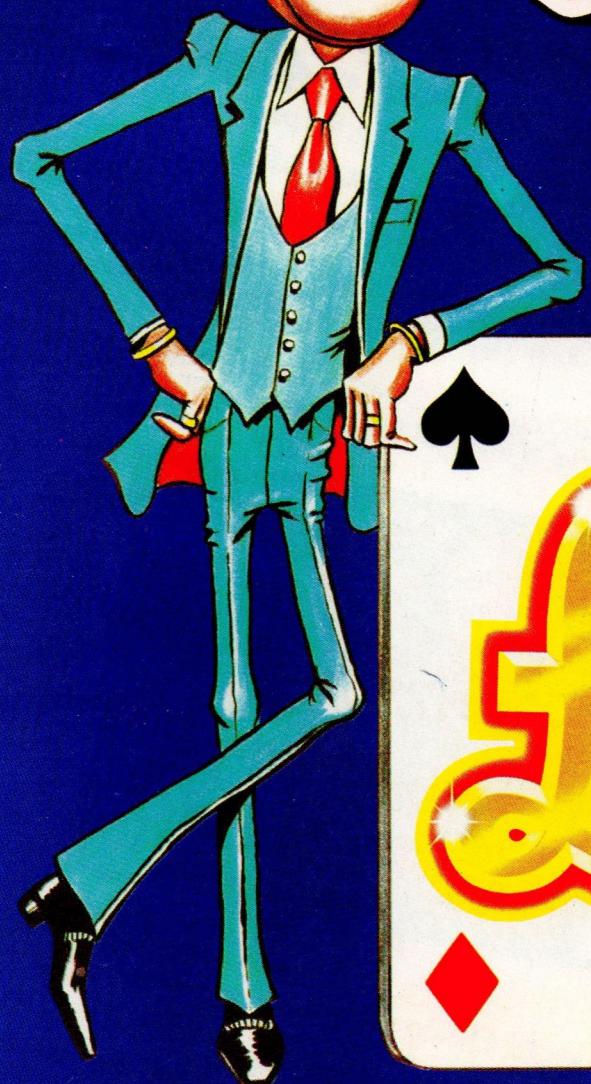




# Bruce's Lucky Deal



**EVERY  
GAME  
CARD  
CAN  
WIN!**

# HOW IT WORKS

# Bruce's Lucky Deal

## WHAT IS IT?

A simple scratch card game with a unique difference. 'Bruce's Lucky Deal' is the first promotion to offer motorists the chance that 'EVERY GAME CARD CAN WIN'.

The promotion is based on playing cards and the motorist is required to scratch off 4 cards only in each hand, revealing a total of 8 cards.

Every game piece contains one winning combination.

EITHER:

### PICTURE CARD GAME

If all 8 revealed cards (4 per hand) are picture card symbols, (Jacks, Queens, Kings, Aces) in any mixture, (including identical cards), or positions or suits – the player wins a share in one of the eight £15,000 shareouts.

OR

### MATCHING SUIT GAME

If all 8 revealed cards (4 per hand) are the same suit, that is all ♠ (spades),

all ♥ (hearts), all ♦ (diamonds) or all ♣ (clubs), the player wins:

All ♠ (spades) – £10,000      All ♥ (hearts) – £100.

All ♦ (diamonds) or all ♣ (clubs) – a sealed pack of Shell playing cards,

which could contain a hidden £50 cash bonus prize card instead of one of the 3 Jokers. Playing card winners should check the contents immediately to discover if 1 Joker has been substituted by a £50 bonus prize card on which claim instructions are printed.

Remember, there's a new £15,000 Jackpot to be shared out every 2 weeks – eight in total, running right through to December. Altogether there are cash prizes and packs of playing cards worth over £500,000 to be won.



### Legal Obligations

#### Giving out Game Pieces

You must give out one game piece to the driver, aged 18 or over, of a motor vehicle (including motorcycles) – one per driver, per day.

There is no purchase qualification – this is a legal requirement and must be complied with at all times.

The success of any promotion of this kind depends entirely on the game pieces and their correct distribution. Withholding game pieces from motorists can seriously damage the promotion.

Equally, giving out more than one game piece per driver can end the promotion prematurely. Please make sure your staff understand the importance of this and obey the rules.

#### Full Rules

The reverse side of the game piece contains abridged rules only. Two copies of the full rules are in each box of game pieces, and must be displayed in a prominent position where motorists can read them at any time during the promotion.

To ensure the promotion runs smoothly on your site, please make sure you and your staff acquaint yourselves with the full rules.

#### Eligibility

As in previous promotions all employees of Shell, its agencies and suppliers for this promotion and you, your staff and families are not eligible to participate in this promotion.

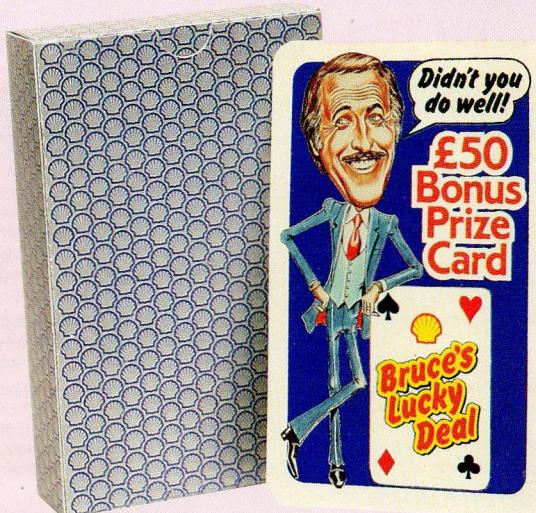
# THE PRIZES

£15,000  
Jackpot  
Shareout  
Every  
2 Weeks

£10,000 Individual Prizes

Masses of £100 prizes

Thousands of packs of quality  
playing cards giving motorists  
the extra chance to win  
£50 Bonus  
Prizes



## PRIZE REDEMPTION

The only prizes that you, the retailer, are required to redeem are the minor prizes, namely the specially sealed packs of playing cards. Even the £50 bonus prize cards must be claimed by the motorist, via the address on the back of the prize card.

Please note that all packs of playing cards must be handed to the motorist with the special seals intact.

## TAMPERING DISQUALIFIES.

### Stock Control – Game Pieces

To assist you and your staff to carry out efficient stock checks on game pieces, each box will contain 3,000 game pieces and these will be loose in the box.

Two copies of the full rules are included in each box of game pieces.

When a motorist's card reveals all ♦ (Diamonds) or all ♣ (Clubs) you should:

- Check that this really is the case.
- Check that only four cards have been rubbed in each hand.
- Give the winner a pack of playing cards with the seals intact.
- Make sure the site's name and address, and your own initials are filled in on the white area at the bottom of the scratchcard, at the back.

Send all the winning cards in the envelopes provided by your Shell Representative to:

**Miss Angela McDermott,**  
**Game Co-ordinator,**  
**Retail Department,**  
**Irish Shell Ltd.,**  
**20/22 Lr. Hatch Street,**  
**Dublin 2.**

This could be your lucky day



## FULL RULES

- Eligibility:** No purchase necessary. One Shell 'Bruce's Lucky Deal' Game Piece issued, subject to availability, to the driver aged 18 or over, of a motor vehicle (including motorcycles) - one per driver, per day.
  - How to Play:** There are two hands, each of 8 cards, on each game piece - 'Bruce's Hand' and 'Your Hand'. Starting with 'Bruce's Hand' use the edge of a small coin and carefully rub to reveal any 4 cards only from each hand without penetrating or exposing even the smallest part of any additional card(s) from either hand. Like many card games for only one or two players more than one pack has been used to deal the hands and one or both hands on a game piece may contain duplicate cards. They still count and do not adversely affect your chance of winning in any way.
- Every game piece contains a winning combination - either for the picture card game or the matching suit game.

**Picture card game for £15,000 jackpot shareout:** If the 8 revealed cards (4 per hand) are Jacks, Queens, Kings or Aces in any combination or position or suits, you win a share in one of the £15,000 jackpot shareouts. There will be a total of eight £15,000 jackpot shareouts during the Promotion - each divided equally between all winning game pieces received on or before each closing date as follows:

JACKPOT NO.	CLOSING DATES (ALL DATES INCLUSIVE)
1	19th August 1985.
2	2nd September 1985
3	16th September 1985
4	30th September 1985
5	14th October 1985
6	28th October 1985
7	11th November 1985
8	2nd December 1985 (which allows one extra week for final claims).

**Matching Suit Game:** If all 8 of the cards you reveal (4 per hand) are the same suit you win an instant prize as follows:

**ALL SPADES - £10,000**

**ALL HEARTS - £100**

All Diamonds or all Clubs - a sealed pack of Shell playing cards which could contain a hidden £50 cash bonus prize card instead of one of the 3 Jokers. Playing card winners should check the contents immediately to discover if 1 Joker has been substituted by a £50 bonus prize card on which claim instructions are printed.

- How to Claim:** All claimants must complete, in their own handwriting, claim details panel on reverse of game piece or bonus prize card. Claims for a pack of sealed Shell Playing Cards only must be submitted for verification and redemption at any participating site. Claimants should not accept packs on which the cellophane wrapping and/or tear strip are not intact. Post all other claims, (enclosing an SAE) to: Shell 'Bruce's Lucky Deal', c/o 13 Highfield Road, Dublin 6. Claims for £10,000, £100 and £50 must be sent by registered post. Utmost care must be taken to ensure all details of your claim are accurate and legible. The closing date for the final £15,000 jackpot shareout is 2nd December 1985 which allows one extra week for final claims on that jackpot. Claims for all other prizes must be received no later than 31st January 1986. List of £10,000 and £100 prizewinners will be available after 28th February 1986 on written request to above address. Only game pieces and bonus prize playing cards issued by Irish Shell Limited may qualify for prizes.

- Conditions of Participation:** Participation in promotion confirms acceptance of full rules and all claims are subject to full rules. All information printed on game pieces and point of sale display posters constitute part of full rules.



## BRUCE'S LUCKY DEAL RULES

- ELIGIBILITY:** No purchase necessary. To the driver aged 18 or over, of a motor vehicle (including motorcycles) - one per driver, per day.
- HOW TO PLAY:** Starting with 'Bruce's Hand' use the edge of a small coin and carefully rub to reveal any 4 cards only from each hand, leaving 4 cards on each hand totally intact. Every game piece has a non-Shareout prize.
- PICTURE CARD GAME FOR £15,000 SHAREOUT:** If the 8 revealed cards (4 per hand) are picture card symbols (including QUEENS, KINGS, ACES) in ANY mixture (including identical cards), OR positions OR suits, you win a share in one of the 8 £15,000 shareouts.
- MATCHING SUIT GAME:** If all 8 revealed cards (4 per hand) are the same suit you win an instant prize as follows - ALL SPADES - £10,000 ALL HEARTS - £100 ALL DIAMONDS OR ALL CLUBS - a sealed pack of Shell Playing Cards which could contain a hidden £50 cash bonus prize card instead of one of the 3 Jokers. Each £15,000 shareout will be divided equally between all winning game pieces received on or before each closing date as follows - September 1985, 2nd, 16th, and 30th November and 2nd December 1985. The final closing date is 2nd December 1985. Cheques sent within 28 days of each Irish Shell closing date.
- DISCRESSION:** In the unlikely event that all their sole discretion, to extend the final closing date by adding a ninth £15,000 jackpot shareout, in this event, the new final closing date will be displayed at the participating sites.
- NO PURCHASE NECESSARY:** IRISH SHELL LIMITED 1985. ALL RIGHTS RESERVED.

ALL CLAIMANTS MUST FILL IN HERE:

Enter required details legibly using ballpoint pen. I agree to abide by the Full Rules and Instructions and claim a

NAME: ..... prize.  
ADDRESS: .....  
TOWN: ..... COUNTY: .....  
SHELL SITE: .....

### CLAIMS NOT ACCEPTED IF:

- Game piece not obtained in accordance with Rule 1 above.
- 4 cards on each hand do not have latex covering totally intact in accordance with Rule 2 above.
- An entry is made as a result of an organised, syndicated, or other process which diminishes the operation of random chance.
- Game piece is defective, tampered with, misprinted, multi-printed in error, miscut, damaged or defaced, forged, reproduced or reconstructed.
- Game piece was not printed for use in this promotion.

**IMPORTANT:** The appropriate authorities will be notified of any attempt to forge game materials or to defraud in any way.

- Declaration of Eligibility:** Prior to final claim verification, Irish Shell Limited reserve the right to require cash prize claimants to sign and return a declaration that the game has been played according to the rules.
- Publicity Waiver:** By submitting a claim, cash prizewinners agree that Irish Shell Limited may use their name, photograph and home town for publicity purposes in any way that Irish Shell Limited deem, at their sole discretion, to be desirable or appropriate. All game pieces remain the property of Irish Shell Limited at all times and those submitted for claims, or for any other purpose, will not be returned.
- Verification of cash prize claims:** Authentication and verification of all cash prize claims is under the control of Don Marketing Limited whose decision is final and binding and who will not under any circumstances enter into any telephone calls or correspondence. No responsibility taken for claims which are lost, delayed or damaged in the post. Proof of posting not accepted as proof of receipt.
- Picture Card Game Jackpot Shareout Conditions:** Each participant may make only one valid claim per £15,000 jackpot shareout. Only one valid claim accepted, per jackpot shareout, per Irish household. No claims accepted under any circumstances after 2nd December 1985, for the final £15,000 jackpot shareout. Winners cheques sent within 28 days of each relevant shareout closing date. In the unlikely event that the number of qualifiers for a share in a £15,000 jackpot shareout exceeds 400, Irish Shell Limited reserve the right, at their sole discretion, and without prior notice, to substitute a prize draw instead of the relevant £15,000 jackpot shareout. Qualifiers for the relevant £15,000 jackpot shareout would then participate in the draw, as soon as possible after the relevant closing date in the presence of an independent chartered accountant, to determine the 400 winners, who would each receive a sum of £37.50. Such substitution will be announced within 14 days from the relevant closing date, in the National Press. Cheques still sent within 28 days of the relevant closing date.
- Employees of Irish Shell Limited, its agencies and suppliers for this promotion, staff at participating sites and their immediate families, are not eligible to participate in the Shell 'Bruce's Lucky Deal' promotion.**

### IRISH SHELL LIMITED RESERVE THE RIGHT TO:

- Withdraw, or otherwise curtail the promotion at any time, for any reason, without prior notice. However, if the promotion is withdrawn or curtailed, valid claims in respect of game pieces already distributed by participating sites will be honoured if claimed in accordance with the above rules.
- Extend the promotion by adding a ninth £15,000 jackpot shareout. In this event the new final closing date will be displayed at all participating sites.

**IRISH SHELL LIMITED 1985. ALL RIGHTS RESERVED.**

A Game devised by Don Marketing.