

**WANT A CHANCE TO SPEND £10,000
IN *Harrods* THIS CHRISTMAS?**



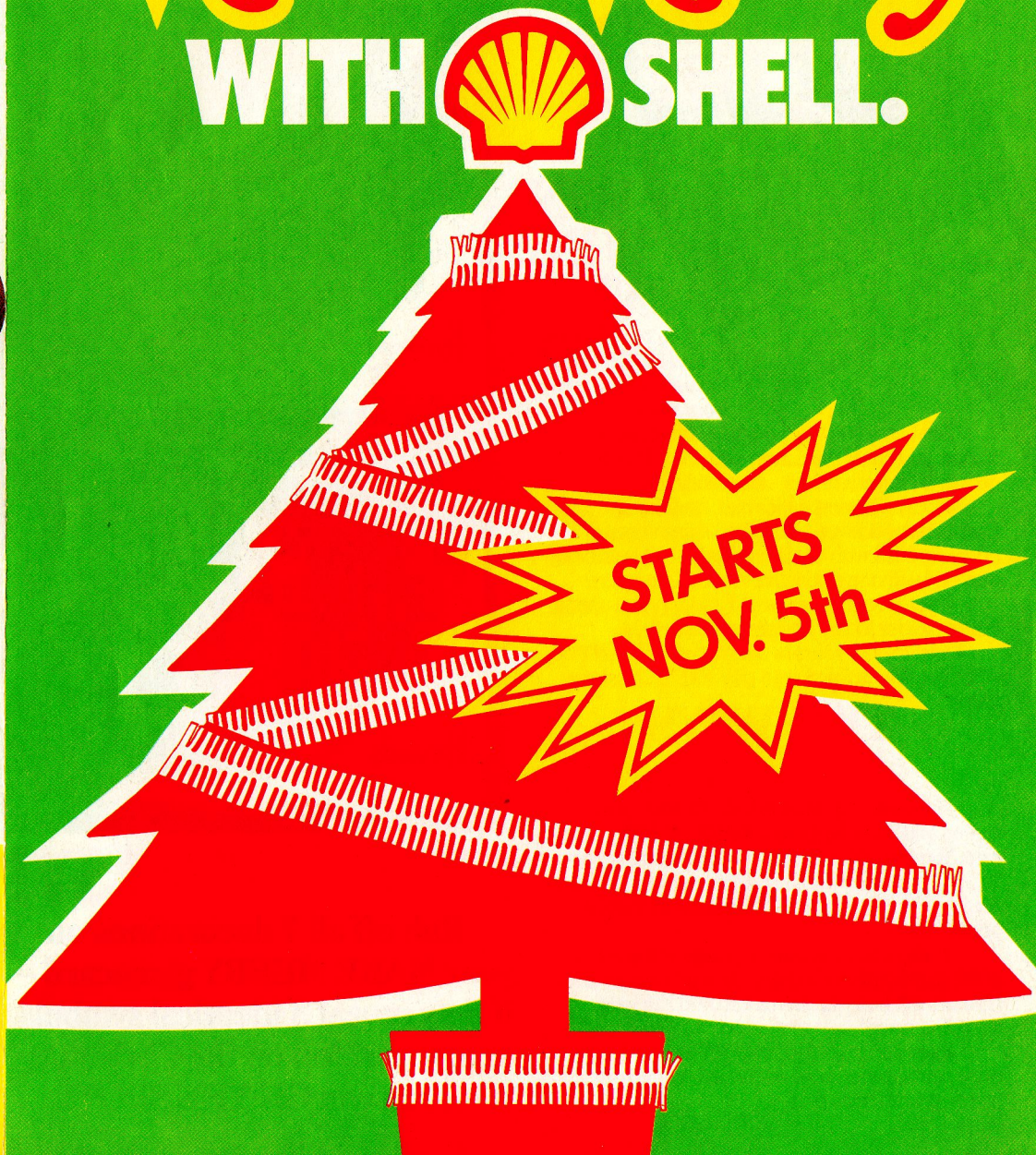
**TO HELP YOU ON YOUR WAY TO A £10,000
SHOPPING SPREE IN *Harrods* HERE'S YOUR FIRST LETTER OF
'MAKE MERRY!'**

PLUS Rub off the gold panel. Collect all the letters of 'MAKE MERRY' and win a £100 Harrods Christmas Gift Box.
OR A **£10,000** *Harrods* Shopping Spree! **M**
SEE REVERSE FOR DETAILS

Collect the letters when you visit participating Shell petrol stations.

S/985/84

**YOUR INVITATION TO
Make Merry
WITH  SHELL.**



MAKE IT A MERRY CHRISTMAS WITH SHELL 2 MILLION *Harrods* PRIZES MUST BE WON—INSTANTLY!



**WIN,
WIN,
WIN.**

...in the fabulous
new MAKE MERRY
instant prize game
from Shell.

Next time you visit your local Shell petrol station, you could drive away with any of these exclusive Harrods prizes – absolutely free.

Mouthwatering mince pies, traditional Christmas puddings, a selection of fine wines or a gift pack, filled with Christmas fayre – all beautifully wrapped with the distinctive Harrods signature.

These super prizes would add an extra-special festive flavour to any Christmas dinner table.

And they're yours to take home **INSTANTLY** when you win in this fun-to-play FREE Christmas game.

TWO WAYS TO WIN

Drive into any Shell MAKE MERRY petrol station and you'll be given a MAKE MERRY gamecard. You can win with this in two different ways:

First, rub off the Christmas tree decorations to see if you're one of our **TWO MILLION** instant prizewinners.

Then collect the tear-off panels at the bottom of the gamecards for a chance to win a luxury £100 Harrods gift box – or even a £10,000 Harrods shopping spree!

Start playing MAKE MERRY at your local Shell petrol station now. And stock up for your merriest Christmas ever!



IT'S ALL SO EASY!

Rub off all 7 decorations on
your MAKE MERRY gamecard –
if they reveal 3 identical symbols
in any position on the Christmas
tree, you win **ON THE SPOT!**

- 3x WINS A BOX OF HARRODS MINCE PIES
- 3x WINS A HARRODS TRADITIONAL CHRISTMAS PUDDING
- 3x WINS A HARRODS 3-BOTTLE WINE PACK
- 3x WINS A HARRODS CHRISTMAS GIFT PACK

All prizes have been supplied by Harrods, the exclusive London department store, renowned the world over for the quality and excellence of its goods.

**PLUS A CHANCE TO WIN A
£10,000
Harrods Shopping Spree
WITH SHELL**
or a £100 luxury Harrods Gift Pack!

Imagine walking through the doors of Harrods, London's most exclusive department store, with £10,000 to spend on whatever you like.

Five world-famous floors of sheer indulgence. Everything from space-age video systems to antique furniture, from fitted kitchens to designer clothes.

It could be the shopping spree you've always dreamed of. And now Shell can make that dream come true for you this Christmas. Here's how:

At the bottom of each MAKE MERRY gamecard you'll see a gold panel. Just rub this off to reveal one of the letters from the words MAKE MERRY.



Collect all 9 letters and you win a £100 Harrods Christmas Gift Box, packed with gourmet food and drink for the festive season.

And if one of your letters is printed in RED, you win an expenses-paid trip to London for a £10,000 shopping spree at Harrods!

So keep your MAKE MERRY letters in a safe place. When you can spell out the words MAKE MERRY, send off your letters to the address shown on the back of the gamecard.



And now, to get you off to a merry start, you'll find your first letter over the page!

ALL CLAIMANTS MUST FILL IN HERE. Enter required details legibly in BLOCK CAPITALS using ballpoint pen. I agree to abide by the promotion rules and instructions and claim a _____ prize.

NAME: _____

ADDRESS: _____

TOWN: _____ POSTCODE: _____

TELEPHONE NO: _____ VEHICLE REG NO: _____



MAKE MERRY RULES

1) **ELIGIBILITY:** No purchase necessary. ONE Shell 'Make Merry' game piece issued, subject to availability, to the driver aged 18 or over, of a motor vehicle (including motorcycles), per visit, per day.

2) **INSTANT WIN GAME:** Using edge of coin, rub off ALL 7 gold decorations. 3 identical symbols in any position on XMAS TREE wins a Harrods prize as described on front of game piece.

Claims for all instant win prizes MUST BE submitted for verification and redemption immediately at site where game piece obtained. 'VOID IF REMOVED' patches 'A' and 'B' must remain intact.

'COLLECT AND WIN' GAME: See detachable portion below for details of how to play. To make a 'Collect and Win' claim, complete required details in space provided on reverse of a non-

winning 'Make Merry' top portion and send by registered post enclosing the required 9 letters, to: Shell 'Make Merry', Don Marketing, 43/45 Butts Green Road, Hornchurch, Essex, RM11 2JX. 'VOID IF REMOVED' patch 'C' on all detachable portions must remain intact.

3) All claims MUST be made by 31st January 1985. Soon after this date, lists of 'Collect and Win' prizewinners available on request from above address. Full Rules are displayed at participating sites, or send SAE to same address. Participation in promotion confirms acceptance of Full Rules. Shell reserve the right to publicise Prizewinners.

4) Claims not accepted if relevant 'VOID IF REMOVED' patches not fully intact, or if game piece defective or tampered with contrary to Rule 4 of Full Rules. No correspondence entered into. Proof of posting not accepted as proof of delivery. All game pieces submitted for verification become sole property of Shell UK Ltd and cannot be returned.

5) Employees of Shell UK Ltd, its agencies and suppliers for this promotion, staff at participating sites, and their immediate families, are not eligible to participate.

COLLECT AND WIN GAME – DETACH AND RETAIN THIS PORTION

Rub off Gold Panel to reveal one letter. Collect all letters necessary to spell 'MAKE MERRY' to win a Harrods £100 Xmas Gift Box or, if one of the letters is printed red, you win a £10,000 (VAT inclusive) Harrods Shopping Spree.

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S/952/84 A DON MARKETING GAME