

# WIN \$500.00

## in the MOLLÉ "What do you say?" contest!

We're scouring 16 American college campuses to find the man with the smoothest line! \$500 if it's you!

What do you say\* when a gal says:

What do you say\* when a pal says:



\*O. K.—so she isn't the girl of your dreams! Fill in your smooth answer in the blank balloon above, using 25 words or less. Type or print answers.

\*This one is a cinch, for Mollé speaks for itself. (You'll find some hints in this ad!) Fill in the blank balloon in 25 words or less.

**MOLLÉ BRUSHLESS**, the shaving cream that gives you the smoothest shave, is looking for the college man with the smoothest line! Is it you? If it is, you're riding the rainbow toward 500 green, crisp bucks! The Grand Prize of the Mollé "What do you say?" contest!

### A PRIZE FOR EVERY CAMPUS! \$1300 IN PRIZE MONEY!

There's more than one prize! *Every college must have a prize winner!* A gent who collects \$50 for being the winner in his own school . . . and who might win the Grand Prize of \$500 in addition!

Any quick-thinking college man can win it! Here's all you do!

Every week—for the next 10 weeks—Mollé Brushless Shaving Cream will print a set of two cartoons in this newspaper.

In each set, just fill in the two empty balloons with what you would say in the situations illustrated. The man who fills in all ten sets most ingeniously gets a handful of beautiful money!

### A SMOOTH SHAVE FOR A SMOOTH GENT!

We're sure that the gent with the smoothest line insists on the smoothest shave. And that means Mollé!

Mollé gives you a smooth face—and gives it to you quicker, cleaner, more painlessly. For Mollé is the *heavier* brushless cream. It treats tender skin very gently. Yet Mollé has no mercy on even the toughest whiskers! So get yourself a smooth face with Mollé Brushless.

And now for Set 1 of the Mollé "What do you say?" contest!

**DO IT NOW!** Read rules carefully! Be sure to fill in your name and address in space provided in cartoon. Send answers to MOLLÉ "What do you say?" Contest, P.O. Box No. 409, New York 8, New York.

## CONTEST RULES

### Mollé "What do you say?" contest

1. Merely write, in the blank cartoon balloons above, your answers to the questions. Mail your entry to the address given elsewhere in this ad. Be sure to fill in your complete name and address in the space indicated.
2. Each contestant must be a registered male student of the college in whose paper this contest is published, and each contestant must compete in all ten sets of cartoons in order to be eligible for prizes. If you did not receive a copy of this newspaper, a reasonable facsimile of the cartoon or a written description of it will be accepted.
3. With Sets No. 3 and No. 8, the contestant must include a carton from a 25¢ or 50¢ tube—or from any size jar—of Mollé. Remember, only two cartons (of any size) are required, but be sure you send one in with No. 3 and one in with No. 8 of the sets.
4. Only one entry will be accepted from each contestant in each set and all entries must be the original work of the contestants, submitted in their own names.
5. Entries will be judged by the Reuben H. Donnelley Corporation, an independent judging organization. All ten cartoons submitted by a single contestant will be considered as a unit in judging, and the judges' decisions will be based on the originality, aptness and interest of each set. First prize winners of \$50 from each school will be eligible for the Grand Prize of \$500.00 to be awarded to the best series of entries from all the schools. The decision of the judges is final and duplicate prizes will be awarded in case of ties.
6. All entries become the property of Sterling Drug Inc., and no entries will be returned.
7. All ten sets of answers must be mailed before May 14, 1948, final date of the contest. Entries with inadequate postage will not be accepted. Prize winners will be announced in this newspaper the week of May 24.