

\$100,000.00 FIRST PRIZE

Start now! Win \$100,000.00. Here's how:

There are 6 puzzle-cartoons on this page. Each puzzle represents a familiar name. The correct name represented by each puzzle can be found in the list of names printed below the cartoon. Study

the puzzles carefully. Find the correct name represented by each of the 6 puzzle-cartoons printed below. Write your solutions on the ENTRY FORM in the lower right corner of this page. (Read carefully all suggestions on page at the left.)

SOLVE THESE PUZZLES... You Can Win \$100,000.00



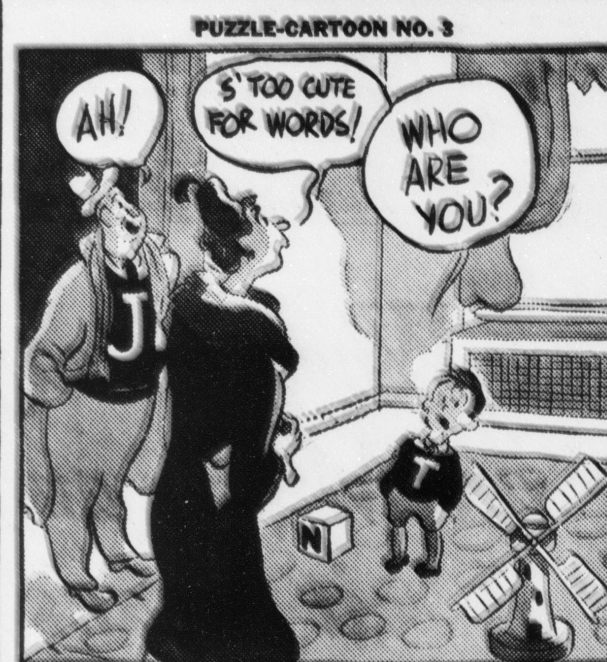
This puzzle represents one of the names in the following list. Write your solution on entry form in lower right corner of this page.

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



This puzzle represents one of the names in the following list. Write your solution on entry form in lower right corner of this page.

Charles Dickens
Mark Twain
Tennys Guinan
Charles Lamb
Anna Pavlova
Geoffrey Chaucer



This puzzle represents one of the names in the following list. Write your solution on entry form in lower right corner of this page.

Thomas Carlyle
Horace Walpole
John Stuart Mill
Ponce de Leon
Christopher Columbus
Percy Shelley



This puzzle represents one of the names in the following list. Write your solution on entry form in lower right corner of this page.

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



This puzzle represents one of the names in the following list. Write your solution on entry form in lower right corner of this page.

Cotton Mather
Stephen Foster
Harry Houdini
Jana Auten
George Washington
Patrick Henry



This puzzle represents one of the names in the following list. Write your solution on entry form in lower right corner of this page.

William Shakespeare
Robert Morris
Admiral Dewey
Henry Ward Beecher
Eugene Field
George Eastman

THE RULES... Please Read Them Carefully

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

2. A group of not less than 90 puzzles which will become increasingly difficult as the contest proceeds will be offered for solution. Each puzzle will represent or in some definite way contain clues which will convey the idea of a name. The name may be that of a person, book, song, movie, city, state or nation. The earlier puzzles will be more elementary, in order to assist contestants in familiarizing themselves with the principles for solving this particular kind of puzzle.

3. OLD GOLD will pay a First Prize of \$100,000.00 and 999 other cash prizes (a grand total of 1,000 prizes aggregating \$200,000.00) to the one thousand contestants who by their submissions achieve the one thousand highest scores through solving puzzles they are called upon to solve under these rules, and who in all other ways conform to all of these Official Rules.

4. The puzzles will be issued for solutions in weekly series of six, and contestants are asked to solve and submit solutions EACH WEEK. The 1st Week's Series of 6 puzzles bears the release date of Monday, Feb. 1, 1937. Each Monday, for fourteen additional weeks, there will be another weekly series to solve. Contestants should solve the puzzles and submit solutions to same during the week following issuance date of each series. In submitting the solutions for any current series, a contestant is privileged to submit solutions for preceding series. Thus, a contestant entering the contest during the 2nd week should submit both the 1st Week's Series as well as the 2nd Week's Series; and a contestant entering during the 3rd Week should submit both the 1st and 2nd

Week's Series as well as the 3rd Week's Series, and so on. All series should be qualified in accordance with Rule No. 7.

5. Contestants are requested to mail their solutions EACH WEEK, in series of six. The various current weekly series of puzzles, together with Entry Forms, may be obtained FREE at any place where OLD GOLDS are sold, or puzzles and ENTRY FORMS may be clipped from newspapers, magazines or circulars and will be equally acceptable.

6. Neatness will not count. Do not decorate your solutions. Just solve the puzzles in accordance with the rules. In case of ties as many of the prizes will be reserved as there are contestants tied before any prizes are awarded for a less perfect submission; that is, if two or more persons tie in submitting the correct solutions to all of the puzzles then the first two or more prizes will be reserved for them, and these two or more prizes will be awarded in the order of the accuracy of the submissions to a first one, if necessary, a second group of tie-breaking puzzles; the second group of tie-breaking puzzles to be accompanied by a letter as hereinafter specified. In event a second tie-breaking group of puzzles is necessary contestants eligible to solve same will be required to accompany their solutions to this second tie-breaking group of puzzles with a letter of between 100 and 200 words on the subject: "The Increased Popularity of Old Gold Cigarettes in My Community As a Result of the Old Gold Contest." Only in case of ties still existing after submissions to the second tie-breaking group of puzzles have been checked will prizes will be awarded on the basis of originality in description and general interest of the letters. In case two or more letters are judged of equal originality and equal general interest then duplicate prizes will be awarded.

7. To qualify for a prize, the contestant is required to accompany each series of solutions with three OLD GOLD yellow package wrappers, or three reasonably accurate hand-drawn facsimiles. Either will be equally acceptable. It is not necessary to make a purchase in order to compete. A contestant is privileged to enter more than one complete set of solutions, but each entry must be individually identified as entry "A", entry "B", etc. Each entry will be judged as a unit. No contestant is eligible to win more than one prize, the highest prize won by any individual entry submitted by that contestant.

8. Upon entering this contest and by the submission of solutions to the puzzles, the contestant agrees that the decision of P. Lorillard Company in all matters affecting the conduct of the contest, the acceptance of submissions, the making of awards and the measures invoked to insure individual effort in fairness to all contestants shall be final and conclusive. The P. Lorillard Company will establish an individual file for each contestant, but will not be responsible for submissions or communications unduly delayed or lost in the mail either from or to the contestant.

9. Each weekly series of solutions together with 3 OLD GOLD yellow package wrappers or facsimiles as specified in Rule No. 7, should be addressed to OLD GOLD CONTEST, P. O. Box 9, Varick Street Station, New York, N. Y.

Be sure you have familiarized yourself with these rules. Read them over again and then solve the puzzles.

THE PRIZES

1st Prize . \$100,000.00

2nd Prize \$30,000.00

3rd Prize \$10,000.00

4th Prize \$10,000.00

5th Prize \$5,000.00

6th Prize \$5,000.00

7th Prize \$2,500.00

8th Prize \$2,500.00

2 Prizes \$1,500.00 each . . . \$3,000.00

2 Prizes \$1,000.00 each . . . \$2,000.00

10 Prizes \$500.00 each . . . \$5,000.00

28 Prizes \$250.00 each . . . \$7,000.00

50 Prizes \$100.00 each . . . \$5,000.00

One Hundred Prizes \$50.00 each . . . \$5,000.00

Eight Hundred Prizes \$10.00 each . . . \$8,000.00

Total 1000 Prizes, \$200,000.00

(Accompany your solutions each week with 3 Old Gold wrappers, or facsimiles, in accordance with the Official Rules.)

OUR PLEDGE TO EVERY CONTESTANT

In every conceivable way this contest shall be conducted in a manner to insure accuracy, fairness, and the fullest measure of opportunity for each and every person who competes. It shall be the goal of the makers of OLD GOLD to conduct this contest exactly as the contestants themselves would wish it conducted.

INDIVIDUAL FILES

The moment you enter this contest, YOUR OWN individual and separate file will be established. In that file your weekly solutions will be carefully placed. Your file will at all times be seriously and importantly regarded by us because we realize that upon your entry in this contest you have set your heart and your hopes upon the winning of a \$100,000.00 cash fortune.

ACCURATE CHECKING OF ALL SOLUTIONS

When the time comes for the checking of answers, your submissions will be checked and re-checked diligently against the correct solutions. At the conclusion of the contest you will have our cheerful permission to check your file against that of any winner.

COMPLETE DETAILS ABOUT WINNERS AND SCORES

With the awarding of prizes, full information will be mailed to all contestants, setting forth the names and addresses of all winners, together with the number of puzzles correctly solved by each winner, in addition to a complete explanation of the key to the solution of each puzzle.

IN THAT SPIRIT

you are invited to enter this contest by P. Lorillard Co., Inc., makers of Double-Mellow OLD GOLDS. On the basis of our pledge we urge and feel entitled to the enthusiastic response of every true contest fan and every lover of good sportsmanship.

P. Lorillard Company

Makers of DOUBLE-MELLOW OLD GOLD Cigarettes

ENTER NOW! BY USING THIS ENTRY FORM

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. _____

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

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.

100-1

PLEASE PRINT YOUR NAME AND ADDRESS

Old Gold's Contest of Skill!