

START TODAY! YOU CAN WIN \$100,000.00 FIRST PRIZE

OLD GOLD'S NEW CARTOON CONTEST IS JUST STARTING!
HERE'S EVERYTHING YOU NEED IN ORDER TO ENTER

Cartoons 1-3 FIRST WEEK'S SERIES

Write the missing conversations for each cartoon. Use not more than 12 words for each answer. Fill in your answers on the Entry Form provided with this announcement. **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."

WRITE YOUR ANSWERS IN THE ENTRY FORM IN THE LOWER RIGHT HAND CORNER

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

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."

EASY TO ENTER NOW

Here's How You Win \$100,000.00 1st PRIZE

TODAY, while you are reading these words, make up your mind to win \$100,000.00 — ONE HUNDRED THOUSAND DOLLAR CASH 1st Prize in Old Gold's new and fascinating Cartoon Contest.

It's easy to give yourself this opportunity. Today is an ideal time to enter. Everything you need in order to enter is included in this announcement. The prizes total A QUARTER MILLION DOLLARS.

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 conversations 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 contest will be conducted exactly like Old Gold's previous contest—with the same faithful attention to every detail that safeguards the interest of each and every individual contestant.

There is nothing hard to understand, nothing complicated about this contest. Follow these 3 suggestions and go after that \$100,000.00 1st prize.

1st... Read the Rules. Study the 3 cartoons on this page. Read through the list of suggestions below each cartoon. Then write an original reply or remark of your own to supply the missing conversation for each cartoon, using not more than 12 words for each answer. FILL IN your answers on the Entry Form provided for this purpose in this announcement. **DON'T SEND IN THE CARTOONS THEMSELVES!** Send only the Entry Form.

2nd... Send your entry to OLD GOLD CONTEST, P. O. Box 9, Varick Street, Station, New York, N. Y. Mail your entry any time between now and Midnight of the coming Saturday. The remaining Series of cartoons will be mailed to you, from time to time, as issued.

3rd... In this contest, each Weekly Series of submissions is to be accompanied by 3 OLD GOLD yellow package wrappers or hand-drawn facsimiles. Thus when sending in your answers for the first week's Series of cartoons printed on this page, enclose 3 Old Gold yellow package wrappers or hand-drawn facsimiles.

Remember! Read the Rules carefully. Then write the missing conversations in the Entry Form for the first 3 cartoons. Make up your mind today to enter TODAY. Mail your entry by Midnight of the coming Saturday.

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

A QUARTER MILLION DOLLARS CASH

1st PRIZE ... \$100,000.00	2nd PRIZE ... \$50,000.00
3rd Prize ... \$25,000.00	4th Prize ... \$10,000.00
6th Prize ... \$5,000.00	7th Prize ... \$5,000.00
	9th Prize ... \$2,500.00
3 Prizes \$1,000.00 each ... \$3,000.00	10 Prizes \$500.00 each ... \$5,000.00
50 Prizes \$100.00 each ... \$5,000.00	100 Prizes \$50.00 each ... \$5,000.00
	28 Prizes \$250.00 each ... \$7,000.00
	800 Prizes \$25.00 each ... \$20,000.00

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 F. Lorillard Company, Inc., and their families, and employees of the 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 in a grand total of 1,000 prizes aggregating \$200,000.00 to 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 prize 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 1st Week's Series of 3 cartoons leaves 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 individually each week, during the week following the 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 Week's Series as well as the 3rd Week's Series, and so on. All Series should be qualified in accordance with Rule No. 3.

5. Contestants are requested to mail their weekly answers EACH WEEK. All persons are FREE! The first four weeks' entries may be obtained at cigarette stands. If your cigarette dealer cannot supply you, we will mail you three 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. Names will not count. Do not designate 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. Entries will be promptly acceptable. It is unnecessary to make a purchase in order to compete. A contestant is privileged to enter more than one completely 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 F. Lorillard Company in all matters affecting the conduct of the contest, the acceptance of submissions, the making of awards and the measures involved to insure impartial effort in fairness to all contestants, shall be final and conclusive. The F. Lorillard Company will establish an individual file for each contestant, but will not be responsible for submissions or non-submissions unless delayed or lost in the mail either from or to the contestant. Each entry and submission becomes the property of F. Lorillard Company.

9. Each weekly Series of answers, 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.

ENTER NOW! BY USING THIS ENTRY FORM!

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 to 3.	
1	_____
2	_____
3	_____
Enclose herewith 3 Old Gold yellow package wrappers, or 3 hand-drawn facsimiles, in accordance with the rules.	
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