

NOVEMBER 15, 1936.

The Chicago Tribune's

# Fashion Parade

\$17,500<sup>00</sup> IN PRIZES!



### Can you dress this doll?

Which costume, in your opinion, is the most becoming? Here is an opportunity to test your skill and win a substantial prize. The Chicago Tribune will award 5,430 prizes to the persons who send in the best dressed complete sets of dolls in this series. It costs you nothing. No subscriptions to solicit. No essays to write. Just pleasant amusement for you. For reprints of dolls previously published write to Circulation Dept., Chicago Tribune.

#### THE RULES:

**Who Can Enter:** Everybody is eligible regardless of age or residence, excepting employees of the Chicago Tribune and members of their families. It is permissible for parents to help children make up their entries.

**What to Do:** Each Sunday for 12 consecutive Sundays the Chicago Tribune will print a doll and costumes. You are invited to select the most attractive costume for each doll together with

such dress accessories as may be printed, dress the dolls and send them in. The costumes may be pasted, pinned or attached in any other manner. You may send your own facsimiles if you wish. The object is to submit a "Fashion Parade" of the 12 dolls in this series dressed in the manner you believe most attractive.

**Where to Send Entries:** Do not send dolls in one at a time. Hold all dolls until you have the complete set of 12. Then send them to "Fashion Parade," Chicago Tribune, Post Office Box 1539, Chicago, Ill. All entries must be in by midnight 15 days after Doll No. 12 is published. Each entry must be sent by First Class Mail, Postage Prepaid. Entries with insufficient postage will be returned by the Post Office Department.

**The Prizes:** The Chicago Tribune will award 5,430 prizes to the persons who submit the best dressed, complete sets of dolls in accordance with these rules. The 430 persons who submit the best entries will be awarded cash prizes as listed at right. 5,000 additional prizes, each consisting of 10 new dress patterns valued at \$2.50, will be awarded to those whose entries are adjudged next best. Elaborate entries are not necessary. Simply dress the dolls neatly in the costumes you believe are most attractive. You may mount the dolls on suitable backgrounds or in scrap books if you choose.

**Judging:** Entries will be judged by a Committee appointed by the Chicago Tribune. Entrants agree to accept this Committee's decision as final. Attractive costuming of the dolls and neatness of assembly will be the sole determining factors. In case of ties, duplicate awards will be paid.

**Nothing to Buy:** It is not necessary to buy the Chicago Tribune to compete. You may copy or trace the dolls and costumes. The Tribune may be examined at its offices or at public libraries free of charge. No entries will be returned.

#### 5,430 PRIZES

First Prize . . . . .	\$ 1,000.00
Second Prize . . . . .	500.00
Third Prize . . . . .	250.00
Next 2 Prizes . . . . .	\$100.00 each . . . . . 200.00
Next 5 Prizes . . . . .	50.00 each . . . . . 250.00
Next 10 Prizes . . . . .	25.00 each . . . . . 250.00
Next 100 Prizes . . . . .	10.00 each . . . . . 1,000.00
Next 310 Prizes . . . . .	5.00 each . . . . . 1,550.00
	\$ 5,000.00
Next 5000 Prizes . . . . .	10 New Spring Patterns Each (Value \$2.50) . . . . . 12,500.00
<b>5430 Prizes Totalling . . . . .</b>	<b>\$17,500.00</b>

GET DOLL NO. 5 IN NEXT SUNDAY'S TRIBUNE