

# STEVE McQUEEN

STARRING IN

## WANTED

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## DEAD or ALIVE

וּמְסוּסֵי הַיָּם וְהַיָּבֵשׁ  
 וְהַיָּבֵשׁ וְהַיָּם וְהַיָּבֵשׁ  
 וְהַיָּבֵשׁ וְהַיָּם וְהַיָּבֵשׁ  
 וְהַיָּבֵשׁ וְהַיָּם וְהַיָּבֵשׁ  
 וְהַיָּבֵשׁ וְהַיָּם וְהַיָּבֵשׁ  
 וְהַיָּבֵשׁ וְהַיָּם וְהַיָּבֵשׁ



וְהַיָּבֵשׁ וְהַיָּם וְהַיָּבֵשׁ

**CBS-TV SATURDAYS**



"Every man should think for himself about filter cigarettes," says Steve McQueen. "I did—studied the actual facts on filters, and then chose Viceroy. Viceroy changed the smoking habits of the nation. A thinking man's filter . . . a smoking man's taste . . . that's Viceroy. And that's for me!"

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Also be sure to watch these other exciting shows brought to you by Viceroy:

**THE TEXAN**  
 Starring  
 Rory Calhoun.  
 Mondays—  
 CBS-TV

**NAKED CITY**  
 New York's  
 own drama.  
 Tuesdays—  
 ABC-TV

**WEDNESDAY  
 NIGHT FIGHTS**  
 The best  
 in boxing—  
 ABC-TV

