

THIS IS PLEASURE TOO GOOD TO MISS!

CHESTERFIELD KING \$181,000 SWEEPSTAKES!



FIRST PRIZE:
\$46,000

INCLUDES
\$21,000 CASH
\$20,000 JOHN'S-MANVILLE
7-STAR HOME
... featuring J-M quality products inside and out—roofing, siding, walls, floors, insulation. It's JOHN'S-MANVILLE for lasting beauty, comfort, safety and low upkeep!
1963 THUNDERBIRD LANDAU by FORD
New dignity—refinement—and craftsmanship distinguish the '63 Thunderbird Landaу—unique in all the world!

2ND PRIZES:

21 1963 FALCON CONVERTIBLES

This all-new Falcon Convertible for '63 features new fun, excitement and glamour—plus Falcon's famous economy! Richly styled—smart new bucket seats—spirited new performance—a ride smoother than ever before. Best bet for fun-loving, sun-loving folks.



FOLLOW THESE EASY RULES:

1. On an official entry blank, print your name and address and check your favorite one of the four short, catchy ways of asking for CHESTERFIELD KING. You may also use a plain sheet of paper on which you have printed your favorite of the four ways of asking for CHESTERFIELD KING (see entry blank) along with your name and address. Mail to CHESTERFIELD KING Sweepstakes, Box #628, New York 46, N. Y.
2. Entries must be postmarked by November 9, 1962 and received by November 14, 1962. Send in as many entries as you wish. Each entry must be mailed separately.
3. Each entry must be accompanied by any of the following: three empty CHESTERFIELD KING wrappers, or an end panel from a carton of CHESTERFIELD KING, or three pieces of paper, 3" x 5", on which you have hand-copied the words "CHESTERFIELD KING" in block lettering from any source.
4. Prize winners will be selected in random drawings conducted by the D. L. Blair Corporation, an independent judging organization. Its decision, with respect to all phases of the sweepstakes, will be final. All winners will be notified by mail approximately 30 days after final drawing, which will be held on or about November 30, 1962.
5. First prize does not include lot or landscaping for house. First-prize winners may elect to substitute \$15,000 cash, in place of house (est. value \$20,000). This election must be made within 60 days of notification. If winner chooses house, a good lot must be provided within one year. No cash substitution will be made for other prizes. Any tax or liability on any prize will be the sole responsibility of prize winners. Only one prize to a family.
6. Entries limited to residents 18 years of age, and older, of the United States and Puerto Rico. Employees, and their families, of D. L. Blair Corporation, Liggett & Myers Tobacco Company, and its advertising agencies are not eligible.
7. Residents of Wisconsin, Florida, and New Jersey may enter, but should disregard the requirements in rule #3 above. Sweepstakes void in Nebraska and Missouri and any locality where prohibited by law. Federal, State and local government regulations apply.
8. For a list of prize winners, send self-addressed, stamped envelope to: CHESTERFIELD KING Winners List, Box #20, New York 46, N. Y. Do not send this request with entry blank.

**OVER 2200
CHANCES
TO WIN!**

This is pleasure too good to miss. Join in the fun of helping us coin a short, catchy way of asking for CHESTERFIELD KING—just check your favorite of the four nicknames on the entry blank. Why not make the change to CHESTERFIELD KING today?

**THIS IS TOBACCO TOO MILD
TO FILTER. THIS IS PLEASURE
TOO GOOD TO MISS. THIS IS
CHESTERFIELD KING!!**

1st-prize winner to be announced on the ENSIGN O'TOOLE television program, Sunday, Dec. 2, NBC-TV, 7:00 PM E.S.T.



3RD PRIZES:

20 G-E STEREO SETS

Custom Decorator Stereo to hang on wall, set on table. Featuring GENERAL ELECTRIC's new HOME MUSIC DISTRIBUTION SYSTEM for music throughout the house without custom wiring!



4TH PRIZES:

21 FAIRCHILD SOUND

8MM MOVIE CAMERAS AND PROJECTORS ... captures sound at the same time you're shooting the scene. It's the FAIRCHILD Cinephonic for color, action and sound!



5TH PRIZES:

20 RCA VICTOR COLOR

TV SETS ... from the world leader in perfecting Color Television! Enjoy new pleasure and new realism in a color TV set. You have to see it to believe it!



2120 CHANNEL MASTER TRANSISTOR RADIOS

Astonishing power, big-speaker tone, v.c.h. gold look. Easy slide rule tuning & matched transistors. With cowhide case and earphone.

OFFICIAL ENTRY BLANK

Join in the fun of coining a short, catchy way of asking for Chesterfield King. Check your favorite among the four names listed below and you qualify for the Sweepstakes. (check one) Chester King CK's Chester K King Chesy

NAME _____

STREET _____

CITY _____ ZONE _____ STATE _____

Important. Remember to enclose three empty Chesterfield King packs or one carton end (or substitutes, see Rule 3) with each entry.

Mail to: CHESTERFIELD KING SWEEPSTAKES, Box 628, New York 46, N. Y.