

Bird's Christmas contest : the most thrilling competition invented : 1,500 big prizes and a mystery gift for every entrant : easy to enter- you're bound to win / Alfred Bird & Sons Ltd.

Contributors

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BIRD'S

Christmas

CONTEST

The most thrilling competition invented



1,500 BIG PRIZES
and a mystery gift
for every entrant!



Easy to enter - you're bound to Win!

Mothers!

... BUY BIRD'S DELICIOUS TABLE DISHES AND HELP YOUR CHILDREN TO WIN ONE OF THE 1,500 VALUABLE PRIZES AT CHRISTMAS!



WE want you to know some of the good things to eat that Bird's make. So we ask you to try just seven of them and at the same time give your children the chance to enter for our colossal Christmas Contest, with its 1,500 valuable prizes and unlimited mystery gifts. You need not buy them all at once—just as you need them. But keep the packets and give them to the kiddies.

Children!

COLLECT THESE 7 EMPTY PACKETS FROM MOTHER AND WIN ONE OF THE WONDERFUL PRIZES IN THIS EASIEST-OF-ALL CONTESTS...



LEARNING cycles, cameras, dolls, prams, aeroplanes—hundreds of equally thrilling prizes are awaiting the 1,500 children who come out top in the fascinating competition described overleaf. But everyone who enters will receive a gift. As soon as your completed entry is received a Mystery Gift will be posted off to you. And the final prizes will be awarded just in time to make this Christmas the most memorable ever. So send in your entry as soon as you like, and send as many entries as you can. Put your age clearly on the entry form—it will be taken into consideration when the big prizes are awarded.

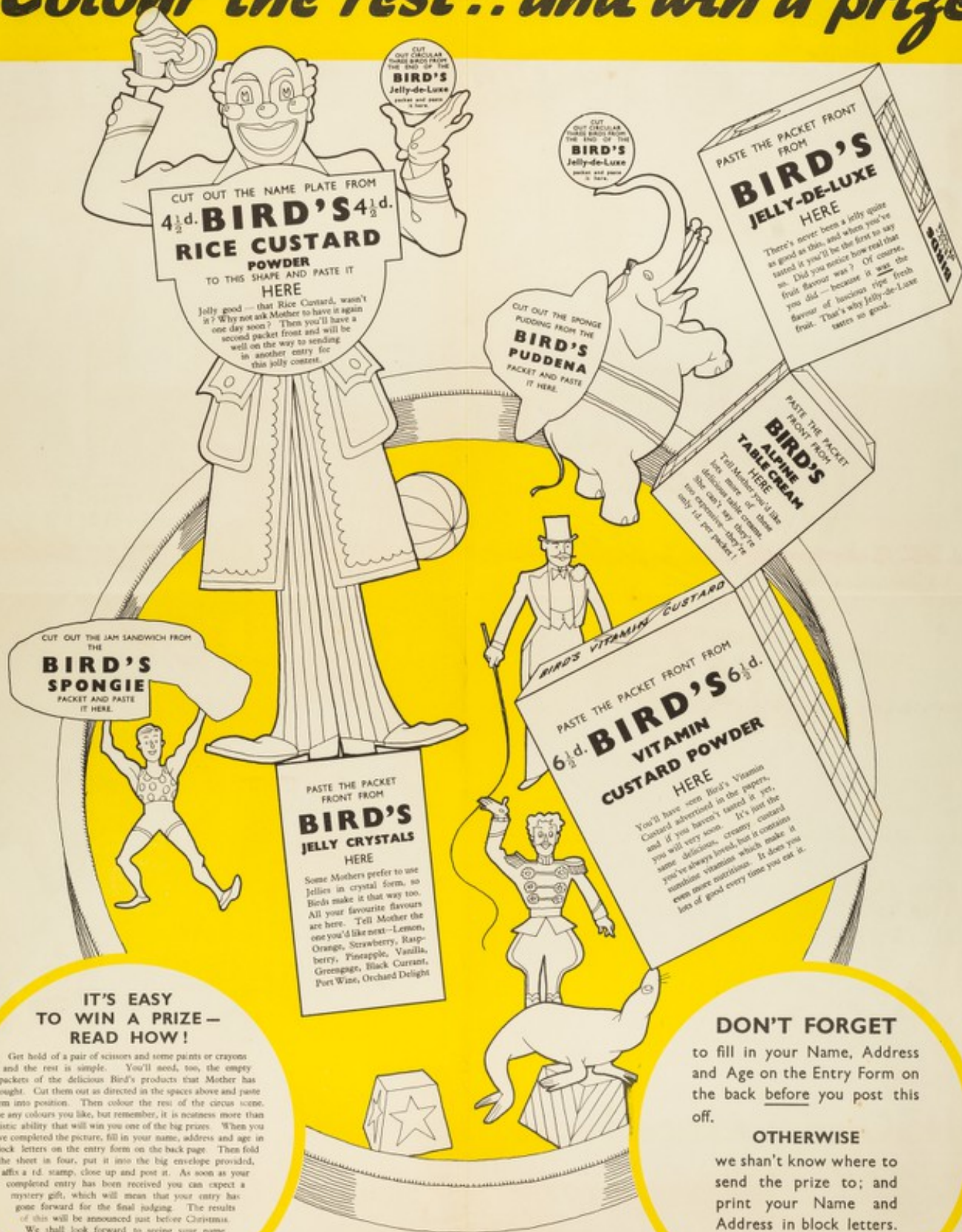
TRY THESE 7 BIRD'S PURE TABLE DISHES

- Vitamin Custard 6½d. packets
- Jelly-de-Luxe - - 4½d. "
- Spongies - - 5½d. "
- Puddens - - 4½d. "
- Jelly Crystals - 4½d. "
- Rice Custard - 4½d. "
- Alpine Table Cream 1d. "



A Mystery Gift for Every Entrant!

Paste the packets cut to size... Colour the rest.. and win a prize



IT'S EASY TO WIN A PRIZE— READ HOW!

Get hold of a pair of scissors and some paints or crayons and the rest is simple. You'll need, too, the empty packets of the delicious Bird's products that Mother has bought. Cut them out as directed in the spaces above and paste them into position. Then colour the rest of the circus scene. Use any colours you like, but remember, it is *neatness* more than artistic ability that will win you one of the big prizes. When you have completed the picture, fill in your name, address and age in block letters on the entry form on the back page. Then fold the sheet in four, put it into the big envelope provided, affix a 1d. stamp, close up and post it. As soon as your completed entry has been received you can expect a mystery gift, which will mean that your entry has gone forward for the final judging. The results of this will be announced just before Christmas. We shall look forward to seeing your name among the list of 1,500 big prize-winners.

All entries must be received before

Nov. 30th, 1937.

DON'T FORGET

to fill in your Name, Address and Age on the Entry Form on the back before you post this off.

OTHERWISE

we shan't know where to send the prize to; and print your Name and Address in block letters.



PRIZES



50
1ST PRIZES—

Winners will have the choice of:—

Cycles, Tricycles, Home Movie Projectors, Gramophones, Cameras, Dolls Houses, Aeroplanes, Tennis Racquets, Large Riding Bears or Dogs on Wheels, Billiard Tables, Rocking Horses, Motor Cars, Prams, Tool Cabinets, Writing Bureaus, etc., etc.

100
2ND PRIZES—

Consisting of:—

Conjuror's Outfits, Cameras, Billiard Tables, Home Movies, Fret Work Sets, Motor Cars, Dolls Houses, Cots, Folding Prams and Prams, Aeroplanes, Dolls, Model Railways, Fitted Work Baskets, Bagatelle Boards, Strong Wheeled Riding Toys, etc., etc.

200
3RD PRIZES—

Consisting of:—

Dolls, Dart Boards, Animal Nightdress Cases, Cuddly Toys, Electrical Sets, Yachts, Footballs, Fret Work Sets, Silver Link Engines, Dolls Houses, Desks, Dolls Prams, Trains, Meccanos, Red Indian Suits, etc., etc.

and

1,150 CONSOLATION PRIZES

THE DECISION OF THE JUDGES IS FINAL AND NO CORRESPONDENCE CAN BE ENTERED INTO.

THIS MUST BE FILLED IN AND POSTED BEFORE NOVEMBER 30th, 1937.

Here is my completed entry for Bird's Christmas Contest. When you receive it, please send me the Mystery Gift.

NAME.....
(in full) Block Letters
ADDRESS.....
Block Letters

Age (next birthday).....

Post entry to—**ALFRED BIRD & SONS LTD.,**
Thames House,
Millbank,
London, S.W.1.

*Mystery gift
for every entrant*