

SPEND THE REST OF YOUR LIFE ON Velvet

**WIN \$500
A YEAR
vacation money
FOR LIFE**
or
\$5,000 CASH
1016 ADDITIONAL PRIZES



\$25,000 IN PRIZES IN THIS EASY Velvet TOBACCO CONTEST

**JUST FOR WRITING 25 WORDS
OR LESS YOU MAY WIN**

1st PRIZE

\$500 vacation money *every year*, starting now for the rest of your life. Or \$5,000 cash, whichever you prefer.



2nd PRIZE – Ford "Country Squire" Station Wagon – for years of "velvet" riding.



3rd to 7th PRIZES – Johnson 35 hp "Sea Horse" Outboard Motor. Nationally advertised at \$585.00.



8th to 17th PRIZES – RCA Victor All Transistor Portable Radio in non-breakable "IMPAC" case, \$49.95.



18th to 1,017th PRIZES – \$5.00 "Kaywoodie Standard." Finest pipe of Imported Briar. Perfect for vacation wear.

MEN! Here's a wonderful, carefree \$500.00 vacation—all paid for—every year for the rest of your life! A vacation you can spend on the family trip of a lifetime, as a host to your friends, or just "to get away from it all." And it's so easy to enter this contest. There's so much to like about Velvet that any smoker can finish this sentence: "I want to spend the rest of my life on Velvet because"

Velvet is always cool, sweet, smooth—the all day smoke preferred by millions. It's the *best burley tobacco* . . . aged to mellow perfection. You smokers will find many more ways to express the unique pleasure in Velvet. So don't delay. Enter the contest today!

LADIES! Give your man a gift of Velvet and encourage him to enter the contest. Remember, he can win a lifetime of vacations for the whole family; and your gift of Velvet is a gift of America's smoothest smoke!

CONTEST RULES

1. Complete in 25 additional words or less the following sentence: "I want to spend the rest of my life on Velvet because" Use plain paper or entry blank below. Print your name and address.
2. Send as many entries as you wish to "Velvet Tobacco Contest, P. O. Box 84, New York 46, New York." Each entry must be accompanied by the printed circular insert found in the medium or large size Velvet humidors or the green sealer tape from the pocket tin of Velvet. Entries must be postmarked not later than midnight, Dec. 31, 1958. No entries returned. All become the property of Liggett & Myers Tobacco Co.
3. Prizes will be awarded as listed elsewhere on this page. Entries will be judged by the Advertising Distributors of

America, Inc. on the basis of originality, sincerity, and aptness of thought. Judges' decision final. Duplicate prizes in case of ties. Not more than one prize to a family.

4. Everyone in United States and possessions or Canada may enter the contest except employees of the Liggett & Myers Tobacco Co., its advertising agencies and members of their families. Entries must be the original work of the person whose name appears on the entry. Contest subject to Federal, State and local regulations.

5. Winners will be notified by mail approximately six weeks after contest closes. List of winning persons available to those requesting same and enclosing a self-addressed, stamped envelope.

ENTRY BLANK

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midnight, Dec. 31, 1958.

USE PLAIN PAPER IF DESIRED
Complete this sentence in 25 additional words or less:

"I want to spend the rest of my life on Velvet because"

Print your name here

Street

City Zone State

SPEND THE REST OF YOUR LIFE ON



Velvet

PIPE AND CIGARETTE
TOBACCO

America's Smoothest Smoke