

HERE'S A PROMOTION THAT LICKS THE STAMPS!

The best idea since sliced bread!

Ready made football pool entries,
computer printed on give-away tickets
that can contain your advertising
message and can win up to **£75,000**.

**ATTRACT MORE CUSTOMERS TO YOUR PREMISES
WITHOUT RESORTING TO UNECONOMIC PRICE CUTTING!**

- * *It's TRIED and TESTED and proved on Garage Forecourts throughout the U.K., with reports of up to 30% increase in volume. It is low cost, simple to operate and easy for your customers to understand.*
- * *17,000,000 people in Britain 'do' and understand the pools already — a terrific available Market plus a large number of people, especially housewives, who would like to 'do' them but do not know how.*
- * *Ideally suited for use as a traffic and loyalty builder in supermarkets, shops, pubs, or on any retail outlet large or small.*
- * *Recipients of the tickets have no puzzles to solve, no postage to pay, in fact all they do is check with the T.V., radio or newspapers to see if they have 'scooped the pools' or won a dividend.*
- * *A great idea for ON PACK promotions.*

For further details of this unique, low cost promotion write or telephone:

JOHN DONOVAN

DON MARKETING MANAGEMENT LTD

43/45 Butts Green Road, Hornchurch, Essex. Telephone: HORNCHURCH 74224.



REMEMBER THIS AD?

In February 1979 we launched the best forecourt promotion ever and dealers nationwide enjoyed the benefits.

DEALERS REPORT 30% INCREASE IN VOLUME WITH FREE LINE FOOTBALL PROMOTION!



Tony Hyatt of Hyatt's Garage, Leyton, E10 has been operating the promotion since February. Volume has increased over 30% in spite of keen competition situated opposite. Mr. Hyatt, shown here on left with Mr. Hyatt, shown Sales Director of Don Marketing, says that he is delighted with the effect of the promotion and his customers are "Everybody round here is becoming a football addict", said Mr. Hyatt. "Monday morning revolves around Saturday's results and we have already had a winner."

Don Foreman of P.D. & D.G. Foreman Brothers Ltd, well known Ford dealers in Swanley, Kent also reports a 30% increase in petrol sales. Mr. Foreman (pictured here on right) with Denis Lambert, Southern areas manager of Don Marketing, has issued 12 winning tickets since starting the promotion. "I know that the promotion is paying dividends," says Mr. Foreman, "my customers are winning on the pools and this creates a lot of interest and excitement on the forecourt". Mr. Foreman, a well known and influential figure in the oil industry has led the way in Kent. Because of his enthusiasm several other service stations have taken up the promotion.

Everyone wants to win the Pools! Here is an exciting brand new chance based on the treble possible by advanced technology in computer controlled printing, which enables ready made multiple pools entries to be printed on give-away tickets which can also advertise YOUR name. Your customers have no forms to fill in, puzzles or competitions to solve, or postage to pay. Results after checking the pools they find they have scooped the pools!

Because we are confident that this promotion will increase your profit, we are extending our unique FREE offer. FREE LINE FOOTBALL, FREEPOST, HORNCHURCH, ESSEX RM11 1BR, together with your name. We will send two Free line Football tickets by return of post. Each ticket contains 10 free chances (some already paid) on the Treble Chance Pool that pays out over £100,000 every week. If any of the lines on the tickets have eight score draws you could win up to £75,000 tax free!

We will also reserve the franchise for the promotion for your area — if not already taken — for seven days. There is no obligation and no cost to you among your customers and friends by asking which they would prefer — a FREE LINE Football Ticket or one of the alternative promotions currently available such as trading stamps, glass vouchers, tea bags, etc., etc. We already know the answer — hence our unique offer. This deal is free for your customers — it must be an all time promotional winner as it brings together three magic ingredients — the intense interest of the vast majority of the British public in Football; the Football Pools; and the thrill of a chance to win a fortune. It will give you a viable edge over your local competitors following the withdrawal of petrol company dealer support schemes and will also give you the opportunity to join in a nationwide promotion available to the independent retailer at just the right time.

For further details of this unique, low cost, promotion (approx. 1/2p per Gallon) Write or telephone: **BOB DONOVAN** DON MARKETING MANAGEMENT LTD 43/45 Butts Green Road Hornchurch, Essex. Telephone: HORNCHURCH 74224.



These dealers and the majority that joined at the launch are still with us — WHY? Because they could foresee that, with petrol at well over £1 per gallon, a low cost sales incentive could be a necessity. Our promotion really works — we have proved it!

Phone or Write now for full details and free valid samples to:

DON MARKETING MANAGEMENT LTD
FREEPOST
HORNCHURCH ESSEX RM11 1BR
HORNCHURCH 56100.

ONLY 0.6 p per gallon (when tied to purchase of 4 gallons)

0001000140

BLUE BOAR GROUP

DATE OF MATCHES
10-02-79

FREELINE FOOTBALL TICKET
TEN FREE LINES ON THE £100,000
TREBLE CHANCE FOOTBALL POOL
ANY LINE COULD WIN £75,000

Results	HOME TEAMS	1	2	3	4	5	6	7	8	9	10
	BIRMINGHM	X	X	X	X	X	X	X	X	X	X
	DERBY	X	X	X	X	X	X	X	X	X	X
	NOTTM FOR	X	X	X	X	X	X	X	X	X	X
	LEICESTER	X	X	X	X	X	X	X	X	X	X
	NEWCASTLE	X	X	X	X	X	X	X	X	X	X
	BRENTFORD	X	X	X	X	X	X	X	X	X	X
	Q.P.R.	X	X	X	X	X	X	X	X	X	X
	CARDIFF	X				X	X	X			
	CHESTER		X			X			X	X	
	SCUNTHRPE			X			X		X		X
	DUMBARTON				X			X		X	X
	TOTALS BOXES										

SCORE DRAW (e.g. 2-2 etc) 3 POINTS, NO SCORE DRAW (0-0) 2 POINTS
AWAY WIN OR VOID 1½ POINTS, HOME WIN 1 POINT



CHECK POOLS RESULTS ON WEEKEND T.V. RADIO OR NEWSPAPERS. FILL IN RESULTS COLUMN FOR THE 11 TEAMS. EVERY VERTICAL LINE CONTAINS A SELECTION OF 8 TEAMS AS INDICATED BY X'S. ADD UP POINTS OBTAINED BY EACH LINE IN BOXES PROVIDED NORMALLY 22 OR MORE WINS A DIVIDEND. 24 POINTS WINS A FIRST DIVIDEND

ONE PER DRIVER PER VISIT NO PURCHASE NECESSARY RULES AND CLAIMS OVERLEAF

0001000144

BLUE BOAR GROUP

DATE OF MATCHES
10-02-79

FREELINE FOOTBALL TICKET
TEN FREE LINES ON THE £100,000
TREBLE CHANCE FOOTBALL POOL
ANY LINE COULD WIN £75,000

Results	HOME TEAMS	1	2	3	4	5	6	7	8	9	10
	BIRMINGHM	X	X	X	X	X	X	X	X	X	X
	MAN CITY	X	X	X	X	X	X	X	X	X	X
	CRYSTAL P	X	X	X	X	X	X	X	X	X	X
	LEICESTER	X	X	X	X	X	X	X	X	X	X
	NEWCASTLE	X	X	X	X	X	X	X	X	X	X
	BRENTFORD	X	X	X	X	X	X	X	X	X	X
	Q.P.R.	X	X	X	X	X	X	X	X	X	X
	CARDIFF	X				X	X	X			
	CHESTER		X			X			X	X	
	SCUNTHRPE			X			X		X		X
	DUMBARTON				X			X		X	X
	TOTALS BOXES										

SCORE DRAW (e.g. 2-2 etc) 3 POINTS, NO SCORE DRAW (0-0) 2 POINTS
AWAY WIN OR VOID 1½ POINTS, HOME WIN 1 POINT



CHECK POOLS RESULTS ON WEEKEND T.V. RADIO OR NEWSPAPERS. FILL IN RESULTS COLUMN FOR THE 11 TEAMS. EVERY VERTICAL LINE CONTAINS A SELECTION OF 8 TEAMS AS INDICATED BY X'S. ADD UP POINTS OBTAINED BY EACH LINE IN BOXES PROVIDED NORMALLY 22 OR MORE WINS A DIVIDEND. 24 POINTS WINS A FIRST DIVIDEND

ONE PER DRIVER PER VISIT NO PURCHASE NECESSARY RULES AND CLAIMS OVERLEAF

0001000148

BLUE BOAR GROUP

DATE OF MATCHES
10-02-79

FREELINE FOOTBALL TICKET
TEN FREE LINES ON THE £100,000
TREBLE CHANCE FOOTBALL POOL
ANY LINE COULD WIN £75,000

Results	HOME TEAMS	1	2	3	4	5	6	7	8	9	10
	MAN CITY	X	X	X	X	X	X	X	X	X	X
	NOTTM FOR	X	X	X	X	X	X	X	X	X	X
	CRYSTAL P	X	X	X	X	X	X	X	X	X	X
	LEICESTER	X	X	X	X	X	X	X	X	X	X
	NEWCASTLE	X	X	X	X	X	X	X	X	X	X
	BRENTFORD	X	X	X	X	X	X	X	X	X	X
	Q.P.R.	X	X	X	X	X	X	X	X	X	X
	CARDIFF	X				X	X	X			
	CHESTER		X			X			X	X	
	SCUNTHRPE			X			X		X		X
	DUMBARTON				X			X		X	X
	TOTALS BOXES										

SCORE DRAW (e.g. 2-2 etc) 3 POINTS, NO SCORE DRAW (0-0) 2 POINTS
AWAY WIN OR VOID 1½ POINTS, HOME WIN 1 POINT



CHECK POOLS RESULTS ON WEEKEND T.V. RADIO OR NEWSPAPERS. FILL IN RESULTS COLUMN FOR THE 11 TEAMS. EVERY VERTICAL LINE CONTAINS A SELECTION OF 8 TEAMS AS INDICATED BY X'S. ADD UP POINTS OBTAINED BY EACH LINE IN BOXES PROVIDED NORMALLY 22 OR MORE WINS A DIVIDEND. 24 POINTS WINS A FIRST DIVIDEND

ONE PER DRIVER PER VISIT NO PURCHASE NECESSARY RULES AND CLAIMS OVERLEAF

0001000141

BLUE BOAR GROUP

DATE OF MATCHES
10-02-79

FREELINE FOOTBALL TICKET
TEN FREE LINES ON THE £100,000
TREBLE CHANCE FOOTBALL POOL
ANY LINE COULD WIN £75,000

Results	HOME TEAMS	1	2	3	4	5	6	7	8	9	10
	BIRMINGHM	X	X	X	X	X	X	X	X	X	X
	MAN CITY	X	X	X	X	X	X	X	X	X	X
	NOTTM FOR	X	X	X	X	X	X	X	X	X	X
	LEICESTER	X	X	X	X	X	X	X	X	X	X
	NEWCASTLE	X	X	X	X	X	X	X	X	X	X
	BRENTFORD	X	X	X	X	X	X	X	X	X	X
	Q.P.R.	X	X	X	X	X	X	X	X	X	X
	CARDIFF	X				X	X	X			
	CHESTER		X			X			X	X	
	SCUNTHRPE			X			X		X		X
	DUMBARTON				X			X		X	X
	TOTALS BOXES										

SCORE DRAW (e.g. 2-2 etc) 3 POINTS, NO SCORE DRAW (0-0) 2 POINTS
AWAY WIN OR VOID 1½ POINTS, HOME WIN 1 POINT



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ONE PER DRIVER PER VISIT NO PURCHASE NECESSARY RULES AND CLAIMS OVERLEAF

0001000145

BLUE BOAR GROUP

DATE OF MATCHES
10-02-79

FREELINE FOOTBALL TICKET
TEN FREE LINES ON THE £100,000
TREBLE CHANCE FOOTBALL POOL
ANY LINE COULD WIN £75,000

Results	HOME TEAMS	1	2	3	4	5	6	7	8	9	10
	DERBY	X	X	X	X	X	X	X	X	X	X
	MAN CITY	X	X	X	X	X	X	X	X	X	X
	CRYSTAL P	X	X	X	X	X	X	X	X	X	X
	LEICESTER	X	X	X	X	X	X	X	X	X	X
	NEWCASTLE	X	X	X	X	X	X	X	X	X	X
	BRENTFORD	X	X	X	X	X	X	X	X	X	X
	Q.P.R.	X	X	X	X	X	X	X	X	X	X
	CARDIFF	X				X	X	X			
	CHESTER		X			X			X	X	
	SCUNTHRPE			X			X		X		X
	DUMBARTON				X			X		X	X
	TOTALS BOXES										

SCORE DRAW (e.g. 2-2 etc) 3 POINTS, NO SCORE DRAW (0-0) 2 POINTS
AWAY WIN OR VOID 1½ POINTS, HOME WIN 1 POINT



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ONE PER DRIVER PER VISIT NO PURCHASE NECESSARY RULES AND CLAIMS OVERLEAF

0001000149

BLUE BOAR GROUP

DATE OF MATCHES
10-02-79

FREELINE FOOTBALL TICKET
TEN FREE LINES ON THE £100,000
TREBLE CHANCE FOOTBALL POOL
ANY LINE COULD WIN £75,000

Results	HOME TEAMS	1	2	3	4	5	6	7	8	9	10
	BIRMINGHM	X	X	X	X	X	X	X	X	X	X
	DERBY	X	X	X	X	X	X	X	X	X	X
	MAN CITY	X	X	X	X	X	X	X	X	X	X
	NOTTM FOR	X	X	X	X	X	X	X	X	X	X
	PRESTON	X	X	X	X	X	X	X	X	X	X
	BRENTFORD	X	X	X	X	X	X	X	X	X	X
	Q.P.R.	X	X	X	X	X	X	X	X	X	X
	CARDIFF	X				X	X	X			
	CHESTER		X			X			X	X	
	SCUNTHRPE			X			X		X		X
	DUMBARTON				X			X		X	X
	TOTALS BOXES										

SCORE DRAW (e.g. 2-2 etc) 3 POINTS, NO SCORE DRAW (0-0) 2 POINTS
AWAY WIN OR VOID 1½ POINTS, HOME WIN 1 POINT



CHECK POOLS RESULTS ON WEEKEND T.V. RADIO OR NEWSPAPERS. FILL IN RESULTS COLUMN FOR THE 11 TEAMS. EVERY VERTICAL LINE CONTAINS A SELECTION OF 8 TEAMS AS INDICATED BY X'S. ADD UP POINTS OBTAINED BY EACH LINE IN BOXES PROVIDED NORMALLY 22 OR MORE WINS A DIVIDEND. 24 POINTS WINS A FIRST DIVIDEND

ONE PER DRIVER PER VISIT NO PURCHASE NECESSARY RULES AND CLAIMS OVERLEAF

WHITBREAD SCOOP THE POOLS £100,000

COULD BE WON ON **ZETTERS** POOLS EVERY WEEK

PTS. VALUE	HOME TEAMS	Five Chances to Win
10	W B A	X X X X X
13	CARDIFF	X X X X X
16	GRIMSBY	X X X X X
23	BRIS RV	X X X X X
42	PTRBORO	X X X X X
45	ABERDEN	X X X X X
51	DNFRMLN	X X X X X
03	LEEDS	X
15	CRYSTLP	X
28	LINCOLN	X
35	BNMOUTH	X
53	HEARTS	X
TOTAL BOXES		

SCORE DRAW 3 pts.
NO SCORE DRAW 2 pts.
AWAY WIN OR VOID 1 1/2 pts.
HOME WIN 1 pt.

CHECK WEEKEND FOOTBALL RESULTS. ADD UP POINTS FOR EACH LINE.
NORMALLY 22 OR MORE WINS A DIVIDEND. 24 PTS. WINS 1ST DIVIDEND. CLAIM FORMS AT BAR. CLAIMS MUST BE RECEIVED WITHIN 14 DAYS OF MATCH DATE.

MATCH DATE **20-03-82** **7C0004926**

INSTANT WIN

Choose any 3 (and only 3) of the first 6 squares and rub off. If all three match you win that prize. If three *'s show you will win a £200 **nelson** holiday voucher.

£25	1
£25	2
£25	3
£25	4

More than 3 squares in this section removed, game is void.
Prizes £10 or under claimed over the bar, larger prizes see back of ticket for full details.

DOUBLE OR NOTHING If you want to gamble above prize scratch off one panel only (2 means game void). Chances exactly 50/50.

PINTS 'N' PRIZES Now scratch off these last three squares. Three glasses, wins free pint. Three footballs — claim an extra ticket from the bar.

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11

7C0004926



WHITBREAD

Information from
WHITBREAD EAST PENNINES LIMITED
A Company in the Whitbread Group

EXCHANGE BREWERY
SHEFFIELD
S3 8NL
TELEPHONE: SHEFFIELD 71101

DRAFT PRESS RELEASE - 1

PUB-GOERS TO GET FREE TICKETS TO SCOOP POOLS

PUB-GOERS throughout the north of England will have lots of FREE chances of scooping a £100,000 pools jackpot each week during February and March.

For Whitbread are launching a unique Scoop The Pools promotion in more than 1,000 pubs in their East Pennines trading region, which stretches from Leicester in the Midlands to the Scottish border.

From Monday, February 2, each customer in a Whitbread house will receive a ticket giving them a free five-line entry to Zetter Pools Treble Chance for matches played on the Saturday of that week.

And in addition to a unique chance of winning the £100,000 jackpot - no two customers will have the same pools selection - the tickets offer instant win prizes ranging from free pints to £500 in cash and £200 vouchers for travel arranged through the Leicester-based Neilson Holidays company.

mf....



WHITBREAD

Information from

WHITBREAD EAST PENNINES LIMITED

A Company in the Whitbread Group

EXCHANGE BREWERY
SHEFFIELD

S3 8NL

TELEPHONE: SHEFFIELD 71101

DRAFT PRESS RELEASE - 2

Odds of winning an instant win prize are around 20-1 - and part of the ticket will offer a further double-or-nothing gamble on prizes already won.

"We're expecting this to be one of the most successful pub promotions ever launched," says retail marketing manager Tim Williams.

"An extensive research programme has shown that - after drinking and sex - the pools are the most widely-supported leisure activity, with over 14 million homes regularly entering and paying for the privilege!

"By offering free entries plus instant win prizes, we're confident the scheme will appeal to the vast majority of pub-goers - and this feeling is borne out by the enthusiastic reception the idea received from licensees and customers we have talked to," he added.

ends



DON MARKETING.
 43/45 Butts Green Road, Hornchurch, Essex RM11 2JX
 Telephone: Hornchurch 56100
 Telex: 8953523

Telephone: Hornchurch 56100

INITIAL WEEKLY REPEAT ORDER FOR FREELINE FOOTBALL TICKETS

NAME & ADDRESS (CUSTOMER)
 WHITBREAD EAST PENNINES DIVISION,
 EXCHANGE BREWERY,
 SHEFFIELD, POSTCODE S3 8NL
 TELEPHONE SHEFFIELD 71101 CONTACT MR. STUART MILLER

PLEASE SUPPLY 1¼ million tickets weekly in specified batches and deliver as below
 AUTHORISED SIGNATORY..... POSITION
 DELIVERY ADDRESS (IF AS ABOVE TICK BOX)
 VARIOUS - AS PER MASTER LIST OF WHITBREAD LICENSED PREMISES IN THEIR
 EAST PENNINES DIVISION.

NAME & ADDRESS FOR INVOICE:
 AB Marketing & Advertising Group,
 Gratton House,
 Newton Road, Leeds, LS7 4HU.

Date Received: 30th October, 1981	First payment date: 8th January, 1982.
Customer No: 3 0 1 0 8 1	First fixture date: 6th February, 1982.
Postal Area: S3	First nominated pools company: Zetters International Pools
Order taken by: John Donovan	Control card prepared by on
No of matches to be selected:	Computer Control notified:
Initial type of perm to be used:	
First selection date: 8th January, 1982	

BANK STANDING ORDER

Please complete sections marked * in block capitals.

It is essential that this reference number is quoted with each payment

To: * Bank Ltd.,
 (address) *

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We authorise you, until further notice in writing, to remit to National Westminster Bank Ltd., 10 South Street, Romford, Essex, Branch No. 60-18-01, for the credit of Don Marketing Account 14842203 every Friday commencing 8th January, 1982 for a period of 8 weeks and to debit our account designated * the sum of Twenty Four thousand Pounds Twenty Five Pence, Five Hundred and Eighty One

number *

Authorised Signator(y) (ies)

£ 24,581.25

Date *

C. HOW TO CLAIM PRIZES

WRITE YOUR NAME AND ADDRESS IN THE SPACE PROVIDED AND MAKE SURE THE SERIAL NUMBER(S) AND THE TICKET(S) IS INTACT.

C1 All claims for cash prizes of £10 and under in the "MATCH ANY 3" or "DOUBLE OR NOTHING" games, and claims for free tickets/pints of beer, must be presented for verification and authorisation by the Licensee (or his authorised deputy) of the pub who issued the ticket.

C2 ALL CLAIMS OVER £10 AND HOLIDAY PRIZES: Send winning ticket(s) enclosing S.A.E. by registered (or recorded) post to:
DON MARKETING, C/O "THE SUPERVISING ACCOUNTANTS" HOPE AGAR & COMPANY, 25/35 CITY ROAD, LONDON EC1Y 1AR.

D. "SCOOP THE POOLS" GAME

D1 Each ticket contains five pre-paid ready made unduplicated Whitbread "Scoop the Pools" entry lines on Zetters Treble Chance Pool.

D2 The team names and coupon numbers represent the home teams in the matches for the indicated match date. At all times the pools coupon match numbers take priority over the corresponding team names (if team names are shown) to cover the possibility of a change of match venue, or substitution of matches.

D3 The result of each match determines the points scored by that match e.g. 3 points for a score-draw (1-1, 2-2, 3-3 etc.), 2 points for a no-score draw (0-0), 1½ points for an away win or void match, and 1 point for a home win. Scores at the end of 90 minutes play (or at the time the match is abandoned) count as provided in the Football Pools Company Rules which always over-ride this rule. 24 points (8 matches ending in score-draws) is the maximum score possible and will qualify for a 1st dividend.

D4 If, after checking the football results for the match date indicated, you are entitled to claim a dividend(s), attach a photocopy of your ticket to a claim form, or transfer the exact details from your ticket to the claim form blank. All details listed must be filled in to facilitate prize verification and payment.

D5 If the national media announces telegram claims are required in respect of 1st dividends, send your telegram to BRITCOLFIN, London, EC1, quoting your name, address and ticket number. On all other occasions claims should be made by sending this completed form enclosing S.A.E. to the address in C2 above. Communication with the Supervising Accountants must be in writing only. Claims must not be sent to any football pool company.

D6 By submitting a claim the claimant agrees to provide such additional information which the Supervising Accountants may, at their sole discretion deem necessary to substantiate the authenticity of the claim.

D7 The pools entry shall not be attended by or give rise to any legal relationship, rights or duties or liabilities of any kind whatsoever but shall be binding in honour only and strictly subject at all times to the relevant rules of the pools company.

GENERAL RULES

E1 Participating in the game and making a claim is deemed as confirming agreement to abide by the rules.

E2 All claims must be made within 14 days of the date indicated on the ticket. Cheques despatched within 28 days. List of major prize winners available by sending written request to Supervising Accountants (enclosing S.A.E.).

E3 Claims will not be accepted if there is insufficient postage on the claim envelope or return S.A.E. or if the ticket is defective e.g., misprinted, smeared, multiprinted in error, miscut, torn or damaged in any way, counterfeited or tampered with, reproduced, duplicated, altered, reconstructed etc., or if you do not have proper title to it e.g. it has been stolen etc.

E4 No correspondence will be entered into in respect of lost ticket, or tickets damaged in the post. Proof of despatch of claim will not be accepted as proof of delivery.

E5 Utmost care must be taken to ensure that all details of your claim are accurate and legible. Authentication and verification of all claims is under the control of the Independent Supervising Accountants whose decision is final and who will not under any circumstances enter into any correspondence.

E6 Whitbread reserve the right to publish and use in publicity materials, the names, home-towns and photographs of major prize winners.

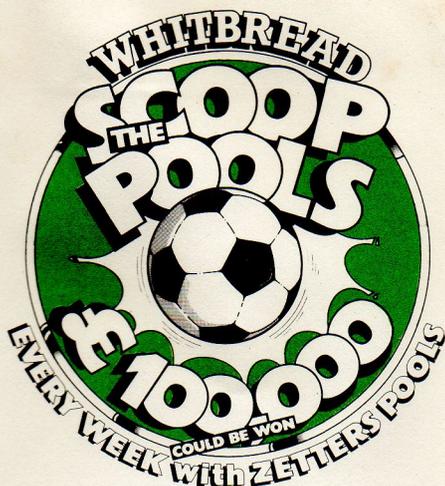
E7 Any person involved in the organisation of the competition may NOT participate.

E8 The promotion is scheduled to terminate at all participating Whitbread licensed premises on the 27th March 1982 (final claim date 10th April 1982) but Whitbread reserve the right to terminate or suspend the promotion for any reason at any time without prior notice.

Claims will not, under any circumstances, be entertained after the final claim date.

Whitbread East Pennines Limited
Exchange Brewery
Sheffield
S3 8NL

Telephone: Sheffield 71101



Dear Customer,

Congratulations on winning a prize with the Scoop the Pools ticket handed to you when you visited one of our pubs recently. I am delighted to enclose your prize which we hope you will have a great deal of fun spending.

The Scoop the Pools game is running at more than 1,000 Whitbread pubs in the north until the end of March, and there is no limit to the number of prizes which may be won by a particular customer. In addition to a unique chance of winning the £100,000 Zetter Pools jackpot - no two customers will have the same pools selection - the tickets offer instant win prizes ranging from free pints to £500 in cash and £200 vouchers for travel arranged through the Leicester-based Neilson Holidays Company.

Odds of winning an instant win prize are around 20-1, so you could well strike lucky once more. I look forward to having to contact you again in the near future...!

Yours sincerely,

P. Symes

P. SYMES
TRADE DIRECTOR

T

8953523DONMKT G
557869 ABLDS G22 10 81

FOR THE ATTENTION OF MR JOHN DONOVAN

ON BEHALF OF OUR CLIENTS, WHITEBREAD EAST PENNINES DIVISION, WE CONFIRM OUR INTENTION TO PLACE AN ORDER FOR A MINIMUM QUANTITY OF TEN MILLION GAME PIECES TO BE DELIVERED TO PARTICIPATING WHITBREAD LICENCED PREMISES IN THE EAST PENNINES DIVISION OVER A PERIOD OF EIGHT WEEKS COMMENCING FEBRUARY, 1982. EACH GAME PEICE TO REPRESENT AN UNDUPLICATED (WITHIN THE WHITBREAD GAME) FIVE LINE ENTRY ON ZETTERS POOLS AND A DETACHABLE SCRATCH OFF INSTANT WIN GAME WITH INBUILD SECURITY SPECIFICATION SUITABLE FOR INSTANT WIN PRIZE VALUES OF UP TO £1,000.

GENERAL SPECIFICATION

SIZE: 4 INCH BY 3 INCH LANDSCAPE

COLOURS: 3 COLOURS FRONT, 1 COLOUR REVERSE).

FINISHING: GAME PIECES TO BE SUPPLIED IN PADS OR THROW AWAY PLSTIC CASSETES AS FINALLY AGREED

SPECIAL INSTRUCTIONS:

EACH GAMEPIECEME PEICE TO BE PRINTED WITH TWO IDENTICAL SECURITY CODES.

PRICE: INCLUDING DELIVERY AND PRIZE FULFILMENT £19.60 PER THOUSAND.

PLEASE ACCEPT THE ABOVE AS AN ORDER SUBJECT TO SATISFYING THE INSURANCE REQUIREMENT FOR PRINTING ERROR AND AGREEING AN EXCLUSITIVITY CONTRACT COVERING THE BREWING TRADE AND ALL ITEMS SOLD THROUGH LICENSED PREMISES. PROCEDE WITH SAMPLE TICKETS AND COMPUTOR GAME DOCUMENT.

REGARDS
IAN GOODWIN

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