

PLAY Lava's "DREAM VACATION" PICTURE GAME

Win \$10,000

It's fun! Just check the locations of these popular vacation spots on the entry blank below

THREE 2nd PRIZES—\$2,000 Each!

Just think of all the places you could go . . . all the things you could do . . . with \$10,000!

Someone is going to win our "Dream Vacation Picture Game." Why not you?

It takes only a little while to enter, and the game is lots of fun to play. Entering is a real bargain, too, because with the coupon in this ad you get two bars of Lava

—and the two wrappers you need to send in—at a special money-saving price! (Or send facsimiles as mentioned in the rules.)

So clip the coupon now and get to know Lava—The Hand Soap. You and your whole family will want it from now on, because *Lava gets the dirt that face soaps miss.*

FOLLOW THESE SIMPLE RULES:

1. Study the ten official contest photographs carefully. Each picture shows a famous geographical location.
2. A number of geographical locations are listed on the official entry blank. Put a check (✓) beside each location on the list which correctly identifies the scene of any of the photographs.
3. Then, add up the total number of locations checked and place this total in the space provided. Print plainly your name and address.
4. CAUTION—The locations of some of these pictures may not be listed on the entry blank. If you cannot find a location on the list which correctly identifies the scene of a photograph, do not check any location for that photograph.
5. Mail your official entry blank together with wrappers from TWO BARS OF LAVA SOAP, EITHER REGULAR OR LARGE SIZE (or two facsimiles, any size, of the front panel of the Lava wrapper copied from any source) to: "LAVA DREAM VACATION PICTURE GAME," P.O. Box 65, Dept. C, Cincinnati 99, Ohio. Entries must be postmarked not later than August 1, 1958, and must be received no later than August 15, 1958. You may submit as many entries as you wish provided each entry is on an official entry blank and accompanied by TWO LAVA SOAP WRAPPERS (or two facsimiles as mentioned above). Additional entry blanks are available where you normally buy Lava.

6. Prizes will be awarded on the basis of highest point score determined as follows: One point will be awarded for each location correctly checked. One point will be deducted for each location omitted or incorrectly checked.
7. In case of ties, which are probable, tying contestants will be required to complete a statement dealing with Lava. No wrappers or facsimiles will be required with a tie-breaking entry. Duplicate prizes will be awarded in case of further ties. The most apt of the tie-breaking statements written in the contestant's own words and expressing the contestant's own thoughts will be selected and rated for prizes.
8. Entries limited to residents of the continental United States (including Alaska) and Hawaii, except employees of Procter & Gamble, its advertising agencies and their families. Government regulations apply.
9. The judges' decision will be final. Except for incidental help from family and friends, entries (including tie-breaking entries) must be wholly the work of the person in whose name the entry is submitted, and will be disqualified for professional or compensated help. Mechanically reproduced facsimiles of the wrappers or entry blanks are ineligible. The purpose of this rule is to disqualify entries prepared in whole or in part by professional or compensated contest writers, schools or services. Only one prize will be awarded to any person or to any one household. NO entries returned. Entries, contents and ideas therein belong unqualifiedly to Procter & Gamble for any and all purposes. The winners or tying entrants will be notified by mail about 8 weeks after all entries are received.

© P. & G.

MAIL THIS TODAY

OFFICIAL ENTRY BLANK

Mail today to:
"Lava Dream Vacation Picture Game"
P.O. Box 65, Dept. C, Cincinnati 99, Ohio.

I am enclosing wrappers from two bars of Lava Soap, either Regular or Large Size (or two facsimiles, any size, of the front panel of the Lava wrapper copied from any source).

Name _____
(Please Print Plainly)

Street Address _____

City _____ Zone _____ State _____

Dealer's Name _____

Entries must be postmarked before midnight August 1, 1958.
Entries limited to residents of the continental United States (including Alaska) and Hawaii.

Place a check (✓) in the box in front of each location which correctly identifies the scene of any of the official photographs.

- | | |
|---|---|
| ☐ Rocky Mt. Nat'l Park | ☐ Arc de Triomphe, Paris |
| ☐ Havana, Cuba | ☐ Washington, D.C. |
| ☐ Niagara Falls | ☐ Jackson Hole |
| ☐ Royal Gorge | ☐ Africa |
| ☐ Windsor Castle | ☐ Venice, Italy |
| ☐ Belgium | ☐ Asia |
| ☐ Geo. Washington Bridge | ☐ Arizona |
| ☐ Grand Canyon | ☐ Greece |
| ☐ Glacier Nat'l Park | ☐ So. America |
| ☐ Arkansas River | ☐ Crater Lake |
| ☐ Rome, Italy | ☐ San Francisco Bay |

The total number of locations checked is _____

CUT HERE

9645-LF

82-72-94



TAKE THIS COUPON TO YOUR DEALER

SAVE 5¢ WHEN YOU BUY
2 BARS **Lava** **The Hand Soap**

(Either Regular or Large Size)

TO THE DEALER: You are authorized to act as our agent for the redemption of this coupon in accordance with the terms of our coupon offer as stated below, provided that you and the consumer have complied with these terms. Cash redemption value 1/20 of 1¢. TERMS OF COUPON OFFER: We will reimburse you for the face value of this coupon, or, if coupon calls for free merchandise, we will reimburse you for such free goods, plus 2¢ for handling, provided this coupon has been redeemed in accordance with our consumer offer. Invoices proving purchase of sufficient stock of our brands to cover coupons presented must be shown upon request and failure to do so may, at our option, void all coupons submitted for redemption for which no proof of products purchased is shown. Coupons are good only on brands specified, are non-transferable, and when presented through outside agents or others who are not retail distributors of our merchandise will not be honored and will be void when so presented. The consumer must pay any sales tax involved in the transaction. Our salesman will redeem our coupons or you may mail them at our expense to Procter & Gamble, 280 W. Mitchell Avenue, Cincinnati 32, Ohio.

PROCTER & GAMBLE

9645-LF

This coupon valid for use in stores everywhere

82-72-94

