

WIN

one of

60 Valiant Cars



60 FIRST PRIZES!

60 NEW VALIANTS!
Valiant from Chrysler Corporation—
the car you'd want at any price!

1,560 PRIZES! Worth over \$175,000⁰⁰
IN LEVER'S "60-VALIANT" CONTEST!

500 SECOND PRIZES!

17-JEWEL WATCHES BY **BENRUS**

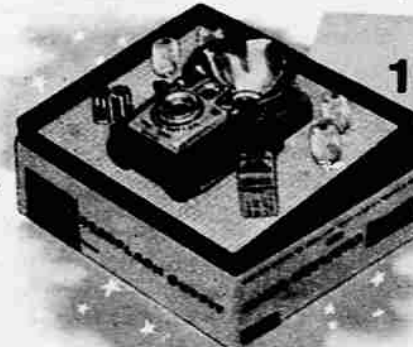
Your choice of one of these fine 17-jewel watches with the exclusive Benrus 3-year Unconditional Guarantee. For women, an original Benrus "Embraceable," a lovely watch and a bracelet combined — or, for men, a rugged Benrus "Orbit," self-winding and waterproof,* shock-resistant watch. *If crystal, crown and case remain intact.



1000 THIRD PRIZES!

1,000 "BROWNIE STARFLASH" OUTFITS!

Easy-to-use camera with flash unit built in — always ready to shoot! Takes color, black and whites, and color super-slides. Complete with flashbulbs, batteries, and film.



IT'S FUN! IT'S EASY TO ENTER!

1. On the official entry blank, or on a blank piece of paper, write your own name and address and complete the following in 25 words or less: "I like (write in name of one product from those pictured below) because:" Accompany each of your entries with the appropriate part of the label or package for any one of the products as specified below:

Box top from any size package of *Breeze* • Box top from any size package of *Fluffy All* • Two wrappers from any size bar of *Praise* • Label from any size plastic container of *Lux Liquid* • (or code number from can where plastic not available.)

2. Mail your entry to:
Valiant Contest
Post Office Box #40A
Mount Vernon 10, New York

Entries must be postmarked not later than March 15, 1960, and received by officials not later than March 25, 1960. Each entry must be in a separate envelope.

3. Entries must be the original work of contestants submitting them and unqualifiedly become the property of Lever

Brothers Company.
4. Winning entries will be selected by the judging staff of The Reuben H. Donnelley Corporation on the basis of originality, sincerity and aptness. Decision of judges is final. Duplicate prizes in case of ties.
5. Only one prize will be awarded to any one family. No employees of Lever Brothers Company, its advertising agencies or members of their families are eligible to enter this contest, which is subject to all federal, state and local regulations.



BREEZE: always a Cannon premium in every package.



FLUFFY ALL: with controlled suds for automatic washers.



LUX LIQUID: new pink lotion formula for dishes and fine fabrics



PRAISE: the totally new kind of soap for the bright look of health.

OFFICIAL ENTRY BLANK

MAIL TODAY TO:
Lever "60-Valiant" Contest P. O. Box 40A, Mount Vernon 10, N. Y.

"I like because: _____

Name _____

Address _____

City _____ Zone _____ State _____

Dealer _____