

Enter Carnation's Spectacular Sweepstakes! WIN! WIN! WIN! CARS! CARS! CARS!

One Can Be YOURS!

- 61 GLAMOROUS CARS IN ALL — AND ALL NEW 1961's!
- (Luxury features! Licensed and delivered to winners' homes!)
- ROLLS ROYCE Silver Cloud Sedan
- CADILLAC Eldorado Biarritz Convertible
- LINCOLN CONTINENTAL 4-Dr.
- CADILLAC 62 4-Dr. Sedan DeVille
- PORSCHE Carrera Hardtop
- MERCEDES-BENZ 220 SE 4-Dr.
- BUICK Electra 4-Dr. Sedan
- IMPERIAL Crown Sport Sedan
- ALFA ROMEO Spider Roadster Convertible
- JAGUAR XK 150 Roadster
- BUICK Inville 4-Dr. Hardtop
- THUNDERBIRD Convertible
- CHRYSLER New Yorker 4-Dr. Hardtop
- THUNDERBIRD Hardtop
- OLDSMOBILE 98 4-Dr. Hardtop
- CORVETTE Sportster
- BORGWARD Isabella Sport Coupe
- FIAT 1300 Roadster
- CHRYSLER Saratoga 4-Dr. Sedan
- DAIMLER SP 250 Convertible
- OLDSMOBILE Super 88 4-Dr. Hardtop
- DE SOTO 4-Dr. Hardtop Sports Sedan
- PONTIAC Bonneville Sport Coupe
- AUSTIN-HEALEY Deluxe Roadster
- MERCURY Monterey 4-Dr. Hardtop
- PONTIAC Star Chief Sport Sedan
- DODGE Polara V-8 4-Dr. Hardtop
- MOA DOHC Convertible
- BUICK Le Sabre 2-Dr. Hardtop
- MERCURY Meteor 800 4-Dr. Hardtop
- FORD Galaxia Town Victoria
- PLYMOUTH Fury Sport Sedan
- CHEVROLET Parkwood 4-Dr. 4-Dr. Wagon
- CHEVROLET Impala Sport Sedan
- RAMBLER (6) Custom 4-Dr. Wagon
- TRIUMPH TR 3 Convertible
- DOGE Dart Pioneer V-8 2-Dr. HT
- CHEVROLET Bel Air Sport Sedan
- SAAB Groundsworlder Sedan "700"
- FORD Fairlane 500 4-Dr.
- PLYMOUTH Belvedere Sport Coupe
- RAMBLER Rebel V-8 4-Dr. Sedan
- RENAULT Caravelle Hardtop
- PONTIAC Tempest
- STUDEBAKER 8 Lark Regal 4-Dr.
- JEEP 4-Wheel Drive
- VOLVO 544 2-Dr. Sedan
- VOLKSWAGEN Karmann Ohio
- STUDEBAKER 6 Lark Regal 4-Dr.
- OLDSMOBILE F-85
- BUICK Special
- PEUGEOT 4-Dr. Sunroof
- HILLMAN Convertible Sedan
- PLYMOUTH Valiant 4-Dr. Sedan
- CORVAIR Deluxe 4-Dr.
- FALCON 4-Dr. Sedan
- COMET 4-Dr. Sedan
- RAMBLER American 2-Dr. Wagon
- VAUXHALL Victor 4-Dr.
- MOBIS "1000" Deluxe 4-Dr.
- SINCA Arenda 4-Dr.

plus 4 extra tires for each car — new CUSTOM SUPER/CUSHION whitewalls by GOODYEAR

CARNATION CARNIVAL!!

Win! 61 OF THE WORLD'S MOST GLAMOROUS 1961 CARS!

1000 other great prizes, too! 1061 chances for you to win!



BIG CASH BONUS Win an extra \$500! See Rule 2



IT'S FUN! IT'S EASY! NOTHING TO WRITE, GUESS OR FIGURE OUT!

Just imagine! No jingles to complete. No "25 words or less" to write! No puzzles to ponder! It's Carnation's way to say thanks. Thanks to you for making Carnation Evaporated Milk the world's leader. And thanks to you for making Carnation Instant first by far in the nation. So join the fun! Enter Carnation's spectacular CARNATION CARNIVAL now! And enter often! It's so easy — see below.

- CARNATION CARNIVAL SWEEPSTAKES OFFICIAL RULES**
- Print your name and address, and your grocery store's name and address, on entry blank or on plain paper. Send it along with:
 - (a) The label from any size can of CARNATION EVAPORATED MILK, or
 - (b) The blue patch from any size box of CARNATION INSTANT NONFAT DRY MILK, or
 - (c) The yellow patch from a box of CARNATION INSTANT DRY CHOCOLATE FLAVORED DRINK, or
 - (d) The label from any flavor of CARNATION INSTANT MALTED MILK, if you have any of them, or
 - (e) Hand-copy the word "Carnation," from this advertisement or from any source, in plain block letters on plain piece of paper.
 - A bonus prize of \$500 in cash will be awarded to the winners of the top 61 prizes if, with their entry, they have submitted 3 labels from any of the above products, or hand-copied the word "Carnation," from this advertisement or from any source, in plain block letters on a plain piece of paper 3 times.
 - Mail your entry to CARNATION CARNIVAL Sweepstakes, Post Office Box 93, Los Angeles 51, California. All entries must be postmarked before midnight November 30, 1960 and received before midnight December 6, 1960.
 - Enter as often as you like, but each entry must be mailed separately and must conform to all rules. Drawing will be made by the Reuben H. Donnelley Corporation, an independent judging agency, and the winners of the prizes as listed will be notified within 30 days after close of Sweepstakes. First name drawn wins Rolls Royce. Next 90 names drawn win in order of car listing. List of winners available to those sending self-addressed stamped envelopes. Only one winner to a family.
 - Anyone in the United States or Canada may enter, except persons residing in areas where Sweepstakes are prohibited by law and employees (and members of their families) of the Carnation Company, its affiliates, its advertising agencies and the judging organization. Sweepstakes subject to Federal, Dominion, State and other applicable laws. Winning Canadian contestants will be asked the following question of skill: "Name two of three products Carnation distributes in Canada."
 - Liability for Federal, Dominion, State or other taxes imposed on prizes awarded is the sole responsibility of winners. Contestant's entry in this Sweepstakes constitutes acceptance of these rules. All entries become the property of the Carnation Company; none will be returned.
 - The decision of the Independent Judging agency on all matters relating to this Sweepstakes will be final.

BROUGHT TO YOU BY ALL THESE FINE CARNATION PRODUCTS!



ENTRY BLANK

Entry blank not required (please read rules), but for your convenience you may use this entry blank and get additional entry blanks at your grocery store. Before mailing be sure to read the rules at left.

Send to: CARNATION CARNIVAL SWEEPSTAKES P.O. Box 93, Los Angeles 51, California

NAME _____ (Please print plainly)

ADDRESS _____

CITY _____ ZONE _____ STATE _____

SHOP AT _____ (Name of grocery store)

ADDRESS _____

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