

2 BUDWEISER CAN HUG . . . most empty Buds cans which contestant hugs next to his person. Cans can't touch ground or any other kind of support. Record: 38.



3 BUDWEISER CAN TOTE . . . most empty Bud cans balanced atop one another and toted without mishap for 25 feet. Record to beat is 4 (don't laugh till you try it!).



1 BUDWEISER CAN CRUNCH . . . most empty Bud cans crunched with one hand in span of 15 seconds. You get 1/2 credit for aluminum cans. Current record is 5 (the sixth can turned out to be full).



BUDWEISER ANNOUNCES 5 KINDS OF HORSEPLAY IN WHICH YOU CAN BE A WORLD CHAMPION

4 BUDWEISER CAN TOSS . . . most consecutive completed tosses between two or more people, each 20 feet apart. Record is 7 (hard to concentrate).



YOU CAN EARN THIS SWELL 7"x6" PATCH!

Sad but true: There's a big shortage of champions in the world. To prove it, count how many you personally know. See? . . .

To ease this shortage, Budweiser is sanctioning five foolish events in which bonafide World Championships can be earned. They are described above . . . The swell Budweiser World Champion Patch is your prize . . .

These may not be the ultimate sporting activities on campus. But they are the *only* ones in which we'll recognize record-breaking performances . . . Sure, it's easy to get a patch by claiming a fictitious record. But then you wouldn't be able to inscribe your specialty beneath the words "World Champion." (Or would you?) . . . Where do you get all the empty Budweiser cans you'll need to win a World Championship? Really, now!



5 BUDWEISER CAN PITCH-IN . . . most consecutive successful lobs of empty Bud cans into regular trash can from distance of 10'. Record is 72 (only had three cans to start with). This event gets rid of the empties from all the others.



(Maybe you've detected that this is not an official, rigid-rules "contest." But it is a lot of fun, even if you can't break the records. You can, though, can't you?)

Budweiser
World Championships
BOX 8861
ST. LOUIS, MISSOURI
63102

TO GET YOUR BUDWEISER WORLD CHAMPION PATCH (EVEN IF YOU DON'T SET A RECORD), JUST WRITE YOUR NAME, ADDRESS AND WHAT YOU DID ON A POSTCARD.

NO PROOF OF PURCHASE REQUIRED. OFFER VOID WHERE PROHIBITED BY LAW. ALLOW FOUR WEEKS FOR DELIVERY. OFFER EXPIRES DECEMBER 31, 1973. ANHEUSER-BUSCH, INC. • ST. LOUIS

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