

WIN THIS SON OF COUNT FLEET

PLUS \$1,000.00

Kentucky Club Annual Derby Day Contest

JUST NAME HIM AND HE'S YOURS



Ted Atkinson,
Hall of Fame jockey,
helped select this colt.

Ted says:

"This individual has
the conformation and
pedigree that promise
top potential. Nothing
is beyond his reach."

FIRST PRIZE GIVES YOU ALL THIS

1. Bay Thoroughbred colt sired by Count Fleet, son of Reigh Count—Quickly, by Haste. Dam: Gay Rhythm, daughter of Blenheim II—Gay Music, by Royal Minstrel.

2. 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, 1958 are paid by Kentucky Club.

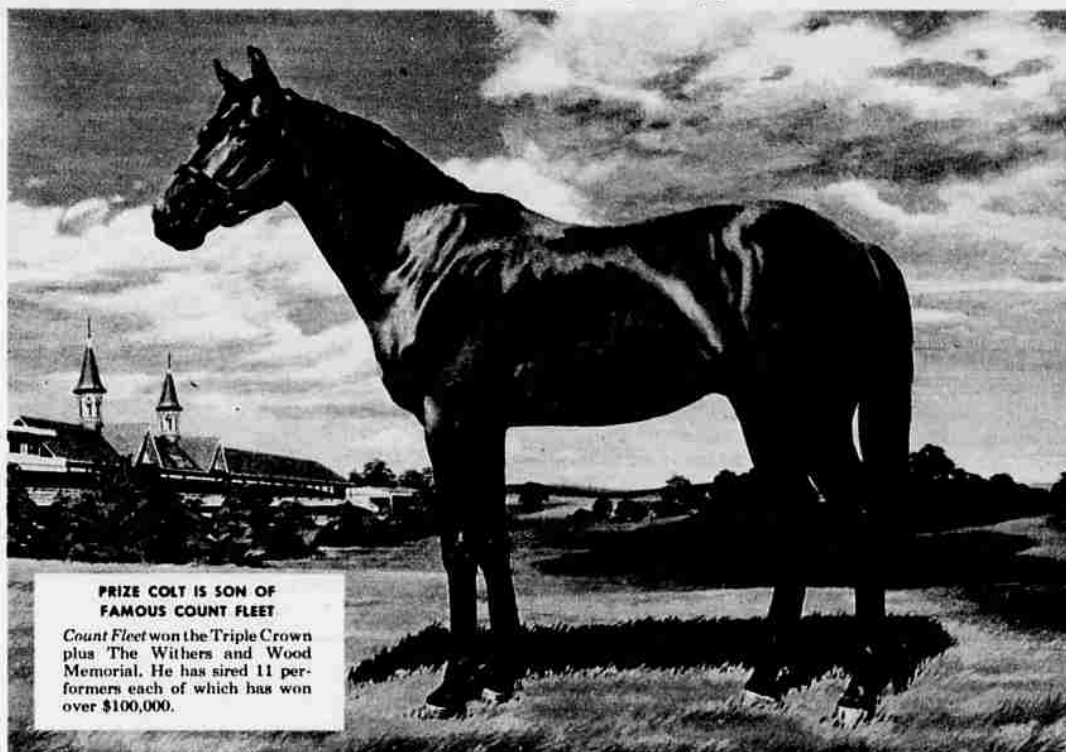
3. Two choice seats for 1958 Kentucky Derby—plus hotel room for four days—plus \$1,000.00 in cash for expenses and to shoot the works at the races.

This year's Kentucky Club Derby Day Contest brings you the opportunity of a lifetime—an opportunity to win a son of fabulous Count Fleet. Count Fleet is one of only two horses in turf history to have reached earnings of \$4,000,000 from 7 crops to race. Here, indeed, is a colt with "top potential."

Just name this prize colt and he's yours—plus choice seats to Kentucky Derby on May 3—plus \$1,000.00 for expenses and to shoot the works at the races.

Don't worry about how you would take care of a race horse—even if you live in an apartment. Kentucky Club pays the bills for board and training to July 1, 1958. You get all the fun and thrills of owning a race horse without spending a dime. 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 Count Fleet. Send in all the entries you want. Be sure each name does not contain more



PRIZE COLT IS SON OF
FAMOUS COUNT FLEET

Count Fleet won the Triple Crown plus The Withers and Wood Memorial. He has sired 11 performers each of which has won over \$100,000.

than 16 letters. For example, a name might be *Count Dollars*. Don't send in this name. Think of better ones. Buy Kentucky Club's famous brands. Start now.

P. S. Previous Kentucky Club prize race horses have been won by a grandmother, a college professor, a housewife and a business man. This may be your year to win.

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, *Count Dollars* counts as 13 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 3-C, Mt. 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, Christian Peper's Pouch Mixture, Crosby Square, Donniford, Kentucky Club White Burley, Willoughby Taylor. Entries must be postmarked not later than midnight, April 7, 1958. 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 ties. 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 16th Prizes: Westinghouse "Fontainebleau" AM-FM High Fidelity Radio-Phonograph. Electronically balanced amplifier. Four matched speakers: 15" bass, 7" intermediate, two 4" treble in acoustically designed cabinet. Dual diamond-sapphire stylus. Automatic changer shutoff. Separate bass and treble controls. Advanced AM-FM radio. Auxiliary jack for tape recorder. Speaker output terminals.



ENTRY BLANK

Just write name for Kentucky Club prize colt in not over 16 letters and not over three words. Count punctuation or space between words as letters.

NAME FOR HORSE

Mail to "Kentucky Club Derby Day Contest," P. O. Box 3-C, Mt. Vernon 10, N. Y. Dept. FW

Send with each entry front of outer wrapper from any of Kentucky Club's 9 brands of tobacco: Aromatic Kentucky Club Mixture, London Dock, Whitehall, Brush Creek, Christian Peper's Pouch Mixture, Crosby Square, Donniford, Kentucky Club White Burley, Willoughby Taylor. Please underline brand name of wrapper with this entry. Entries must be postmarked not later than midnight, April 7, 1958.

PRINT YOUR NAME

STREET

CITY

ZONE

STATE

Kentucky Club's 9 Brands All Guaranteed Fresh

You're so right to switch to a pipe! It's the wise and satisfying way to enjoy tobacco. And you're doubly right to switch to one of Kentucky Club's 9 choice brands. All packaged in genuine Keweenaw Pocket Pouch that's filled at the factory—comes ready to use. Keeps tobacco fresh, mellow and cool-smoking to the last pipeful.

