

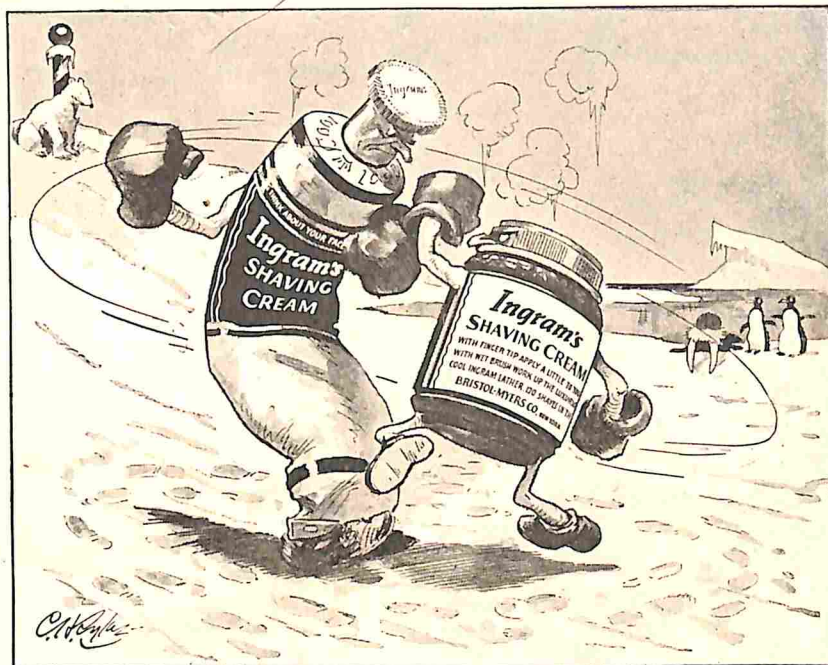
Eleventh Hour Dope on the great \$5,000.00 Ingram Contest!



W. L. Bomer, Export
Manager, comes out
for the tube!

"By rights I ought to be in favor of the jar, for shaving cream in a tube isn't very popular in Europe or in most of my territory. But I know that in America, where most of Ingram's cool shaves are sold, a tube far outsells a jar. And even the famous Ingram jar won't stand up against the new blue and white tube!"

W. L. Bomer



"The jars have it!" says
W. B. Johnson, Assist-
ant Sales Manager.

"It's going to be a fight to the finish. But make no mistake, the famous Ingram jar will come out on top! A million shaving men already like that jar, and they recognize it has advantages no tube can duplicate! An Ingram shave may be fine and cool in any package—but most men will stick by the original blue jar."

W. B. Johnson

The Big fight is coming to a finish *Both going strong!*

THE twelfth and final month of Ingram's \$5,000.00 contest is under way! Both Ingram jar and Ingram tube have staged a great fight. Many men prefer a tube but thousands swear by the jar. Both contain the same cool cream—both give you a shave that's cool . . . Cool . . . COOL . . . COOL!

Which will be the winner? Mr. Johnson is sure the jar will win. Mr. Bomer backs the tube. What do you think? You have 328 chances to win a prize! Here's the proposition:

Shortly before January 1st, Ingram's was placed on the market in the new tube. Of course it's still sold in the blue jar as well. Five years ago, that jar first introduced Ingram's—the pioneer cool shave. Since then, it has become one of the largest-selling of all shaving creams!

Here are Ingram's sales for the last four years:

1926	751,392 Jars
1927	1,148,628 Jars
1928	1,560,828 Jars
1929	1,992,998 Jars

The jar, we know, had a lot to do with Ingram's quick growth in sales. But the most important reason for Ingram's success is that it was the first and best of all cool shaving creams!

Consider the relative advantages of the tube and jar. Then write, in 75 words or less, how you think the new tube will "go over"—how it will sell in com-

parison with the famous old jar and what effect it will have on the established sales of the jar. Predict, if you like, just how many tubes will be sold. Neatness, brevity and logic of reasoning, not your prediction, will be the factors that count in awarding the prizes.

To the 328 contestants who submit the best opinions, we'll give \$5,000.00 in cash prizes as follows:

First prize	\$1,000.00
Second prize	\$500.00
Third prize	\$250.00
Next 325 prizes	each \$10.00

Ingram's velvet-smooth lather brings a new, cool, stingless delight to the faces of all men. Its three special cooling and soothing ingredients tighten and tone the skin while you shave. You can get either the tube or jar from your druggist. Or we'll send you 10 COOL Ingram shaves free on receipt of the coupon. But whether you use Ingram's or not—enter the contest today!

INGRAM'S

Shaving Cream

CONDITIONS OF THE CONTEST

- Contest closes at midnight, December 31st, 1930. Entries postmarked later will not be considered. To insure absolute fairness, we have engaged Liberty Magazine to act as the judges. Their decisions will be final. Names of winners will be published as early as possible in 1931.
- Contest is free and open to any person except employees of Bristol-Myers Co. (the makers of Ingram's) and Liberty Magazine, and their relatives. You need not buy nor subscribe to this or any other magazine, nor buy or use Ingram's Shaving Cream, to compete.
- You may submit as many opinions as you wish during the period of the contest, but none must exceed 75 words in length. Submit each opinion on a separate single sheet of paper, legibly written or typed on one side only, your name and address at top.
- If two or more contestants submit opinions of equal merit, the full amount of the prize will be awarded to each.
- Address Contest entries to Ingram's Shaving Cream, Box 366, General Post Office, New York, N. Y. Contestants agree that entries become the property of Bristol-Myers Co. and may be used by them, in whole or in part, for advertising or other purposes. Entries cannot be returned, nor can Bristol-Myers Co. or the judges engage in correspondence about the contest.

Clip Coupon for 10 COOL SHAVES

INGRAM'S SHAVING CREAM
Box 366, General Post Office
New York, N. Y.

I'd like to try 10 cool Ingram shaves

Name _____

Street _____

City _____ State _____

(Coupon has nothing to do with contest. Use only if you want free sample.)

December 12
1930

Life

Price
10 Cents



MoreMart.com®
Gift Quality Vintage Magazines

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