

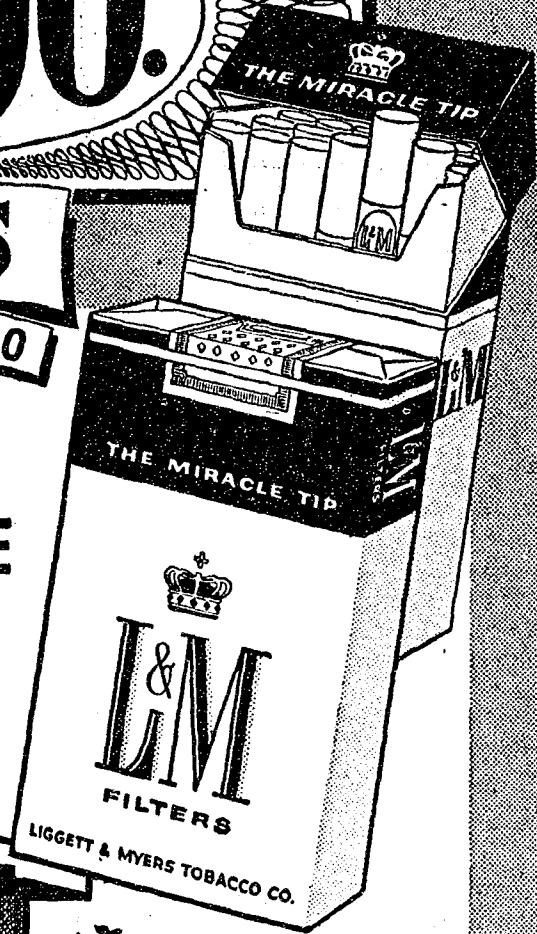
HURRY! 1022 CHANCES TO WIN! ENTER NOW!

L&M \$169,000.

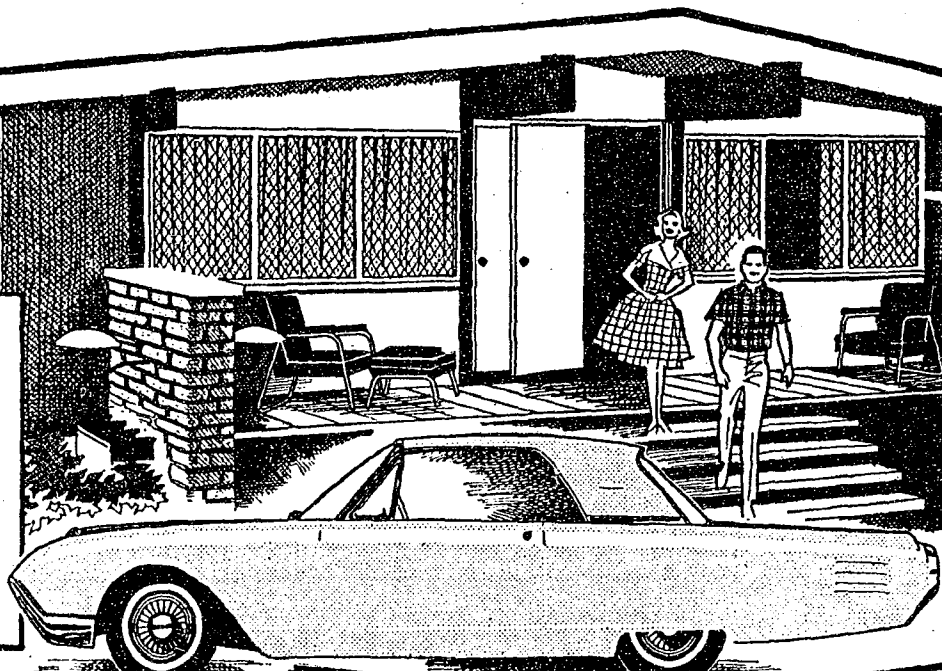
SWEEPSTAKES

CLOSES MARCH 30

\$40,000. FIRST PRIZE INCLUDES \$20,000 Westinghouse TOTAL ELECTRIC VACATION HOME plus 1961 THUNDERBIRD HARDTOP plus \$15,000 CASH



'61 THUNDERBIRD HARDTOP -to take you to and from your new vacation home in high style! This is the most exciting prestige car ever to be introduced in America. Unmistakably new, unmistakably Thunderbird... in luxury and sparkling performance it stands alone in the fine-car field.



\$20,000 WESTINGHOUSE VACATION HOME—with built-in Westinghouse kitchen, Space-mates® laundry equipment and clean, comfortable baseboard electric heating for carefree vacation living. This beautiful Total Electric Home built on your land. Use \$15,000 prize for lot if you wish.

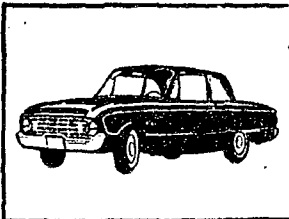
2nd prize

A BUNDLE OF MONEY! \$10,000 IN COLD CASH!

ATTENTION STUDENT ORGANIZATIONS! Think what the vacation home could mean to your group! Or the \$20,000 cash equivalent! Get all your members to enter the L&M Sweepstakes now!

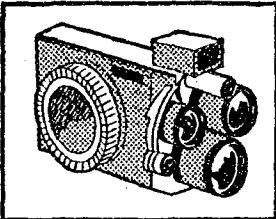
20 3rd PRIZES '61 FALCONS

Twenty winners will soon take the keys to a '61 Falcon Tudor Sedan—the compact that does things you expect a compact to do. Up to 30 miles on a gallon, 4,000-mile oil changes. Room for six!



1,000 4th PRIZES ARGUS MOVIE CAMERAS

Making your own movies is easy with this famous Argus Match-Matic m3 turret model camera. No calculating or guesswork... the Match-Matic exposure meter does it for you. A \$79.95 value.



L&M SWEEPSTAKES RULES

- 1. On an official entry blank, the back of an L&M wrapper, or plain sheet of paper, print your name and address and write down the following statement, filling in the correct missing word: "L&M has found the secret that _____ the flavor in a filter cigarette." Mail to L&M Sweepstakes, Box 383, New York 46, New York.
2. Entries must be postmarked no later than midnight, March 30, 1961, and received by April 7, 1961. Send in as many entries as you wish. Each entry must be mailed separately. All entries become the property of Liggett & Myers Tobacco Company and none will be returned.
3. Prize winners will be selected in random drawings on or about April 21, 1961. Drawings will be conducted by D. L. Blair Corp., an independent judging organization. Its decision, with respect to all phases of the Sweepstakes, will be final. Winners will be notified by mail approximately 30 days after final drawings.
4. First prize does not include lot or landscaping for house.

- 5. First prize winner may elect to take cash equivalent of house (\$20,000). This election must be made within 60 days of notification. If winner chooses house a good lot must be provided within one year. No other cash equivalent prizes. Any tax or liability on any prizes will be the sole responsibility of prize winner.
6. Entries limited to residents 18 years of age, and older of the United States and Puerto Rico. Employees and their families of D. L. Blair Corp., Liggett & Myers Tobacco Company and its advertising agencies are not eligible. Entries from Wisconsin, Florida and Virginia must be on official entry blank or plain sheet of paper only. This offer is void in any locality or state where a sweepstakes is contrary to law. Federal, State and local government regulations apply.
For a list of prize winners, send separate self-addressed 4¢ envelope to: L&M Winners List, P.O. Box 1818, G.P.O., New York 1, N. Y. Do not send this request with Sweepstakes entry blank.

OFFICIAL ENTRY BLANK

Just fill in the correct word on the dotted line below. You've heard it many times in the L&M jingle.

L&M has found the secret that _____ the FLAVOR

Flavor that lets your taste come alive—friendly flavor that never dries out your taste!

Entries must be postmarked on or before March 30, 1961, and received by April 7, 1961. Be sure to include your name and address below. Send to: L&M Sweepstakes, Box 383, New York 46, New York.

NAME _____ (PLEASE PRINT PLAINLY)

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Additional entry blanks available where L&M's are sold.

©1961 Liggett & Myers Tobacco Co.

START SMOKING L&M's TODAY— L&M wrappers can be used as extra entry blanks (see rule one)