

CLIENT: LORILLARD CORPORATION

PRODUCT: Kent, Newport, True and Old Gold

JOB NO:

PUBLICATION: Daily Newspapers

ISSUE: August 19, 1969

SPACE: 1000 lines B&W DATE: 8/8/69
1750 lines 2-color

LEAD-IN: New York Football Fans

ALTERNATIVES: Los Angeles Football Fans
Chicago Football Fans

HEADLINE: Pick The Winners And Win Up To \$5,000

ILLUSTRATION: Line Drawings of Football Scenes

BOLD SUB-HEAD:

1st Prize	\$5,000
2nd Prize	\$2,000
3rd Prize	\$1,000
4th Prizes	500 fans will receive copies of "The Golden Anniversary of Pro-Football"

TEXT: Over 500 Prizes To Be Awarded

Now you can win up to \$5,000 for simply picking the winners of the games listed below. Just check the box next to the team you think will win. Allow for the point spread in your selections. (For example, if a team is quoted as +7 pts. this means they must win the game by at least 7 points.) Prizes will be awarded by random drawings to those who have the greatest number of winning selections. Full details are in the Official Rules.

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