

OLD GOLD WILL PAY \$100,000.00 CASH First Prize

Anybody in the Family
Can Enter and Win!

1,000 CASH AWARDS
\$200,000.00 in PRIZES

WE ARE ready to pay you a cash fortune of \$100,000.00 as a reward for entering this contest and winning First Prize in accordance with the rules. You are offered this opportunity by the P. Lorillard Company, one of the world's oldest and strongest tobacco companies.

Primarily you win by solving puzzles—and by following the rules of the contest in their explicit provision for every contingency. BE SURE TO READ THE RULES. BE SURE YOU UNDERSTAND THEM. Above all, your skill is the winning factor in this contest. While in the initial stages of the contest the puzzles will be elementary, they will become progressively more difficult as the contest proceeds; the simpler puzzles being published first as the means of improving the skill and ability of all contestants in puzzle solution.

You are eligible to win this \$100,000.00 cash fortune if you live anywhere in the United States or its territorial possessions. The only persons barred are employees of the P. Lorillard Company and its advertising and promotion agencies.

First Prize of \$100,000.00 is only one of 1,000 cash prizes. A total of \$200,000.00 will be paid to the 1,000 entrants achieving the highest scores, in accordance with the rules.

This contest is a great friend-making enterprise. It gives YOU an opportunity to win a real cash fortune. It gives Double-Mellow OLD GOLDS an opportunity to win you as another of millions of loyal friends.

We intend to conduct the fairest and finest CONTEST of skill ever offered. We shall safeguard the interest of each contestant in every conceivable human way, and we shall administer this contest so as to make every entrant a true and lasting friend of OLD GOLD.

If you are not an OLD GOLD smoker, we hope you will try Double-Mellow OLD GOLDS. We believe you will get a thrill out of this 1937 cigarette... a blend of the finest prize crop tobaccos... brought to you always fresh, every package protected by two jackets, double cellophane.

But you don't need to make a purchase in order to enter this contest. While the rules require that three OLD GOLD yellow package wrappers be sent with each series of puzzle solutions, we'll accept your own reasonably accurate hand-drawn facsimiles of the OLD GOLD yellow package wrapper.

We invite you to enter this contest. Complete details, together with our cordial good wishes for your success, are included in this two-page announcement.

Sincerely,

P. Lorillard Company
(Established 1760)

Makers of DOUBLE-MELLOW OLD GOLD Cigarettes

This contest, in its entirety, copyrighted, 1937, by P. Lorillard Co., Inc.

NOTICE TO RETAILERS

We will make every effort to keep you amply supplied with the current OLD GOLD puzzle pictures. If you run short, merely telephone your jobber, and an additional supply will reach you promptly.

Smoke
Double-Mellow
OLD GOLDS
and Win a
FORTUNE!



Another ENTRY FORM in case somebody else in the family wants to enter

OFFICIAL ENTRY FORM

OLD GOLD CONTEST Date _____
P. O. Box 9, Varick Street Station, New York, N. Y.

(The following are my solutions to puzzles 1-6:—)

1. _____ 4. _____
2. _____ 5. _____
3. _____ 6. _____

Enclose herewith 3 Old Gold yellow package wrappers (or 3 hand-drawn facsimiles) in accordance with the rules.

Signature _____
Mr. _____
Mrs. _____
Miss _____
Address _____
City _____ State _____

Submit the solutions as indicated on this Official Entry Form by midnight of the coming Saturday or earlier, if you choose.

PLEASE PRINT YOUR NAME AND ADDRESS

THIS IS A SAMPLE PUZZLE

(It is used only for the purpose of explaining how to proceed in solving the Official Puzzles in this Contest. Read explanation below.)



This SAMPLE puzzle, like all of the official puzzles, represents a name. Below each puzzle is an accompanying list of names in which the correct name for that puzzle can be found. For instance, the name for this SAMPLE puzzle is included in the following list:

Mark Antony Charles Dickens Horace Greeley
Knut Rockne William Penn Patrick Henry

The correct name, or solution of this SAMPLE puzzle is HORACE GREELEY. Here is how you solve the SAMPLE puzzle:

Look carefully at the picture. A few seconds study conveys the idea that a RACE is in progress. Remember that word—RACE. Keep it in mind. Next notice the word "HO" being shouted by the enthusiastic spectator at the left. Putting these two clues together you have HO and RACE, or the word HORACE. Now, notice that the dog is growling the sound "GRRRR," also notice the word "LEE" and the "E" on the runner's sweater. Combine these clues and you have GRRRR and E and LEE, which when pronounced together form the sound of "GREELEY." Thus, you have formed the name of HORACE GREELEY, the correct name represented by the picture and the solution of the puzzle. By the same process, you solve the official puzzles in this contest and by fully complying with the rules you can win \$100,000.00 First Prize.

\$100,000.00 CASH 1st PRIZE YOURS TO WIN IN CONTEST OF SKILL

CONTEST STARTS TODAY

Here's What You Do to Win

In this contest, which starts today, it is possible for you to win \$100,000.00 First Prize (One Hundred Thousand Dollars) or any of 1,000 cash prizes. Prizes total \$200,000.00.

For instance, notice the SAMPLE puzzle printed directly at the left. This SAMPLE puzzle was drawn only to give you the idea how to solve the official puzzles. Carefully note the following solution of the SAMPLE puzzle, and you will be better able to proceed with the solution of the official puzzles.

Let's Solve the SAMPLE Puzzle Together

Look carefully at the SAMPLE puzzle at the left. A few seconds study conveys the idea that a RACE is in progress. Remember that word—RACE. Keep it in mind. Next notice the word "HO" being shouted by the enthusiastic spectator at the left. Putting these two clues together you have HO and RACE, or the word HORACE. Now, notice that the dog is growling the sound "GRRRR," also notice the word "LEE" and the "E" on the runner's sweater. Combine these clues and you have GRRRR and E and LEE, which when pronounced together form the sound of "GREELEY." Your clues are: HO—RACE—GRRRR—E—LEE. Pronounce those clues, and you will find that you have solved the puzzle with the name "Horace Greeley."

NOW! You're Ready to Start!

Now, if you understand the general idea of solving the puzzles you are ready to start. On the page at the right, you will find the first 6 official puzzles. Solve these 6 puzzles. Remember! Below each puzzle is a list of names, and in the list below each puzzle you find the correct solution for that puzzle.

Neatness Does Not Count

Neatness does NOT COUNT in this contest! No tricks! No catches! Before you enter this contest, read the rules and find out exactly what you are to do. Then, when you clearly understand the rules, submit your solutions in accordance with same.

Send in Your Solutions Weekly in Series of Six

Each week, for 15 weeks, six puzzles will be offered for solution. The six puzzles released each week will be known as a series. The first series of 6 puzzles is printed on the page at the right. Mail your solutions to this first series any time between now and Midnight of the coming Saturday.

You can mail your solutions to the second series any time between Monday, Feb. 8, and midnight of Saturday night, Feb. 13.

Just remember! Submit your answers WEEKLY in this contest, sending in six solutions each week for the contest period.

Enclose 3 OLD GOLD Yellow Wrappers With Each Weekly Series of Solutions

Enclose 3 yellow wrappers from packages of OLD GOLDS (or 3 facsimile copies) with each of your weekly series of solutions. This is in accordance with the Contest Rules. Address your envelope to: Old Gold Contest, P. O. Box 9, Varick Street Station, New York, N. Y.

Puzzle Pictures Are FREE Anywhere Cigarettes are Sold

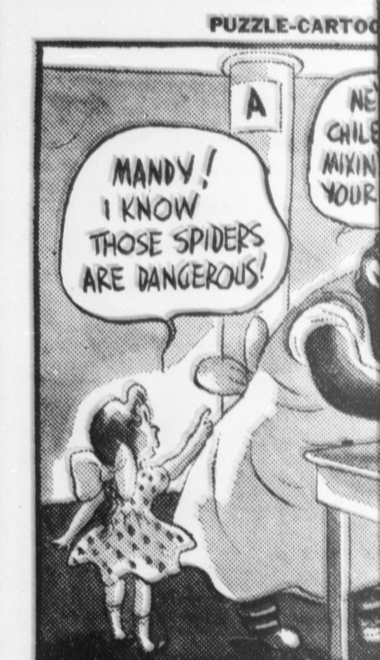
You can get these puzzle pictures FREE, anywhere cigarettes are sold. With each series you will find a convenient ENTRY FORM for filling in your solutions. However, any ENTRY FORM you find in a newspaper or magazine or circular is just as acceptable as any other ENTRY FORM.

Notice that there are two ENTRY FORMS included on these two pages. Use one yourself. Perhaps someone else in the family may wish to use the other ENTRY FORM. Anybody and everybody in the family can enter this contest and any person who lives in the U. S. A. or its territorial possessions, is eligible to win provided the entrant is not connected with the P. Lorillard Company, Inc., or its advertising and promotion staffs.

\$100,000

Start now! Win
There are 6 p
puzzle represen
name represented
the list of names

SOLVE T



This puzzle represents one of the names. Write your solution on entry form in lower case.

Washington Irving
John Ringling
Roscoe Arbuckle
Oscar Wilde
Noah Webster
William Pitt



This puzzle represents one of the names. Write your solution on entry form in lower case.

Henry Clay
Wiley Post
Diamond Jim Brady
Leif Ericson
Thomas Jefferson
Julius Caesar

THE
1. OLD GOLD'S PUZZLE CONTEST is open to all, with the exception of the employees of the P. Lorillard Company, Inc., and its advertising and sales promotion agencies.

2. A group of not less than 90 puzzles which increase in difficulty as the contest proceeds will be offered for solution. Each puzzle will represent or in some way contain clues which will convey the idea of a name, a place, a book, song, or event. The earlier puzzles will be more elementary, and the later puzzles will be more difficult. The principles for solving this particular kind of puzzle are explained in the Official Rules.

3. OLD GOLD will pay a First Prize of \$100,000.00, other cash prizes (a grand total of 1,000 prizes totaling \$200,000.00) to the one thousand contestants whose submissions achieve the one thousand highest scores. The winners will be called upon to solve the puzzles, and who in all other ways conform to the Official Rules.

4. The puzzles will be issued for solutions in series of six, and contestants are asked to solve and submit solutions to each series. The 1st Week's Series of 6 puzzles will be issued on Monday, Feb. 1, 1937. For fourteen additional weeks, there will be a series of six puzzles. Contestants should solve the puzzles and submit solutions to same during the week following the date of each series. In submitting the solution to a series, a contestant is privileged to submit solutions for preceding series. Thus, a contestant entering during the 2nd week should submit both the 1st and 2nd week's Series; and a contestant entering during the 3rd week should submit both the 1st, 2nd, and 3rd week's Series.

Old G

GET RICH for LIFE in