

# PLAY LEVER BINGO IT'S EASY!

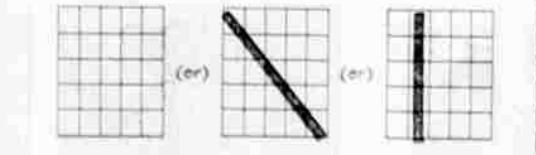
Everybody who plays wins a lovely *Du Barry* Pearl Necklace and Earring Set \$200 value (SIMULATED PEARLS)



**Free!** FOR PLAYING BINGO  
Here's all you have to do:

1. Just purchase the Lever products shown in any row of the Lever Bingo card.
2. Select products from any vertical, horizontal, or diagonal row. (Some examples below.) You get a FREE Bingo square if you select the products from a diagonal row, the center vertical row, or the center horizontal row.
3. On your Bingo card, check off the row of products you have selected. Also, check the FREE square if you choose a row containing it.
4. Complete the order form beneath the Bingo card.
5. Mail the entire Bingo card and order form, along with the proper proof of purchase for each product you check. Send a total of five proofs of purchase. (Send only four proofs of purchase if you use the FREE square.) Proper proofs of purchase are described beneath each product on the Bingo card.
6. Your Du Barry Pearl Set will be mailed to you as quickly as possible. Please allow 3 to 4 weeks for delivery.
7. Mail your Bingo card and order form no later than June 17, 1963. Offer expires June 28, 1963.
8. Any resident of the United States including Alaska and Hawaii and all U.S. military personnel anywhere may play Lever Bingo. Void where prohibited by federal, state or local regulations.

		<b>FREE</b>		



Many of these fine Lever products are special bargains now.

GET ADDITIONAL BINGO BLANKS AT YOUR FAVORITE STORE

MAIL TO LEVER BINGO, P. O. BOX 1332, BROOKLYN 1, N. Y.  
Gentlemen: Bingo! Please send me my free Du Barry Pearl Set. I enclose required proof of purchase as described in rules.  
From (name) \_\_\_\_\_  
(address) \_\_\_\_\_

FREE DUBARRY PEARL SET OFFER EXPIRES JUNE 28, 1963.