

## **Fry's great name competition / J.S. Fry & Sons Ltd.**

### **Contributors**

J.S. Fry & Sons.

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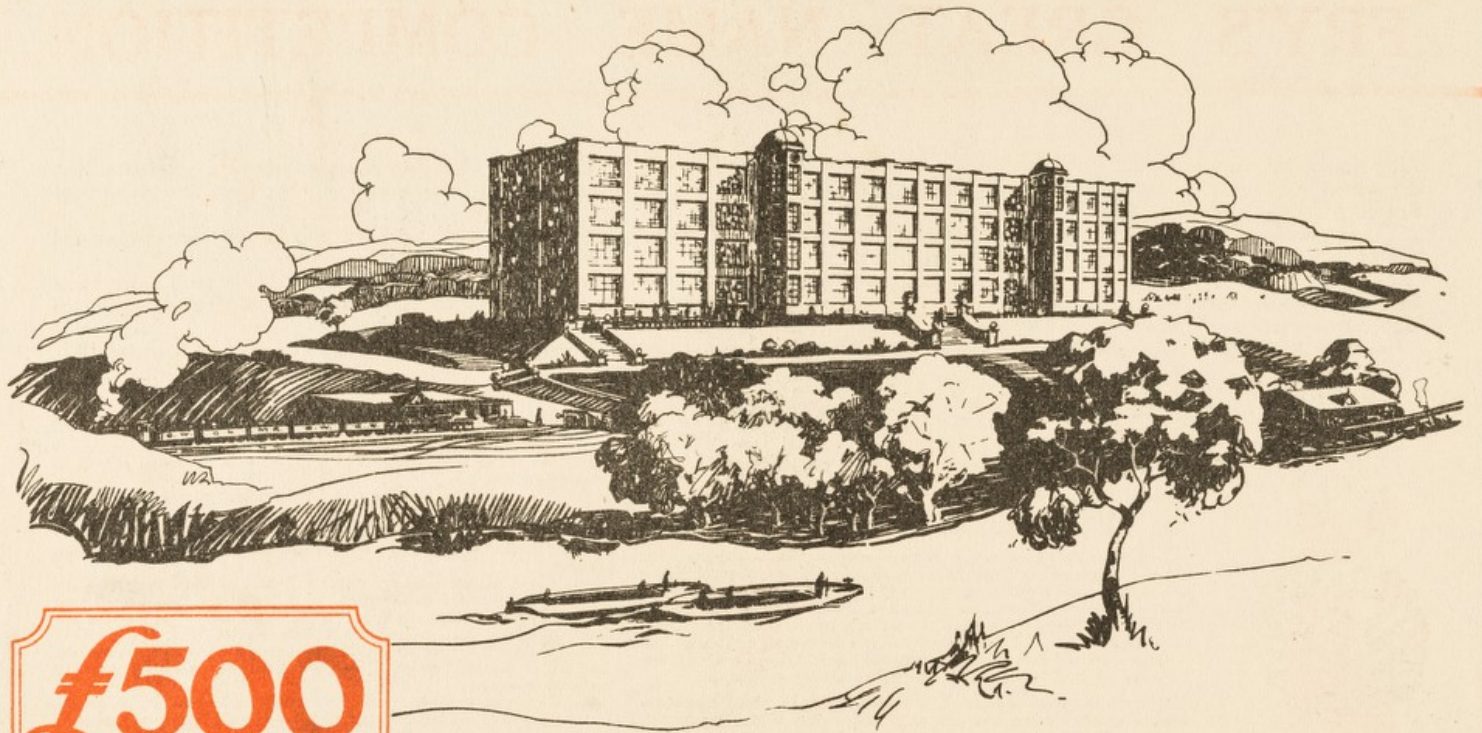
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**£500**  
for a Name

# FRY'S GREAT NAME COMPETITION

After nearly 200 years in Bristol FRY'S now find that their well-known business of Cocoa and Chocolate Manufacturers has grown to such dimensions that the old city can no longer accommodate it. A site of nearly 300 acres has, therefore, been bought at Keynsham, five miles from Bristol, to afford scope for the larger developments necessary.

The site, bordered by the River Avon, lies in the green and pleasant County of Somerset, and there is ample room, not only for factories, wharves, and sidings, but also for playing fields, bathing pools, and sports grounds.

The erection there of the first of the great factories is nearing completion, and now the Company want a NAME for the new site itself. A prize of £500 is offered for a suitable name, which should preferably be brief, easy to pronounce, striking, and unique, and which might for example suggest the ideal surroundings of the new site. There will also be awarded boxes of Chocolates as 1,000 Consolation prizes.

Read the Conditions of Entry and send in suggestions as soon as possible, and so as to arrive not later than twelve noon on Tuesday, 14th August, 1923.



## CONDITIONS OF ENTRY (WHICH MUST BE STRICTLY COMPLIED WITH)

1. The £500 prize will be awarded to the sender of the name deemed most suitable, but Fry's do not bind themselves to use the name for which the prize is awarded. In the event of the most suitable name being sent in by more than one Competitor, the prize will be divided. The winning name will be published in the Press.
2. Competitors may send in as many suggested names as they wish, but each suggested name must be accompanied by the red, outside wrapper or wrappers from a packet or packets of Fry's "Belgrave" Chocolate—sold in Neapolitans, Croquettes, Flat Cakes and Bundles—to the value of 6d.: that is, for instance, four 1½d., three 2d. or two 3d. wrappers count for one suggested name, and a 1/- wrapper counts for two, or a 1/3 and a 3d. wrapper combined count for three suggested names. In other words, every sixpenny worth of "Belgrave" Chocolate counts for one chance.
3. Each suggested name must be written plainly in capital letters on a separate sheet of paper, with the name and address of the Competitor, together with the name and address of the Retailer (*i.e.*, the person, firm or company owning the establishment, or employing the person) selling the "Belgrave" Chocolate to such Competitor.
4. All entries will receive strict scrutiny, so as to ensure fairness in awarding prizes.
5. The decision of the Board of Directors of J. S. Fry & Sons, Ltd., certified by the Company's Secretary, as to the prize awards or as to any other matter relating to this competition, shall be accepted as final and binding by the Competitors, who shall only enter the competition on that footing.
6. All envelopes (properly stamped if sent by post) containing the suggested names, must be addressed "J. S. Fry & Sons, Ltd., 3 to 4 Union Street, Bristol," and be marked "Name," and must arrive at that address not later than twelve noon on 14th August, 1923.
7. Fry's will not be responsible for any suggested name being lost, mislaid, or delayed. Proof of posting will not be accepted as proof of delivery or receipt.
8. Letters must not be enclosed with suggested names, and no correspondence will be entered into regarding the prize awards, or this competition, or anything connected therewith.
9. No one in the employment of the Company is eligible for the competition.

**AN AWARD OF £50** will be made to the Retailer who sold the "BELGRAVE" Chocolate to the winner of the £500 prize, and whose name and address are entered on the sheet bearing the winning name (see Condition 3). In the event of two or more Retailers being entitled (see Condition 1) the £50 will be divided.