

A QUARTER MILLION DOLLARS IN CASH PRIZES (\$250,000.00)

You can win \$100,000.00 1st prize

OLD GOLD'S NEW CONTEST

STARTS TODAY!

GET RICH FOR LIFE! WIN \$100,000.00

WE WILL pay a quarter of a million dollars to those who enter the NEW Old Gold Contest and win prizes in accordance with the rules. First Prize will be \$100,000.00; Second Prize, \$50,000.00; Third Prize, \$25,000.00.

You can win a fortune in this contest *without laborious mental effort*. This is a truly delightful contest that gives every man and woman an equal opportunity. *Neither higher education nor specialized talent is at all necessary.*

You win by supplying the missing conversation for the blank balloons in a group of 45 interesting cartoons that comprise this contest. To guide you in writing these missing conversations you will find suggestions below each cartoon.

This new \$250,000.00 contest is Old Gold's response to the request of its thousands of friends among America's true contest lovers. Complying with the overwhelming demands of those who participated in its previous contest, Old Gold today announces an even greater contest, with bigger prizes, and an idea that is different and, if possible, even more fascinating than that of the last contest.

This new contest will be conducted exactly like the previous contest—with the same faithful attention to every detail that safeguards the interest of each and every individual contestant.

The same liberal spirit prevails. Obviously we hope to win thousands of new smokers and thousands of new friends for Old Golds. But—you do not need to make a purchase in order to enter. While the rules require that three Old Gold yellow package wrappers be sent out with each Series of statements, we will cheerfully accept your own hand-drawn facsimiles of the Old Gold yellow package wrapper.

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 its millions of loyal friends.

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, Inc. (Established 1760)
Makers of DOUBLE-MELLOW OLD GOLD Cigarettes

THIS IS A SAMPLE CARTOON

(It is used only for the purpose of explaining how you can enter and win in this contest. Read explanation below.)



Now! Your Job is to Write Mary's Reply

HERE is what you do to win in this contest. Just study the conversation in the cartoon, and then YOU SUPPLY THE REPLY FOR THE EMPTY BALLOON.

For instance, in the SAMPLE cartoon above, Mary is being asked for advice.

Mary's reply might be:

"Old Golds. They hold their ash better. Nobody'll burn your tablecloth."

Or, Mary might say:

"Old Golds! Smokers seldom drop ashes when they smoke Old Golds."

Mary might say:

"Get Old Golds. They're always fresh. They'll please everybody."

There are so many things that Mary could reply that it seems almost needless to give any

more examples. For instance, Mary might very well make any of the following three replies:

"My choice is Old Golds. They're always fresh, always Double-Mellow."

"Get Old Golds. Their double Cellophane package keeps them wonderfully fresh."

"Either buy several brands or get Old Golds. Old Golds please everybody."

There is nothing hard about this contest. Almost anybody can think of dozens of things that Mary would reply. And it's the same with all of the Official Cartoons in this contest. Just study the picture and the conversation, and supply your own, original reply for the blank balloon. That's all there is to it.

Under each of the Official Cartoons you will find suggestions to help you write the missing conversation for the empty balloon.

New Contest! Enter NOW!

\$100,000.00 1st Prize

\$50,000.00 2nd Prize

\$25,000.00 3rd Prize

1,000 CASH PRIZES

TOTALING A QUARTER MILLION DOLLARS

Here's How You Win!

THIS NEW contest starts today.

In this new contest, you may win \$100,000.00 as First Prize, \$50,000.00 as Second Prize and \$25,000.00 as Third Prize, or any other of a thousand cash awards.

The sample cartoon printed at the left will give you the idea of this contest. It will show you what to do to win.

Notice the Sample Cartoon at the Left

Look at the SAMPLE cartoon at the left. This SAMPLE cartoon, like all the official cartoons of the contest, has one of the conversation balloons left blank. (By a balloon, we mean the oval in which conversation is customarily printed.)

You'll note that the girl at the left in the cartoon is saying, "Say, Mary, I wonder what kind of cigarettes I should serve at my bridge party?" Then you'll notice that the balloon for the other girl's reply is blank.

The idea of the contest is for you to supply the reply, or remark; in other words, the missing conversation for the balloon that is blank.

Anybody can think of an appropriate reply that Mary might make. If you'll read the explanation below the Sample Cartoon you'll find several different kinds of replies.

For example, Mary might say: "Either buy several brands or get Old Golds. Old Golds please everybody." Or, "Old Golds. Smokers seldom drop ashes when they smoke Old Golds."

Use your own judgment. Perhaps you'll consider a "wise crack" best. Perhaps you would prefer a simple, factual statement. Just supply the words you would consider most appropriate for the empty balloon.

NOW! You're Ready to Start!

Now, if you understand the general idea of supplying the statement for each empty balloon—you are ready to start. On the page at the right, you will find three official cartoons. For each cartoon, write a statement of not more than twelve words for the empty balloon. Write whatever statement you decide upon for each cartoon in the space provided on the official ENTRY FORM.

No tricks! No catches! NEATNESS DOES NOT COUNT IN THIS CONTEST! 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 answers in accordance with them.

Send in Your Answers Each Week

Answers are to be submitted weekly in this contest. Each week for 15 weeks you send in your missing conversations for 3 cartoons. Fill in the missing conversations on the Answer Form. DO NOT SEND IN THE CARTOONS THEMSELVES.

The 3 cartoons of each week are known as a Series. The 1st Week's Series is printed on the page at the right. Mail your answers to this First Series any time between now and midnight of this coming Saturday night.

Just remember, submit your answers WEEKLY in this contest, sending in the Answer Form each week throughout the contest. This procedure is the same as in Old Gold's previous contest.

Get Cartoons FREE... at Cigarette Counters or Western Union Offices

You can get these cartoons free, either from your cigarette dealer or from the leading Western Union offices. The 1st to 4th Weeks' Series are now obtainable at most cigarette stands and Western Union offices in attractive Bulletin form. But you don't need to wait until you get your copy of this Bulletin. You can enroll now by sending in your answers to the 1st Week's Series of cartoons (the cartoons printed on the opposite page). On receipt of your entry from this 2-page announcement, the remaining cartoons will be mailed to you free as issued.

With each Series you will find a convenient ENTRY FORM for filling in your answers. 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 any one of the 48 states of the U. S. A. or District of Columbia is eligible to win, provided the entrant is not connected with the P. Lorillard Company, Inc., or its advertising and promotion staffs.

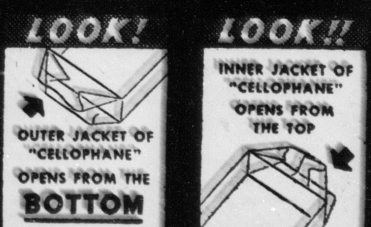
Enclose 3 OLD GOLD Yellow Wrappers With Each Weekly Series of Answers

Enclose 3 yellow wrappers from packages of OLD GOLDs (or 3 facsimile copies) with each of your Weekly Series of answers. 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.

Get Cartoon Bulletins FREE
at Cigarette Stands and
WESTERN UNION OFFICES

Most cigarette counters and Western Union Offices throughout the country now have available the first Four Weeks' Cartoons in Bulletin form. These Bulletins are FREE. Ask for your copy at the nearest cigarette stand or Western Union Office.

FRESH!



in **ANY** climate

You can't buy a stale Old Gold. That extra jacket of Cellophane brings you Old Gold's prize crop tobaccos in the pink of smoking condition.

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 St. Station, New York, N. Y.

The following are my suggestions for the blank balloons in Cartoons Nos. 1, 2 and 3.

No. 1 _____

No. 2 _____

No. 3 _____

I enclose herewith 3 OLD GOLD yellow package wrappers (or 3 hand-drawn facsimiles) in accordance with the rules. (CHECK WHICH)

Mr. _____ PRINT YOUR NAME

Mrs. _____

Miss _____

Address _____

City _____ State _____

Submit the answers as indicated on this Official Entry Form by Midnight of next Saturday, or earlier if you choose.

PLEASE PRINT YOUR NAME AND ADDRESS PLAINLY

Old Gold's Guarantee

DOUBLE-MONEY-BACK OFFER

So supreme is our confidence in Double-Mellow OLD GOLDs that we will gladly send you TWICE the price you paid for a package if you don't like Double-Mellow OLD GOLDs better than any other cigarette.

Buy your first package of OLD GOLDs. Thrill to the flavor and richness of Double-Mellow OLD GOLDs exclusive Prize Crop Tobaccos, its smoking excellence doubly protected for you by two jackets of Cellophane.

After smoking the first 10 cigarettes in your first package of OLD GOLDs—if for any reason OLD GOLD is not exactly to your taste and liking, no questions asked. Return the remaining 10 cigarettes and the wrapper, and we will send you twice the price you paid for the full package, plus postage. Then, if you wish, you may continue in the contest by sending reasonably accurate hand-drawn facsimiles of the OLD GOLD wrapper.