

FREE \$15,500 IN PRIZES

Prize Awards

First Four Awards—University Tuition Scholarships
Worth \$2,000.00 each (covers tuition only) or full value in cash.
Next Four Awards—Cash Prizes of \$1,000.00 each.
Next Ten Awards—Cash Prizes of \$100.00 each.
Next Twenty Awards—Cash Prizes of \$50.00 each.
Next Forty Awards—Cash Prizes of \$25.00 each.
Next Fifty Awards—Cash Prizes of \$10.00 each.

NEW ENGLAND CAMP CABINS

U. S. Route 1

Manly

Stop by and get your picture
title blanks

A complete line of Esso products

OASIS SERVICE STATION

T. J. Fletcher, Mgr.

West End

Win a Cash Prize—Win a \$2,000
Scholarship

Get your entry blanks here

Keith Motor Co.

W. H. Keith, Operator

Vass N. C.

Win A Free \$2,000 Scholarship

Get All Particulars Here

STANDARD Esso Station

H. I. Hagler, Operator

Aberdeen

Get Your Picture Title Contest

Blanks Here

Let Us Serve You

GET YOUR

Picture Title Contest Blanks

—at—

CLARK'S ESSO STATION

"One Stop Service"
Southern Pines, N. C.

Get Official Entry Blanks From These Esso Dealers

Five persons prominent in their own fields have been chosen to award the four college tuition scholarships in the picture title contest now being conducted through the newspapers by the Esso Marketers, Mr. J. T. Holland of the Standard Oil Company of New Jersey announced here today.

These judges, who will also award the 124 cash prizes, are H. T. Webster, cartoonist and creator of the comic strip character "Casper Milquetoast", Bill Terry, manager of the New York Giants, Dorothy Dunbar Bromley, women's page editor of the New York World-Telegram, Harold F. Blahard, technical editor of the magazine Motor, and Otto W. Fuhrmann, director of the division of graphic arts of New York University.

The second of the four pictures for which entrants must select titles has already appeared in the newspapers and the others will follow shortly, according to Mr. Holland, who also pointed out that entrants must submit together all four pictures with the selected titles and their 100-word statement on "I Know Essolene gives greater mileage because..."

Read These Official Rules

1. You are not required to make any purchase, or pay any entry fee to enter this contest. It is absolutely free.

2. Any person who is a car or truck owner and resides in any of the following states, except employees of the Standard Oil Company (New Jersey) and its subsidiaries, their advertising agencies and their families, may enter this contest: Maine, New Hampshire, Vermont, Rhode Island, Connecticut, Pennsylvania, New Jersey, North Carolina, South Carolina, Virginia, New York, Massachusetts, District of Columbia, West Virginia, Maryland, Delaware, Arkansas, Louisiana, Tennessee.

3. Children of car owners who are eligible under rule No. 2, may enter the contest, but if under legal age, must be accompanied by parent or guardian in order to obtain official entry blank.

4. No more than one entry can be made by each individual.

5. Pictures number two, three, and four must be affixed to the official entry blank by paste, glue, or other adhesive. Pictures enclosed loose in envelope or affixed with pins, paper clips, etc. will not be considered.

6. Laboriously clever entries such as "dressing up" with tricky drawings or lettering, or anything of that nature, will have no better chances than those adhering simply to the contest rules. Neatness and legibility, however, will count.

7. The statement beginning "I Know that Essolene gives greater mileage because..." must contain not more than 100 words and must be written, typed, or printed in the space on the official entry blank.

8. The make and license number of automobile owned by contestant must appear in the space provided on the entry blank.

9. It is understood that all names and letters submitted become the absolute property of the Esso Marketers, and may be used, together with the names and addresses of the con-

testants, in any Esso Marketer advertising or publicity matter. It is further understood that we cannot undertake to return any entries, or enter into correspondence concerning them.

10. When submitting your entry, be sure your full name and address are printed on it clearly, and use first class mail with enough postage.

11. In case of ties, duplicate prizes will be awarded.

12. Contest closes September 30, 1936. All entries must be post-marked before midnight of that date. Winners will be notified by mail as soon thereafter as possible.

13. Contestants agree to accept decision of the judges as final.

Standard Esso Station

Floyd Vaughn, Prop.

Southern Pines
\$15,500 in Prizes! You Can Be
a Winner!

For particulars see
Floyd Vaughn

Highway Garage

Pinebluff

N. L. Van Boskerck

Get your entry blanks for the
contest here.

TAKE A CHANCE AT A BIG PRIZE!!!!

Get Particulars from

Midland Service Station

H. L. Gordon, Prop.

Pinehurst

A. M. CAMERON

Agent

Vass, N. C.

ESSO Products

YOU MAY WIN

4 Free University Scholarships

Worth \$2,000 Each

or one of 124 other big cash prizes totaling \$15,000 in the Esso Marketers Picture Title Contest. For full particulars and official entry blanks see your nearest Esso Dealer.

Pinehurst Garage Company, Inc.

PINEHURST

WIN A FREE

\$2,000

SCHOLARSHIP

R. B. Lewis Service
Station

Beer and Cold Drinks
West End