

HURRY—LAST 2 WEEKS TO ENTER LEVER BROTHERS' WORLD'S BIGGEST CONTEST!

ONE MILLION DOLLARS IN PRIZES

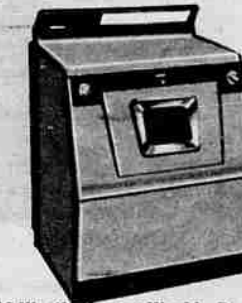
27 WINNERS

27 1962 Pontiac Catalina convertibles! Crisp, new, low-slung styling. Longer, road-leveling 120-inch wheel base. Luxurious all-Morrokide interiors. New quietness in the car that's all action! America's only Wide-Track car—Pontiac!



20,082 WINNERS!

40 WINNERS

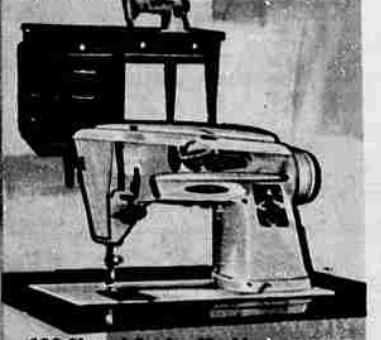


40 Westinghouse Wash'n Dry Combinations. 10 lb. capacity. Automatic bleach dispenser. Will launder any washable fabric. Completely self-cleaning machine. Fast—efficient—economical to operate.

40 WINNERS

40 Trips for Two to South America via Varig the No. 1 Airline between the U.S. and Brazil. Travel non-stop New York to Rio de Janeiro on a giant VARIG BOEING 707 INTERCONTINENTAL JET! In Rio, holiday at luxurious TROCADERO Hotel, directly on Copacabana Beach. Then, on to the fabulous city of Sao Paulo and stay at the OTHON PALACE, Sao Paulo's newest hotel famed for its superb food and service. Next, fly by VARIG CARAVELLE JET to Buenos Aires for more fun-filled days at the deluxe Hotel CLARIDGE, in the center of Buenos Aires' shopping and theatre district. Tour arrangements by the leading International Travel Agency, LINDBLAD TRAVEL, INC., New York City.

100 WINNERS



100 Singer Sewing Machines. Finest ZigZag sewing machine. The new Slant-O-Matic® Model 500 by Singer in the spacious Copenhagen dual-purpose desk—walnut or blonde finish. *A trademark of the Singer Manufacturing Co.



100 Royal Doulton 97-Piece China Sets. "Coronet" by Royal Doulton. Lustrous white English bone china—graceful french scrolls of charcoal gray—banded with gleaming platinum.



125 Magic Chef Gas Ranges. Cooks automatically! Dial-a-Magic control computes roasting time, starts and stops the oven. Magitrol Thermostatic top burner gives precise top-of-the-range temperature.

100 WINNERS



100 Estey Play-on-Sight Console Organs with Bench. A lifetime of pleasure from Estey—world's music master since 1846. 115-year heritage of fine music and tradition of craftsmanship.

250 WINNERS



250 Encyclopaedia Britannica Sets. Encyclopaedia Britannica, for nearly 200 eventful and exciting years the supreme reference work of the entire English-speaking world.

500 WINNERS



500 Lady Casco Chef-Mates. Blender, mixer, juicer, knife-sharpener, coffee-grinder—all powered by one compact base. Most exciting of the LADY CASCO portable appliances.

1000 WINNERS

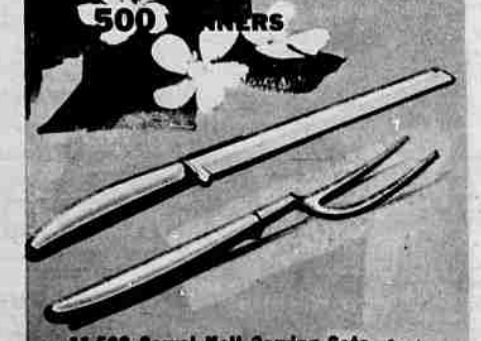


1000 Wear-Ever Hallite Cookware Sets. Hallite by Wear-Ever. Good-looking, good-cooking quality aluminum cookware. Even heating—no hot or cold spots. Tight-fitting, turquoise colored covers.

6300 WINNERS



6300 bottles of Miss Dior Perfume. One of the great perfumes of the world from Christian Dior—Miss Dior, the choice of discriminating women. Generous 1-oz. bottles—made completely in France.



11,500 Carvel Hall Carving Sets. Great blades by Carvel Hall—superbly crafted stainless steel slicer and matching fork—bring ease and assurance to carving.

IT'S FUN! IT'S EASY! HERE'S ALL YOU DO: Just complete the jingle on entry blank on opposite page . . . and follow the simple rules! You can be a winner in the world's biggest contest . . . with more than 20,000 prizes . . . more than 20,000 chances to win. So enter now and enter often—the Million Dollar contest by Lever Brothers!

OFFICIAL RULES

1. On an official entry blank, or a plain piece of paper, write your last line for the jingle below (to rhyme with "TOO"). Be sure you include your name and address. Accompany your entry with a proof-of-purchase as specified elsewhere in this advertisement. Enter as many times as you wish as long as each entry is accompanied by a proof-of-purchase as specified elsewhere in this advertisement.

2. Mail your entry to P. O. Box 20L, Mt. Vernon, N.Y. Entries must be postmarked not later than November 18th, 1961 and be received by the judges not later than November 28th, 1961. Each entry in a separate envelope.
3. Winning entries will be selected by the independent judging staff of The Reuben H. Donnelley Corporation, on the following basis:
a. Freshness (Interest, creativity, sparkle): Up to 25 points
b. Clarity (Suitable and effective use of words): Up to 25 points
c. Simile (Believability): Up to 15 points
The decision of the judges will be final. Duplicate prizes in the event of ties. Only one prize to any one family or household. Entries must be the original work of the contestants submitting them and unqualifiedly become the property of Lever Brothers Company. None will be returned. Winners will be notified in person, or by mail, as soon as judging is completed. Requests for a list of the major prize winners, accompanied by a stamped and self-addressed envelope, will be honored on or about February 1st, 1962.
4. The contest is open to anyone in the Continental U.S.A., Hawaii and Alaska, except employees of Lever Brothers Company, its subsidiaries and affiliates, its advertising agencies, and their immediate families. Void where prohibited or restricted by federal, state or local regulations.

5. The contest is open to anyone in the Continental U.S.A., Hawaii and Alaska, except employees of Lever Brothers Company, its subsidiaries and affiliates, its advertising agencies, and their immediate families. Void where prohibited or restricted by federal, state or local regulations.

ENTER WITH ANY ONE OF THESE FINE LEVER BROTHERS PRODUCTS! ENTER AS OFTEN AS YOU LIKE!

VIA . . . amazing new detergent in a tablet. With contest entry, send box top with price mark from any size package. (Where available.)	SWAN LIQUID . . . guarantees up to 43% longer-lasting suds. With contest entry, send tip portion of cap, or send code number from any size.	LIFEBUOY . . . the Active Soap for Active People. With contest entry, send two wrappers from any size bar. White, Pine Green, or Coral.	New golden green HANDY ANDY for all household cleaning. With contest entry, send label or code number from any size.	New improved SILVER DUST . . . a Cannon premium in every package. With contest entry, send box top with price mark from any size package. (Where available.)	MRS. BUTTER-WORTH'S . . . first syrup with butter in it. With contest entry, send label or code number from any size.	WICK . . . gets your whole wash spotless. With contest entry, send code number from any size can.	IMPERIAL MARGARINE . . . unconditionally guaranteed to taste like the 70c spread. With contest entry, send crown from front of package.	LUX LIQUID . . . new pink lotion formula for sparkling dishes and lovely hands. With contest entry, send tip portion of cap, or send code number from any size.	BREEZE . . . a Cannon premium in every package. With contest entry, send box top with price mark from any size package.	LUX TOILET SOAP . . . the beauty soap of 9 out of 10 Hollywood stars. With contest entry, send two wrappers from any size bar . . . any color.	NEW ACTIVE all . . . the controlled suds for automatic washers. With contest entry, send box top with price mark from any size package.
--	--	--	---	---	--	--	--	--	--	---	--

OFFICIAL ENTRY BLANK—CLIP HERE AND MAIL

Mail entry to:
LEVER BROTHERS MILLION-DOLLAR CONTEST
P. O. Box 20L, Mt. Vernon, N.Y.

Enclosed is appropriate part of package from _____ (PRODUCT NAME)

CONTEST JINGLE

A MILLION DOLLAR CONTEST AND WHO COULD ASK FOR MORE
A GOLDEN OPPORTUNITY IS KNOCKING AT MY DOOR
TO TRY GOOD LEVER PRODUCTS AND BE A WINNER TOO

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Mail no later than Nov. 18, 1961

HURRY! LAST 2 WEEKS TO ENTER!