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URGENT: YOUR PROMPT RESPONSE IS AWAITED!

BULK RATE
U.S. POSTAGE
PAID
PERMIT NO. 1004
POTTSVILLE, PA

If you return the grand prize winning entry, we'll officially declare that

JOHN CALEFATO HAS JUST BEEN DECLARED OUR BIG \$1,666,675.00 WINNER!

and the list of Major Prize winners in sweepstakes presented by TIME Magazine will read as follows:

PRIZE WINNER:

**J. CALEFATO
STEVE ROLLINS
MINNIE R. HOOD
LINDA ABRAMS**

PRIZE WON:

**\$1,666,675.00
\$1,000,000.00
\$1,000,000.00
\$50,000.00**

PRIZE STATUS:

**WINNER TO BE AWARDED NEXT
WINNER ALREADY AWARDED
WINNER ALREADY AWARDED
WINNER ALREADY AWARDED**

WARNING! J. CALEFATO IS AT RISK OF FORFEITING THE \$1,666,675.00:

We are prepared to award the prize listed next to your name. Therefore, it is urgent that you return the enclosed entry at once! If you fail to respond, you will leave us no choice but to award the \$1,666,675.00 to someone else — even if you hold the grand prize winning entry.

00001
JOHN CALEFATO
APT 4
1367 VAN HOUTEN AVE
CLIFTON NJ 07013

OFFICIAL SWEEPSTAKES NOTIFICATION

If you return the grand prize winning entry, we'll officially declare that

JOHN CALEFATO HAS JUST BEEN DECLARED OUR BIG \$1,666,675.00 WINNER!

and the list of Major Prize winners in sweepstakes presented by TIME Magazine will read as follows:

PRIZE WINNER:	PRIZE WON:	PRIZE STATUS:
J. CALEFATO	\$1,666,675.00	WINNER TO BE AWARDED NEXT
STEVE ROLLINS	\$1,000,000.00	WINNER ALREADY AWARDED
MINNIE R. HOOD	\$1,000,000.00	WINNER ALREADY AWARDED
LINDA ABRAMS	\$50,000.00	WINNER ALREADY AWARDED

Prize Claim Numbers ▶ VF9F4BP13 NS1R7UR98 FI7T5DZ75 BN3J3TM09 RG9T5EA53 JX1L1FV40

Remarks:

WARNING! J. CALEFATO IS AT RISK OF FORFEITING THE \$1,666,675.00:

We are prepared to award the prize listed next to your name. Therefore, it is urgent that you return the enclosed entry at once! If you fail to respond, you will leave us no choice but to award the \$1,666,675.00 to someone else — even if you hold the grand prize winning entry.

00001
JOHN CALEFATO
APT 4
1367 VAN HOUTEN AVE
CLIFTON NJ 07013

TIME presents the



If you return the grand prize winning entry, we'll officially declare that

CONGRATULATIONS, JOHN CALEFATO, YOU'RE OUR BIGGEST WINNER IN HISTORY!

Dear John Calefato:

Three of the four prizes on the above list have now been awarded. In fact, Minnie R. Hood of Lake Ariel, Pennsylvania, Steven Rollins of Simi Valley, California, and Linda Abrams of Statesville, North Carolina have already received their prizes! But there is still a prize which remains to be awarded: the \$1,666,675.00 prize listed next to the name JOHN CALEFATO. And because the \$1,666,675.00 is the biggest prize in the history of sweepstakes presented by TIME, we're especially eager to see that this prize reaches its rightful winner as well! Therefore, John Calefato, we must ask you directly:

WILL JOHN CALEFATO RISK THROWING AWAY THE BIG \$1,666,675.00 PRIZE?

Of course, it's hard to imagine that ANYONE would throw away \$1,666,675.00! But it's only fair to warn you, John Calefato: if you fail to respond to this notice, you are at risk of throwing away the entire \$1,666,675.00 prize! Fortunately for you, John Calefato, there's a simple way to eliminate this risk: RETURN THE ENTRY BELOW AT ONCE! If you'll take this one simple action now and your entry includes the grand prize winning number, it's settled:

JOHN CALEFATO IS GUARANTEED TO BE AWARDED THE ENTIRE \$1,666,675.00!

And then, John Calefato, the \$1,666,675.00 would be yours to do with as you please. And you'd join previous sweepstakes winners Minnie R. Hood, Steven Rollins, and Linda Abrams in our elite group of all-time big-money winners. But you alone would enjoy the SPECIAL distinction that comes with being the biggest winner in the history of sweepstakes presented by TIME!

But if you DON'T return your entry and you hold the grand prize winning number, John Calefato will receive a far LESS honorable distinction: you'll be the person who literally threw away the big \$1,666,675.00 prize! And then, we will have no choice but to award the \$1,666,675.00 to someone else. Because the money is guaranteed to be awarded whether we receive an entry from John Calefato or not! So I urge you to return your entry at all costs! And be sure to do it immediately, because there's even more at stake than the \$1,666,675.00:

RESPOND BEFORE JULY 31, 1992 TO ALSO QUALIFY FOR THE \$100,000.00 BONUS PRIZE!

Please don't hesitate to respond, John Calefato -- it could cost you the \$100,000.00 Bonus Prize. To qualify for the Bonus Prize, your entry must be received before the July 31st Bonus Prize Deadline. But please be advised: the Deadline is real! And if your entry arrives even one day late, you will not be eligible for the \$100,000.00 cash Bonus Prize. So return your entry before you do anything else today. That way, you'll guarantee your eligibility to win the \$1,666,675.00 Grand Prize and the \$100,000.00 Bonus. And there's another very important reason to return your entry as soon as possible:

Over please

IMPORTANT:

Affix appropriate Seals to the Official Entry below and mail in one of the official sweepstakes envelopes enclosed.



J. CALEFATO,
PLEASE BE ADVISED:
WE'RE PREPARED TO
AWARD THE \$1,666,675.00...

NOTE: We may request that your picture be used in conjunction with future sweepstakes.

But you MUST return your entry, like the previous sweepstakes winners below, or you will force us to award the money to someone else — even if you hold the grand prize winning entry.



Minnie R. Hood of Lake Ariel, Pennsylvania returned her entry and has already been awarded her \$1,000,000.00 prize!



Steven Rollins of Simi Valley, California returned his entry and has already been awarded his \$1,000,000.00 prize!



Linda Abrams of Statesville, North Carolina returned her entry and has already been awarded her \$50,000.00 prize!

WE'RE NOW WAITING TO RECEIVE THE J. CALEFATO ENTRY!

So return it as soon as possible. Please don't risk throwing away the biggest ever awarded in a sweepstakes presented by TIME Magazine!

INSTRUCTIONS:

- TO GUARANTEE YOUR ELIGIBILITY FOR THE \$1,666,675.00: Affix Grand Prize Validation Seal at right and mail in one of the enclosed envelopes.
 - TO GUARANTEE YOUR ELIGIBILITY FOR THE \$100,000.00 BONUS PRIZE: Affix Bonus Prize Validation Seal at right and return it before the stated Bonus Prize Deadline.
- To claim your FREE GIFT with TIME at 52% SAVINGS, also affix the Free Gift Seal and mail your entry in the YES envelope.

IMPORTANT:
DETACH THIS STUB BEFORE MAILING!

OFFICIAL ENTRY

AFFIX GRAND PRIZE VALIDATION SEAL HERE.

AFFIX BONUS PRIZE VALIDATION SEAL HERE.

I, J. CALEFATO, do hereby validate this entry by attaching both the Grand Prize and Bonus Prize Seals. Notify me of any prize I am awarded.

AFFIX FREE GIFT/TIME ORDER SEAL HERE.

Prize Claim Numbers:
VF9F4BP13 NS1R7UR98
FI7T5DZ75 BN3J3TM09
RG9T5EA53 JX1L1FV40

T08F071 VF9F4BP13
JOHN CALEFATO
APT 4
1367 VAN HOUTEN AVE
CLIFTON NJ 07013

To receive a FREE TIME CANVAS TRAVELER and get one year of TIME at just \$1.19 an issue — a savings of 52% off the cover price — attach FREE GIFT Seal above and mail this entry in the YES envelope. TIME's cover price is \$2.98.

If you do NOT wish to receive your FREE GIFT with TIME at 52% OFF, check here and return this entry in the NO envelope. Do NOT attach FREE GIFT Seal.

TIME presents the

MILLION DOLLAR DREAM

& FREE GIFT/TIME ORDER FORM

OFFICIAL PRIZE LIST

Over 10,000 prizes — every prize is unconditionally guaranteed to be awarded!

GRAND PRIZE:

\$1,666,675.00 CASH!



Paid in annual installments of \$66,667.00 each for twenty-five years.

BONUS PRIZE:

\$100,000.00 CASH!

To be awarded in one lump sum payment of the full \$100,000.00.

BONUS PRIZE DEADLINE:

07/31/92

IMPORTANT: YOUR ENTRY MUST BE RECEIVED BEFORE THIS DATE, OR YOU WILL FAIL TO QUALIFY FOR THE \$100,000.00 CASH BONUS PRIZE!

FIRST PRIZE:

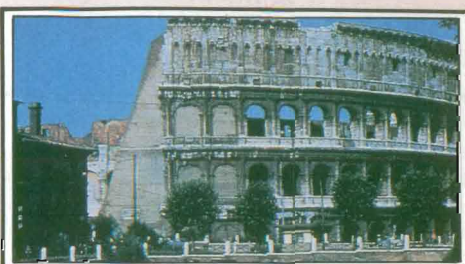
JAGUAR SOVEREIGN



A truly world-class roadster — from its hand-selected leather seats to its computerized climate control system. Features automatic sun-roof, advanced electronic transmission with both manual and automatic modes — plus, Jaguar's legendary road performance! **OR CHOOSE \$50,000.00 CASH!**

SECOND PRIZE:

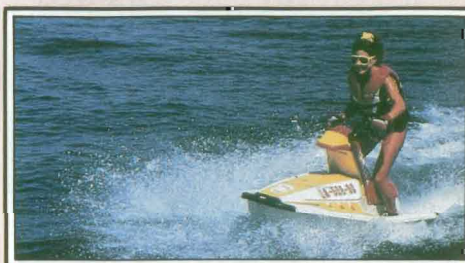
EUROPEAN TOUR



A once-in-a-lifetime dream vacation for two to your choice of three European capitals! Package includes deluxe hotel accommodations, round-trip airfare, meals, and sightseeing tours. **OR CHOOSE \$25,000.00 CASH!**

THIRD PRIZE:

YAMAHA WAVE RUNNER JET SKI



Yamaha's WAVE RUNNER features a dependable Marine engine and jet drive for carefree convenience. Easy to mount and stable in the water, whether at high-speed or standing still. Suitable for one or two riders. Ideal even for beginners. **OR CHOOSE \$10,000.00 CASH!**

FOURTH PRIZE: 5 winners!

SONY VIDEO CAMERA



Featuring Power Zoom Lens with Macro Focus, 1/3 CCD Image Sensor with RGB Color Processing, 4-Lux Minimum Illumination, Variable Shutter, Through-the-lens Autofocus, High-Fidelity Sound Recording, Flying Erase™ with Edit Search™ and more. **OR CHOOSE \$1,000.00 CASH!**

FIFTH PRIZE: 10,000 winners!

ULTRONIC™ STEREO CASSETTE PLAYER



This sleek and portable stereo companion delivers crisp, full-bodied sound with all the control features you need for customized listening, plus feather-light headphones.

YOURS FREE

when you say "YES" to TIME!

The Canvas Traveler...

Essential luggage for the adventurer in all of us!

This attractive, versatile carry-all is the one piece of luggage no traveler should ever be without! It's constructed of rugged, cotton canvas, with double-stitched reinforced seams for extra strength and durability. There's room inside for just about anything — clothing, toiletries, books, even athletic gear. Plus, the spacious rear pouch and the two handy front pockets provide easy access to anything you need quickly. Complete with handsome leatherette trimming and adjustable shoulder strap, this classic traveling companion is designed to survive years in the jungle — urban or otherwise — and still look great!

Best of all, it's **YOURS FREE** when you return your entry in the YES envelope. Do it today!



YOU'LL ALSO BE ELIGIBLE FOR OVER 10,000 OTHER PRIZES GUARANTEED TO BE AWARDED!

It's incredible, but true: you'll **AUTOMATICALLY** be eligible to win any of 10,000 other sensational prizes as soon as you return your entry. You may be the winner of one of the world's most coveted luxury sedans — the Jaguar Sovereign, complete with a luxurious hand-selected leather interior, fully automatic sun-roof, and computerized climate control system. You may be the winner of a whirlwind tour of Europe for two, and visit your choice of three fabulous European capitals! Or you may win a Yamaha Wave Runner Water Vehicle, a Sony Video Camera packed with advanced electronic features, or another exciting prize. Every prize is unconditionally guaranteed to be awarded. So return your entry at once!

And while you're at it, why not also take advantage of the exciting offer from TIME Magazine that we've reserved in your name? Of course, no purchase is necessary to enter the sweepstakes or win any prize — even the \$1,666,675.00! But this is the **MOST** exciting offer we've ever made to anyone! First of all,

YOU'LL RECEIVE A FREE GIFT: THE TIME CANVAS TRAVEL BAG!

The TIME Canvas Traveler is one of the most versatile traveling companions you'll find anywhere. It's built to last — with a rugged cotton canvas exterior and reinforced double-stitched seams. It features a roomy interior, a large rear pouch, plus two convenient front pockets to keep necessities close at hand. And it's good-looking — with handsome leatherette trim and an adjustable shoulder strap. Just think of what you'd pay for such a fine piece of luggage in your local department store! But you'll get the Canvas Traveler — **ABSOLUTELY FREE** — just for saying YES to TIME now! In addition, to make this offer even more irresistible,

YOU'LL ALSO RECEIVE 52% SAVINGS OFF TIME'S COVER PRICE!

That's more than **HALF OFF** — and you'll get **FREE HOME DELIVERY** in the bargain! So if you've **EVER** wanted to try TIME, now is the time to do it. Because you may never see an offer quite this tempting again! And also because, quite simply, you need TIME more than ever.

The world is changing more rapidly than ever before. And you need to know how these changes affect YOU! With TIME, you'll have the whole wide world of news at your fingertips — from global events to national politics ... from economics to entertainment ... from technology to personal health. And you'll understand it better than ever, through TIME's award-winning reports and unforgettable photographs. That's why over 23 million people turn to TIME every week. So when you return your entry, you'd be wise to mail it in the YES envelope and claim your **FREE GIFT** along with **52% SAVINGS** on TIME! But whatever you do, make sure you return your entry:

DON'T RISK THROWING AWAY \$1,666,675.00 -- THE BIGGEST PRIZE IN OUR HISTORY!

The other three individuals on our major prize list returned their entries and were awarded their prizes. And now, we're calling on you to return your entry as well. If you don't return it, one thing is certain: someone else will have to be awarded the \$1,666,675.00! Because the money is guaranteed to be awarded no matter what! But if you act now and return the grand prize winning entry, you'll take your place as the biggest winner ever in the history of sweepstakes presented by TIME! Please don't risk throwing away the biggest prize of all! Return your entry at once! And to claim your **FREE GIFT** along with **52% SAVINGS** on TIME, return it in the YES envelope.

Sincerely

David Gitow
Consumer Marketing Director



TIME presents the



TIME'S UNCONDITIONAL MONEY-BACK GUARANTEE

If for any reason, at any time, you are not 100% satisfied with TIME, just let us know and you'll receive a prompt refund for all unmailed issues — no questions asked!

DETACH THIS ENTRY AND MAIL IT IN ONE OF THE OFFICIAL SWEEPSTAKES ENVELOPES ENCLOSED.

IMPORTANT: DETACH THIS STUB BEFORE MAILING!