

OFFICIAL DISCOVER DAKOTA PICTURE



PLAY TO WIN

Enter the Discover Dakota Contest and you could win the Grand Prize of a 1991 Harley-Davidson® FXSTC Softail® Custom motorcycle* or \$10,000. Or, you might win one of ten \$1,000 runner-up prizes.

In addition, everyone who enters will receive a free Dakota Trading Company catalog and a Buy 3 Get 3 Free Dakota store coupon. (Limit one per household).

Complete contest rules with full entry details are enclosed. Enter today.

Detach, moisten, and seal.



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL
FIRST CLASS PERMIT NO. 40 LIBERTYVILLE, IL

POSTAGE WILL BE PAID BY ADDRESSEE

Discover Dakota Contest
P.O. Box 4799
Libertyville, IL 60198-4799



SO EASY TO PLAY.

Here's all you do:

1. Mark with an "X" as many of the words "Dakota" as you can find within the picture on this game piece labeled "Official Discover Dakota Picture." Once you have located and marked with an "X" as many as you can find, count the number and place it in the special box on the entry form.
2. Mail in the completed game piece in the attached, pre-addressed and postage paid envelope along with the completed entry form and one original proof of purchase (UPC symbol—see illustration) from any pack of Dakota cigarettes.
3. This is a two part contest. If you did not successfully complete Phase I by identifying all "Dakota" words you will receive by mail a Buy 3 Get 3 Free Dakota store coupon and a Dakota Trading Company catalog. If you did successfully complete Phase I, you will be sent an official game piece for Phase II, which is the final competition for the prizes. Phase II rules are listed below.
4. Just as in Phase I, mark with an "X" as many of the words "Dakota" as you can find within the picture on the official game piece. Count the number of words you have found and place the number in the special box on the entry form.
5. Compose your best Dakota slogan, in ten words or less, to be used as a tie-breaker. Slogans will be judged equally on originality, creativity, and aptness of thought.
6. Mail the completed game piece along with the completed entry form in the mailing tube in which it came and place the pre-addressed return shipping label we have provided on the outside of the tube. Affix postage sufficient to cover the cost of sending a mailing tube since the post office will not deliver your entry without postage. If you no longer have your tube, mail your entry in a 9 x 12 envelope to: Discover Dakota Contest, P.O. Box 4799, Libertyville, IL 60198-4799.
7. See contest rules for complete entry details.

OFFICIAL ENTRY FORM

Enter me in the Discover Dakota Contest: Phase I.

You must complete and sign this form in order to enter the contest.

OFFER RESTRICTED TO SMOKERS 21 YEARS OF AGE OR OLDER.

I certify that I am a smoker; that I am 21 years of age or older; and that I want to receive free cigarettes, coupons, premiums, or offers in the mail. I understand that giving false information in order to accept these offers may constitute a violation of law.

SIGNATURE (Required)

PRINT MR. _____

MRS. _____

NAME MS. _____

FIRST _____ LAST _____

STREET _____ APT/LOT # _____

CITY _____ STATE _____ ZIP _____

TELEPHONE _____ SEX: M F BIRTHDATE: _____ / _____ / _____
MONTH DATE YEAR

MY USUAL BRAND IS _____

Please enter the number of hidden
"DAKOTA" words you have found here:

All promotional costs paid by manufacturer. No facsimiles or copies accepted. Contest good only in U.S.A. Contest void where restricted or prohibited by law. Contest expires October 31, 1990.

This UPC symbol appears on the side of your Dakota pack and is your valid proof of purchase.

*The motorcycle awarded in this promotion is a 1990 Softail® Custom. The grand prize will be a 1991 model. Some styling details subject to change.



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OFFICIAL RULES

1. To enter Phase I, follow the enclosed Discover Dakota Contest Instructions. No mechanical reproductions permitted. Enter as often as you like. Entries must be mailed separately. For additional game pieces/entry forms send a self-addressed stamped envelope to: Discover Dakota Game Piece, P.O. Box 4799, Libertyville, IL 60198-4799. Phase I entries must be received by October 31, 1990. Winners of Phase I of this contest will be entrants who have marked, as instructed, all the hidden "Dakota" words within the Official Picture and written in the correct number in the space provided. In the event that no one marks and correctly counts all of the hidden words, then the entrant(s) with the closest number will be the winner(s). Winners of Phase I will be entered automatically into Phase II, the final phase of the contest, and will receive a game piece/entry form by mail. Phase II winners will be determined in the same manner as in Phase I. However, in the event of a tie in Phase II, an additional contest will be used to determine the one Grand Prize winner and the 10 runner-up winners. The winner(s) of the additional contest will be those who have submitted the best Dakota slogan in ten words or less. Slogans will be judged equally on originality, creativity and aptness of thought. To enter Phase II, follow the enclosed Discover Dakota Instructions: A reminder: Be sure to affix postage sufficient to cover the cost of sending a mailing tube since the post office will not deliver your entry without it. If you have additional entries, each entry must be mailed separately in a 9 x 12 envelope. Entries must be received by January 31, 1991. Winners of Phase II will be notified by mail on or about March 15, 1991. Duplicate prizes will be awarded in the event of a tie in the slogan contest.
2. All entries will be judged by H. Olsen & Co., Inc. an independent judging firm whose decisions are final. Slogan portion will be judged by a panel of advertising agency professionals. Sponsor and H. Olsen & Co., Inc. are not responsible for lost, late, misdirected, illegible, incomplete, postage due or damaged mail or entries. All entries become the property of R.J. REYNOLDS Tobacco Co. and none will be returned.
3. Prizes: (1) Grand Prize: 1991 Harley-Davidson® FXSTC Softail® Custom Motorcycle or \$10,000 cash (winner's choice); (10) Runner-Up Prizes: \$1000 cash. Approximate total retail value of all prizes is \$20,000. All prizes will be awarded provided a sufficient number of qualified entries are received. Winners will be required to execute and return an affidavit of eligibility and publicity/liability release within 21 days of certified mail notification (first attempted delivery) or prize will be forfeited and awarded to the entrant with the next closest correct number of words and/or best slogan (in the event of a tied number of words). Limit one prize per household or family. No prize substitutions or transfers permitted.
4. This is a contest of skill. The contest is open only to smokers, age 21 and older, who are residents of the state of Texas or Tennessee, except employees of R.J. REYNOLDS Tobacco Co., its affiliates, subsidiaries, distributors, sales representatives, advertising/promotional agencies, printers and H. Olsen & Co. and the immediate families of each. Contest void where prohibited or restricted by law. All Federal, State, and local laws and regulations apply. No correspondence acknowledged or entered into. By entering, winners agree to be bound by these rules and consent to the use of their name/likeness for advertising/trade purposes without additional compensation. In the event of printing/typographical errors in the offer, rules, game piece or announcement of winners, recipient agrees to release sponsor, H. Olsen & Co. and their respective agents from any losses, claims or damage that may result. Game pieces containing printing errors are automatically void. Taxes, insurance, license and title fees, if applicable, are the sole responsibility of the winners.
5. For a list of prize winners, send a self-addressed, stamped envelope after March 15, 1991 to: DISCOVER DAKOTA CONTEST WINNERS, P.O. BOX CC, LIBERTYVILLE, IL 60048.

PTD IN USA 135434-C

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BOX LIGHTS: 12 mg. "tar", 1.0 mg. nicotine, BOX: 17 mg. "tar", 1.2 mg. nicotine, av. per cigarette by FTC method.

**SURGEON GENERAL'S
WARNING: Smoking By
Pregnant Women May Result
in Fetal Injury, Premature
Birth, And Low Birth Weight.**