

SCHLITZ ROCKS AMERICA



THE WHO 1982 TOUR SWEEPSTAKES.

TWO GRAND PRIZE WINNERS WILL BE SCHLITZ'S GUESTS IN TORONTO FOR THE LAST PERFORMANCE OF THE WHO'S 1982 NORTH AMERICAN TOUR.

This may be your last chance to see in person one of the world's great rock legends. Be there.

Schlitz will send 2 winning couples (winner plus a friend) to Toronto. You'll receive airfare, hotel accommodations in Toronto for 2 nights, tickets to THE WHO concert, dinner both nights in superb Toronto restaurants, a souvenir album, limousine service to and from the concert and spending money.

"THE WHO" 1982 TOUR SWEEPSTAKES OFFICIAL RULES, NO PURCHASE NECESSARY

1. To enter, hand print your name and address on the official entry form or on a 3" x 5" piece of paper and mail to THE WHO 1982 Tour Sweepstakes, P.O. Box 4290, Libertyville, Illinois 60048. ENTRIES MUST BE RECEIVED BY NOVEMBER 30, 1982.
2. No purchase required. Enter as often as you wish, but each entry must be mailed separately.
3. Winners will be selected in a random drawing conducted by H. Olsen & Co., an independent judging organization, whose decisions will be final. Grand prize winners will be notified by December 10th, all others will be notified by January 31, 1983. All 552 prizes, worth approximately \$16,000.00, will be awarded. Limit one (1) prize per household. Odds of winning determined by the number of qualified entries received.
4. Sweepstakes limited to residents of the USA, except employees and their immediate families of Stroh Brewery Co., its affiliated companies, advertising and promotional agencies, and H. Olsen & Co., other suppliers, and wholesale and retail alcoholic beverage licensees and their families. Sweepstakes void where prohibited or restricted by law. Entrants must be of legal drinking age in their state of residence at time of entry. Any taxes are the sole responsibility of the prize winners.
5. All entries become the property of the Stroh Brewery Co., and none will be returned. Winners will be notified by mail. No substitution of prizes. Taxes on prizes are the responsibility of the winners.
6. The geographic area covered by THE WHO 1982 Tour Sweepstakes is nationwide with approximately 5,000 retail outlets participating. For a list of Grand and First Prize winners available after January 31, 1983, send a separate, self-addressed stamped envelope to: THE WHO 1982 TOUR SWEEPSTAKES WINNERS LIST, P.O. Box 4290, Libertyville, Illinois 60048.



- 50 First Prize Winners receive a Koss Music Box personal portable cassette player with a cassette of "It's Hard," THE WHO's latest release.

- 500 Second Prize

Winners receive THE WHO's latest album, "It's Hard," plus a Schlitz/WHO tour T-shirt.

Schlitz is back with the taste that's rocking America. Try the clean refreshing taste of Schlitz... or pour yourself the new Schlitz Light, brewed light to stay light all night long.



THE WHO 1982 TOUR SWEEPSTAKES
Box 4290
Libertyville, IL 60048

Name _____ (please print)
 Address _____
 City _____ State _____
 Zip _____ Phone No. _____

ENTRIES MUST BE RECEIVED BY NOVEMBER 30th, 1982 TO BE ELIGIBLE.