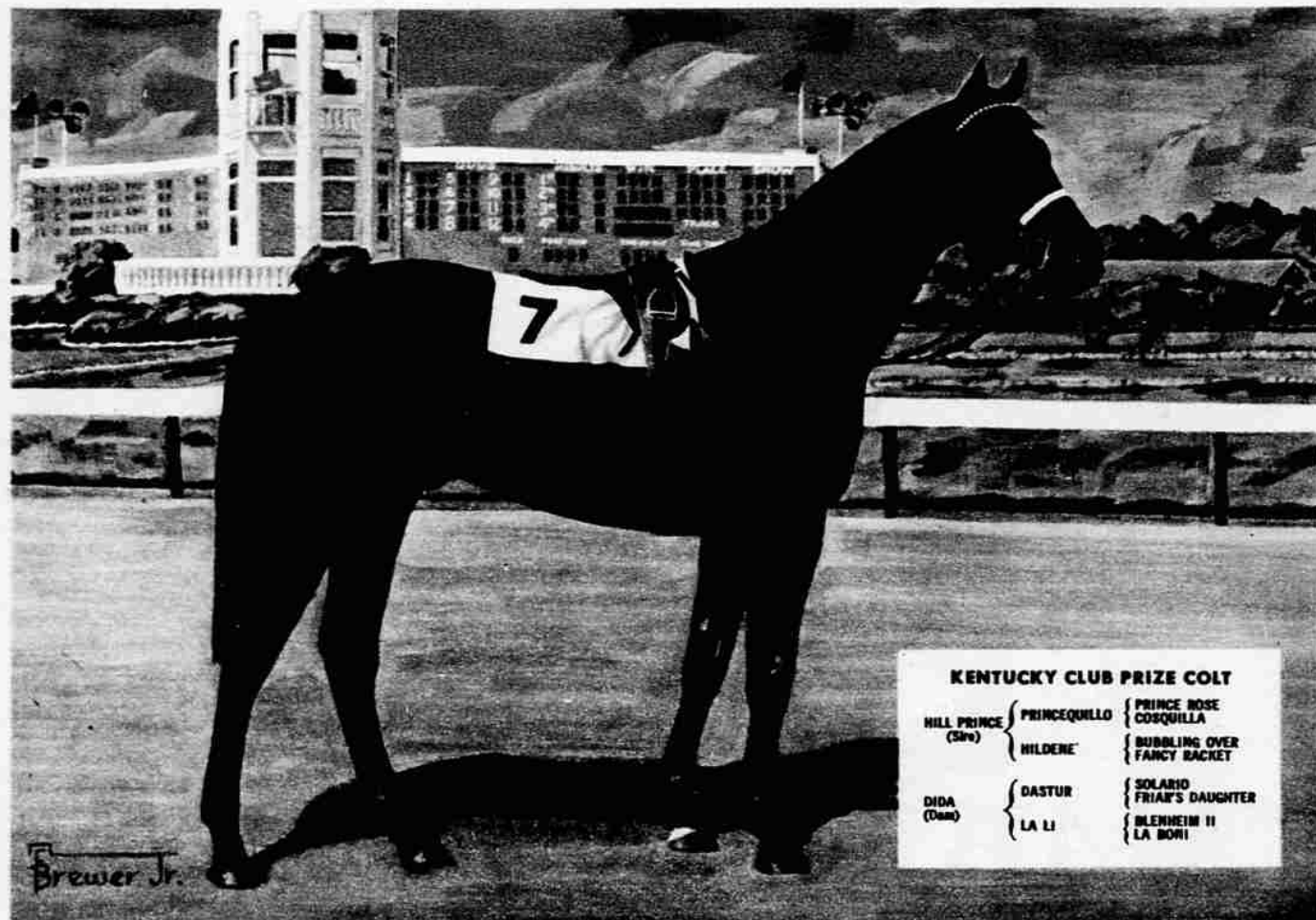


WIN THIS SON OF HILL PRINCE WINNER OF \$420,000

Kentucky Club 7TH Annual Derby Day Contest



First Prize gives you this roan Thoroughbred colt plus two choice seats to 1960 Kentucky Derby—plus hotel room for four days—plus \$1,000.00 in cash for expenses and to shoot the works at the races.

KENTUCKY CLUB PRIZE COLT			
HILL PRINCE (Sire)	PRINCEQUILLO	HILDERE	PRINCE ROSE
			COSQUILLA
DIDA (Dam)	DASTUR	LA LI	BUBBLING OVER
			FANCY RACKET
			SOLARIO
			FRIAR'S DAUGHTER
			BLENNHEIM II
			LA BORI

Just name him and
he's yours

USE THIS ENTRY BLANK OR
PLAIN PAPER...SEND AS MANY
ENTRIES AS YOU LIKE



NAME FOR HORSE. NOT OVER 16 LETTERS OR 3 WORDS

PRINT YOUR NAME

STREET

CITY ZONE STATE

Send with each entry front of outer wrapper from any of Kentucky Club's 9 brands of tobacco. Entries must be postmarked not later than midnight, April 11, 1960.

Mail to "Kentucky Club Derby Day Contest,"
P. O. Box 18F, Mount Vernon 10, N. Y.

THIS YEAR'S Kentucky Club Derby Day Contest brings you a golden opportunity to win a colt with top potential. His sire, *Hill Prince*, was winner of 17 races and \$420,000—has sired 12 stake winners. His grandsire, *Princequillo*, sired *Round Table*, leading money winner of the world.

Just name this prize colt and he's yours. No need to worry about how you would take care of a race horse—even if you live in an apartment. Kentucky Club pays all expenses for board and training your prize colt by the experienced trainer, L. K. Haggin, at War Horse Place, Lexington, Ky., to July 1, 1960. Later, you can race your prize colt or sell him, as you wish. We hope he will bring you a fortune.

IT'S EASY TO WIN. Awards will be made for the best names for this son of *Hill Prince*. For example, a name might be *Kentucky Hills*. Don't send in this name. Think of better ones. Start now. Remember, *all six* Kentucky Club previous prize race horses have raced and *been in the money!* This colt may be the greatest yet.

Ted Atkinson, Hall of Fame Jockey, helped select this prize colt



TED SAYS: "This is a great colt—a great contest—and a great line of tobaccos. What's more, switching to a pipe is the wise and satisfying way to enjoy tobacco! It's easy to find your personal pipe tobacco in Kentucky Club's blends. Nine quality brands. All guaranteed fresh. All packaged in moisture-proof Kenseal Pouch that keeps tobacco fresh, mellow and cool-smoking."

CONTEST RULES: 1. In not over 16 letters nor more than three words, write a name for the Kentucky Club prize colt. Count punctuation or space between words as letters. For example, *Kentucky Hills* counts as 14 letters. Use plain paper or entry blank. Print your name and address.

2. Send as many entries as you like to—

"Kentucky Club Derby Day Contest,"
P. O. Box 18F, Mount Vernon 10, N. Y.

Each entry must be accompanied by front of outer wrapper from any of Kentucky Club's 9 brands of pipe tobacco: Aromatic Kentucky Club Mixture, London Dock, Whitehall, Brush Creek, Peper's Pouch Mixture, Crosby Square, Donniford, Kentucky Club White Burley, Willoughby Taylor. Entries must be postmarked not later than midnight, April 11, 1960. No entries returned. All become property of Kentucky Club Division of Mail Pouch Tobacco Co.

3. Prizes will be awarded as listed elsewhere on this page. Entries will be judged by the Reuben H. Donnelley Corporation on the basis of originality, aptness of thought and sincerity. Judges' decision final. Duplicate prizes in case of tie. All members of a family may compete, but only one prize to a family.

4. Everyone in United States and possessions or Canada may enter the contest except employees of the manufacturers of Kentucky Club's Tobaccos, its advertising agencies and members of their families. Entries must be the original work of contestant. Contest subject to Federal, State and local regulations.

5. Top winner will be notified in ample time to attend the Derby, other winners will be notified by mail approximately six weeks after close of contest. Prize colt will be presented to winner at Churchill Downs during Derby Day week. If, because of accident or other reason, it is necessary to withdraw the colt described above, another Thoroughbred of comparable value will be awarded. List of winning persons available to those requesting same and enclosing a self-addressed, stamped envelope.

TOTAL OF 500 GREAT PRIZES

2nd TO 11th PRIZES

Famous Gibeon Suburban Air Conditioner. Two H. P. Cools 3 whole rooms, yet fits small windows. Automatic thermostat. Extra dehumidification action. Total comfort cooling. Beautiful trimline cabinet finished in Baffin Beige and Antique White.



12th TO 76th PRIZES

Osterizer, the original liquefier-blender with exclusive features. Glass container open at both ends. Removable blades for thorough cleaning. Tapered cutting well for continuous feeding. New food magic at the flick of a switch.



77th TO 500th PRIZES

Eight beautiful "Derby Day" glasses especially created for winners of this contest.

