

Turner Will Address Marketing Convocation

Dr. J. T. Turner, manager of marketing research for the International Paper Co., will address the annual marketing convocation to be held at 3:15 p.m. to-

morrow in the Hetzel Union assembly room. The subject of his talk will be "The Challenge of Marketing Management."

Prof Studies Ceramics

The effects of gases on the properties of mixtures of clay and water are being studied by Dr. W. O. Williamson, associate professor of ceramic technology.

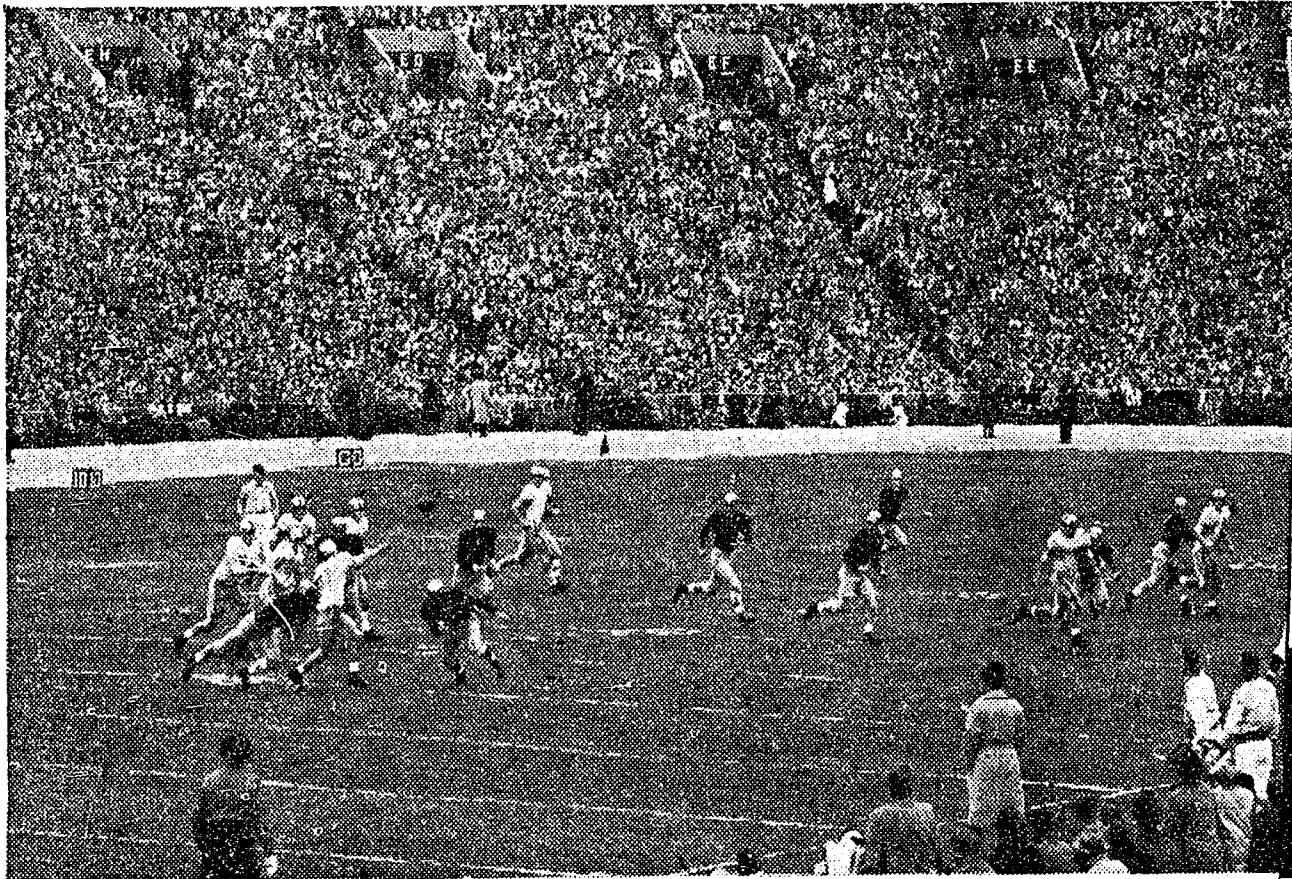
Nelson, Colwell Write Book

Clifford A. Nelson and Dr. Richard M. Colwell, associate professors of accounting, are authors of a textbook, "Problems for Introductory Accounting Survey."

Grads' Thesis Fees Due

Graduate students expecting to receive degrees in January must submit their thesis binding fees and inform the graduate school recorder before Saturday of their intention to graduate.

CHESTERFIELD, L&M and OASIS invite you to the Pittsburgh - Penn State Game Contest!



JUST PREDICT THE SCORE AND WIN UP TO...

\$300
FIRST PRIZE JACKPOT

\$150
SECOND PRIZE JACKPOT

\$50
THIRD PRIZE JACKPOT

FOR THE STUDENTS AND FACULTIES OF THE ABOVE COMPETING COLLEGES ONLY!

Pick up a pack and take a crack at experting the big game. If you are the only one to come up with the correct half-time and final scores, the first prize jackpot is all yours. If there are ties, you share the money. The same applies to winners of the second and third jackpots. Enter as often as you like... and to make it easy, use the backs of packs* as your entry blanks. So each time you finish a pack... take a crack at the big money!

HERE'S ALL YOU DO TO WIN...

1. Predict the final score for each team.
2. Predict the half-time score for each team.
3. Use an empty pack* as your entry blank.

READ THESE EASY RULES...

1. On the coupon below or on the back of an empty wrapper or on a plain sheet of paper, select the winner of the above game. Predict the final score and the half-time score (predict ties if you wish). Each entry must be accompanied by an empty wrapper from L&M, Chesterfield or Oasis cigarettes (or a single hand drawn copy of the lettering L&M, Chesterfield or Oasis as it appears on the face of the package). If entry is submitted on back of empty wrapper, be sure to include name and address, printed clearly.
2. Mail entries to Liggett & Myers, at the address appearing in coupon below: All entries must be postmarked by midnight five days prior to date of game and received by midnight the day prior to date of game. Enter as often as you want, but be sure to enclose an empty wrapper (or acceptable substitute) with each entry. Illegible entries will not be considered.
3. Prizes: FIRST PRIZE JACKPOT—\$300; SECOND PRIZE JACKPOT—\$150; THIRD PRIZE JACKPOT—\$50. Winning entries will be selected according to the accuracy of the entry against the following in the order listed: (a) the winning

- team; (b) the final score, and, as a tie-breaker, if necessary (c) the accuracy in determining the leading half-time team and the half-time score. In the event of ties among contestants, the prize money for each of the three prize categories will be divided equally among contestants tied for the respective prizes.
4. This contest is under the supervision of the Bruce, Richards Corporation, an independent judging organization, whose decisions are final and binding on all contestants. Only one prize per family.
5. This contest is open to the college students and college faculty members of the above competing colleges only. Employees and members of their families of Liggett & Myers Tobacco Company and its advertising agencies are not eligible to enter.
6. All entries become the property of the sponsor, and none will be returned. Winners will be notified by mail. A complete list of winners is available to anyone sending a stamped, self-addressed envelope to the address below.
7. This contest is subject to all Federal, state and local laws and regulations governing contests and their validity.

START SAVING PACKS NOW!

The more often you enter... the more chances you have to win.



L&M has found the secret that unlocks flavor in a filter cigarette. (Pack or Box).
© Liggett & Myers Tobacco Co.



CHESTERFIELD—Now "Air-Softened", they satisfy even more! (King or Regular).



OASIS—Most refreshing taste of all. Just enough menthol... just enough!

*or acceptable substitute (see rules).

Write clearly the final score and half-time score of the game to be played November 19, 1960 in boxes indicated:

| | FINAL | HALF-TIME |
|------------|-------|-----------|
| PITTSBURGH | () | () |
| PENN STATE | () | () |

Mail this entry to:
LIGGETT & MYERS, P. O. BOX 343, NEW YORK 48, N. Y.
Attach an empty pack (or an acceptable substitute, see rules) of L&M, Chesterfield or Oasis cigarettes with this entry.

NAME _____ (PLEASE PRINT)
ADDRESS _____

Entries must be postmarked no later than midnight November 14, 1960, and received at the above P.O. Box in New York by midnight November 18, 1960.

Submit as many more entries as you want on the backs of empty packs.* On each one print the team names and scores with your name and address as shown above.