

WIN 7 TIMES YOUR WEIGHT IN SILVER DOLLARS



**DU PONT
\$100,000
"LUCKY 7"
CONTEST**

HUNDREDS OF PRIZES! EASY TO WIN! NOTHING TO BUY!

7 SECOND PRIZES OF A BUICK

(or comparably priced U.S. car of your choice)

The stunning LeSabre 4-door is the most popular Buick. Equipped with heater and defroster, radio, white sidewall tires. Ultra-power Wildcat engine, Twin-Turbine automatic transmission. Delivered ready to drive.



77 THIRD PRIZES OF A PHILCO PORTABLE TV

New 17"-screen Philco New-Matic Slender Seventeen is light and trim as a briefcase. New-Matic Remote Control changes channels with a squeeze.



777 FOURTH PRIZES OF A G.E. TRANSISTOR RADIO

Handsome portable radio, Simulated-leather case. Fold-down handle. Powerful speaker. Over 200 hours of listening on one set of flashlight batteries.



HERE'S ALL YOU DO TO ENTER!

It's fun to play. No jingles to write! Nothing to name! If you can count, you can win!

1. Pick up your Official Entry Blank at service stations, car dealers, hardware and auto supply stores, or wherever Du Pont No. "7" Products are sold.
2. Simply add up the number of figure 7's in two specified areas clearly identified on the Official Entry Blank.
3. Mail your answer to contest headquarters. Complete rules and instructions are included on the Official Entry Blank. (In case of ties, one tie-breaker runoff will be conducted.) Contest closes August 15, 1959.



**PICK UP OFFICIAL ENTRY BLANK AT
SERVICE STATIONS, CAR DEALERS,
HARDWARE OR AUTO SUPPLY STORES**

PLUS! \$20,000 IN BONUS PRIZES!

Prize winners also win a worthwhile bonus prize when Official Entry Blank is accompanied by sales receipt for purchase of a Du Pont No. "7" Product.

Grand Bonus Prize—BUICK LeSABRE*

77 Third Bonus Prizes—\$77.00 cash

7 Second Bonus Prizes—\$777.00 cash

777 Fourth Bonus Prizes—\$7.00 cash

*or a comparably priced U.S. car of your choice



BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY



DU PONT No. "7" PRODUCTS... FOR EASIER CAR CARE!