

OLD GOLD'S *New* CARTOON CONTEST

STARTS TODAY (BIGGER AND BETTER)

You can win \$50,000.00 2nd prize

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

There are three cartoons on this page. In each one there appears a conversation balloon which has been left blank.

Study the cartoon carefully. Read through the list of suggestions

below the cartoon. Then write an original reply or remark of your own to fill the empty balloon, using not more than twelve words.

Write your statements on the ENTRY FORM in the lower right corner of this page. (Read carefully all suggestions on page at the left).

1st WEEK'S SERIES...Official Cartoons 1 to 3

Write the Missing Conversation for Each Cartoon. Fill in Your Answers in the Lower Right Hand Corner of This Page. DO NOT SEND IN THE CARTOONS. Send only the Entry Form.

CARTOON No. 1



WHAT WILL THE OTHER MAN SAY?

Supply the Missing Conversation for the Empty Balloon... (Use Official Entry Form Below)

Supply the missing conversation to fit into the empty balloon in the cartoon above. Write an entirely original reply, using no more than 12 words. The samples below are merely suggestions and are only for your guidance.

The man at the left is saying:

"I like to buy my cigarettes from an old established firm."

Here are some suggested replies:

- A. "Yes! Old Golds come from a fine old family."
- B. "There's character in that firm. There's character in Old Golds."
- C. "They know their business. Been at it 177 years."

CARTOON No. 2



WHAT WILL THE STOREKEEPER SAY?

Supply the Missing Conversation for the Empty Balloon... (Use Official Entry Form Below)

Supply the missing conversation to fit into the empty balloon in the cartoon above. Write an entirely original reply, using no more than 12 words. The samples below are merely suggestions and are only for your guidance.

The woman is saying:

"A carton of Old Golds please. They go pretty fast at our house."

Here are some suggested replies:

- A. "They go fast everywhere. It's that Double-Mellow taste."
- B. "They're made of highest quality tobacco and they're always fresh."
- C. "They go fast at my house, too! Everybody likes 'em."

CARTOON No. 3



WHAT WILL THE BOY FRIEND SAY?

Supply the Missing Conversation for the Empty Balloon... (Use Official Entry Form Below)

Supply the missing conversation to fit into the empty balloon in the cartoon above. Write an entirely original reply, using no more than 12 words. The samples below are merely suggestions and are only for your guidance.

The young lady is exclaiming:

"FRESH!"

Here are some suggested replies:

- A. "And so are my Old Golds! The extra Cellophane jacket insures that."
- B. "Stale smoke never won fair lady! Try a FRESH Old Gold."
- C. "Only the FRESH deserve the fair. Old Golds are always FRESH."

WRITE YOUR ANSWERS IN THE ENTRY FORM IN THE LOWER RIGHT CORNER OF THIS PAGE

Do not send in the cartoons themselves. Write your answers in the spaces provided in the Entry Form... and send only the Entry Form.

THE RULES... Please Read Them Carefully

1. The OLD GOLD CARTOON CONTEST is open to everybody residing within the 48 states of the U. S. A. or District of Columbia, with the exception of the employees of P. Lorillard Company, Inc., and their families, and employees of its advertising and sales promotion agencies and their families.
2. A group of 45 cartoons will be released. Each cartoon will contain two balloons for conversation. One of the balloons, however, will be left blank. The contestant is to supply the missing conversation for the blank balloon using not over 12 words.
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 \$250,000.00) in the order of value, to the one thousand contestants who write the missing conversation for the 45 cartoons and whose statements are considered original and best in the opinion of the judges, and who in all other ways conform with these Official Rules. The prizes will be awarded such contestants in the order of the merit of their statements as designated by the judges. The judges' decision will be final.
4. The cartoons will be issued in weekly Series of three, and contestants are asked to supply the required statements and submit them EACH WEEK. The first Week's Series of 3 cartoons bears the release date of Saturday, September 4, 1937. Each Saturday, for fourteen additional weeks, there will be another weekly Series to answer. Contestants should supply the required statements and submit them weekly, during the week following issuance date of each Series. In submitting the answers for any current Series, a contestant is privileged to submit statements 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 the 2nd Weeks' 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 weekly answers EACH WEEK. All cartoons are FREE! The first four weeks' Series may be obtained at cigarette

stands. If your cigarette dealer cannot supply you, we will mail you these cartoons free on request. ENTRY FORMS may be clipped from newspapers, magazines or circulars and will be equally acceptable. Once you have sent in your answers for the earlier cartoons, the remaining cartoons will be mailed to you FREE, as issued.

6. Neatness will not count. Do not decorate your answers. DO NOT SEND IN THE CARTOONS. Just supply your answers (the missing conversation for the blank balloons), in accordance with the rules; writing these answers in the Entry or Answer Forms provided for this purpose. In case of ties, duplicate awards will be made.

7. To qualify for a prize, the contestant is required to accompany each weekly Series of answers 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 answers, but each entry must be properly qualified and be individually identified as entry "A"; entry "B"; etc. Each entry will be judged as a unit. A contestant is eligible to win one prize only, namely the highest prize won by any individual entry submitted by that contestant.

8. Upon entering this contest and by submission of answers, the contestant accepts these rules as binding and 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 property of P. Lorillard Company.

9. Each weekly Series of answers, together with 3 OLD GOLD yellow package wrappers or facsimiles, as specified in Rule No. 17, should be addressed to OLD GOLD CONTEST, P. O. Box 9, Varick Street Station, New York, N. Y.

THE PRIZES

1st Prize	\$100,000.00
2nd Prize	\$50,000.00
3rd Prize	\$25,000.00
4th Prize	\$10,000.00
5th Prize	\$5,000.00
6th Prize	\$5,000.00
7th Prize	\$5,000.00
8th Prize	\$2,500.00
9th Prize	\$2,500.00
3 Prizes	\$1,000.00 each
10 Prizes	\$500.00 each
28 Prizes	\$250.00 each
50 Prizes	\$100.00 each
One Hundred Prizes	\$50.00 each
Eight Hundred Prizes	\$25.00 each
TOTAL 1000 Prizes	\$250,000.00

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

OUR PLEDGE TO EVERY CONTESTANT

We shall use every effort to conduct this contest in a manner to insure fairness and the fullest measure of opportunity for each and every person who competes.

INDIVIDUAL FILES

The moment you enter this contest, YOUR OWN individual and separate file will be established. In that file your weekly submissions 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.

COMPLETE DETAILS ABOUT WINNERS WILL BE SENT TO ALL CONTESTANTS

When the time comes for the judging of answers, your submissions will be given the utmost consideration. And with the awarding of prizes, information will be mailed to all contestants, setting forth the names and addresses of all winners.

IN THAT SPIRIT

you are invited to enter this contest by P. Lorillard Co., Inc., makers of Double-Mellow OLD GOLD. 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

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

ENTER NOW! BY USING THIS ENTRY FORM!

OFFICIAL ENTRY FORM

Date _____

OLD GOLD CONTEST
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.

Mr. _____
Mrs. _____
Miss _____
Address _____

PRINT YOUR NAME

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