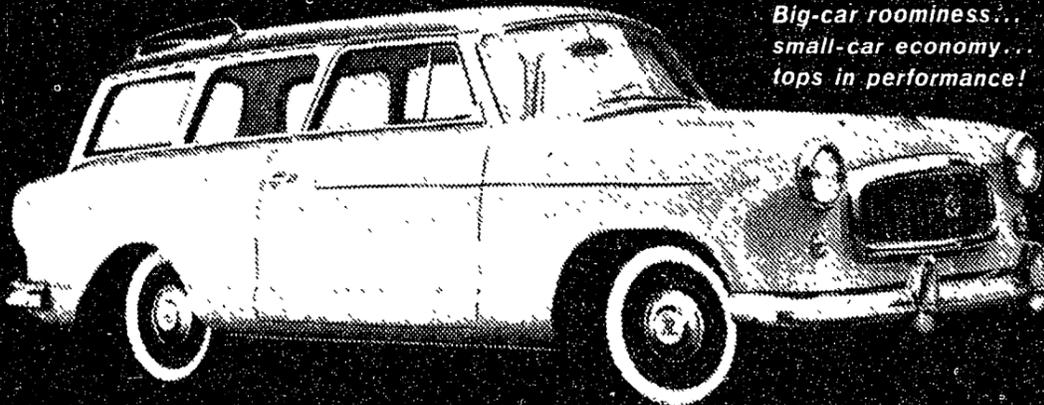




COLLEGE PUZZLE CONTEST

FOR STUDENTS AND FACULTY MEMBERS

2 GRAND PRIZES



Rambler "American"
Big-car roominess...
small-car economy...
tops in performance!

WIN A RAMBLER STATION WAGON!

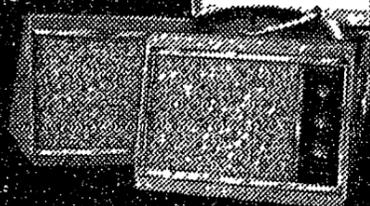
LIGHT UP AND LIVE IT UP! 3 great cigarettes offer you 627 chances to win! So pick your pack—save the six wrappers—and get going! It's crossword puzzle fun and real smoking pleasure all the way!

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: "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!

25 SECOND PRIZES:

COLUMBIA STEREOPHONIC HI-FI SETS

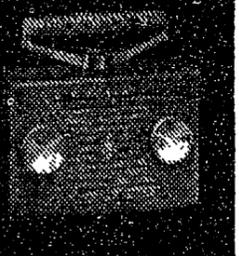
"Big Stereo" styled...
engineered for the most
exacting taste



100 THIRD PRIZES:

EMERSON TRANSISTOR RADIOS

Packed with power...
plays 1500 hrs. on 1 set
of batteries



500 FOURTH PRIZES:

Cartons of America's finest cigarettes

RULES—PLEASE READ CAREFULLY

- The College Puzzle Contest is open to college students and college faculty members except employees and their immediate families of Liggett & Myers and its advertising agencies.
- Fill in all missing letters . . . print clearly. Use of obsolete, archaic, variant or foreign words prohibited. After you have completed the puzzle, send it along with six empty package wrappers of the same brand from L&M, Chesterfield or Oasis cigarettes (or one reasonable hand-drawn facsimile of a complete package wrapper of any one of the three brands) to: Liggett & Myers, P. O. Box 271, New York 46, N. Y. Enter as often as you wish, but be sure to enclose six package wrappers (or a facsimile) with each entry. Illegible entries will not be considered.
- Entries must be postmarked by midnight, Friday, May 29, 1959 and received by midnight, Friday, June 5, 1959.
- Entries will be judged by the Bruce-Richards Corporation, an independent judging organization, on the basis of logic and aptness of thought of solutions. In the event of ties, contestants will be required to complete in 25 words or less the following statement: "My favorite cigarette is (Chesterfield) (L&M) or (Oasis) because . . .". Entries will be judged on originality, 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 decision of the judges shall be final and binding.
- Solutions must be the original work of the contestants submitting them. All entries become the property of Liggett & Myers and none will be returned.
- Winners will be notified by mail as soon as possible after completion of the contest.
- This contest is subject to all Federal, State and local laws and regulations.

HURRY! ENTER NOW! CONTEST CLOSES MAY 29, 1959

CLUES ACROSS:

- These may indicate that a nation is prepared to wage war in the air.
- Some college students.
- When at Light up an Oasis.
- Sinking ship deserter.
- Plural pronoun.
- One expects discussions in a sociology class.
- A student's careless might annoy a short-story instructor.
- Initials of Uruguay and Denmark.
- Germanium (Chem.)
- Nova Scotia (Abbr.)
- It probably would count when you pick a horse to bet on.
- Sometimes a girl on a date must into her pocketbook to help pay the tab.
- The muscle-builder's may fascinate a poorly developed man.
- Chemical Engineer (Abbr.)
- Campers will probably be by a forest fire.
- When starting a trip, tourists usually look forward to the first
- At home.
- Literate in Arts (Abbr.)
- Familiar for faculty member.
- Associate in Arts (Abbr.)
- One could appear quite harmless at times.
- Reverse the first part of "L&M".
- What will soon appear in a bombed-out city.

CLUES DOWN:

- The beginning and end of pleasure.
- A rural can be inviting to a vacationist.
- Second and third letters of OASIS.
- When one is packed, it could be exasperating to remember a few articles that should be included.
- It would pay to be careful when glass is
- Grounds to relax on with a mild CHESTERFIELD.
- Author Ambler.
- District Attorney (Abbr.)
- A from Paris should please the average woman.
- An inveterate traveler will about distant lands.
- are hard to study.
- Stone, Bronze and Iron
- How Mexicans say, "Yes".
- All L&M cigarettes are " high" in smoking pleasure.
- May be a decisive factor in winning a horse race.
- Initials of Oglethorpe, Iona, Rutgers and Emerson.
- United Nations Organization (Abbr.)
- Golf mound.
- Colloquial for place where the finest tobaccos are tested for L&M.
- Poet Laureate (Abbr.)
- Filter ends.
- What Abner might be called.
- Bachelor of Education degree.



PRINT CLEARLY! ENTER AS OFTEN AS YOU WISH

Mail to Liggett & Myers, P. O. Box 271, New York 46, New York. Be sure to attach six empty package wrappers of the same brand (or facsimile) from Chesterfield, L&M, or Oasis cigarettes.

Name _____

Address _____

College _____

This entry must be postmarked before midnight, May 29, 1959, and received at P. O. Box 271, New York 46, New York, by midnight, June 5, 1959.