



## **NESTLÉ DOCTOR WHO CHOCOLATE 1971 PROMOTION**

In 1971, Nestlé released the first of two sets of milk chocolate bars tying in with Doctor Who. The second set would arrive in 1975 when Tom Baker took over the role.

The promotion featured 15 different collectable wrappers, each featuring a separate instalment of a specially written story entitled *Doctor Who Fights Masterplan "Q"*, with the Doctor and Jo battling against The Master, who had only recently been introduced into the television series.

There were two separate 48-bar counter display boxes for this promotion, showing different drawings of the Third Doctor. It is believed that this change came about because Jon Pertwee objected to image of him on the original box.

Objections also came over the depiction of Bessie on the counter display box. When Bessie was first introduced to the series, the WHO 1 licence plate was already owned by a member of the public, so agreement was reached whereby Bessie's real number plate, MTR 5 would only be replaced with WHO 1 when filming. However, the real owner was very perturbed to find that the number had appeared on the Nestlé box. The BBC apologised but specified that they would not be asking Nestlé to change any of their promotional material.

Retrospective payments also had to be made to Siva Engineering, who had built Bessie. The BBC had issued a licence to Nestlé to use the likenesses of Jon Pertwee, Katy Manning and Roger Delgado, but some of the reference material supplied to the company also showed Bessie, which Nestlé had reproduced in good faith, not realising that there was a separate copyright involved on the vehicle. As a result, the BBC offered Siva Engineering 7½% of the royalties received from Nestlé.

With thanks to Phillip Bhullar and Christopher Hill

Nestle's

# DOCTOR WHO

Milk Chocolate

3P

READ THE EXCITING  
CARTOON SERIAL ON  
THE BACKS OF THE  
WRAPPERS



# DOCTOR WHO FIGHTS MASTERPLAN "O"

DOCTOR WHO AND HIS PRETTY ASSISTANT, JO, LOOK OUT AT PLANET QUORUS. JUST ANOTHER STOP ON THEIR LATEST GALACTIC TOUR . . .

Doctor Who : Well, there she is, Jo. Quorus, a planet of unending interest to evolutionists like myself.

Jo : If all you've told me about it is true, I get the creeps just looking at it, Doctor.

THE TARDIS LANDS, AND DOCTOR WHO AND JO ARE SOON WALKING THROUGH DENSE PRIMAEVAL JUNGLE. THE DOCTOR SEEMS COMPLETELY UNCONCERNED, AND TRIES TO REASSURE JO THAT THEY WILL COME TO NO HARM. JUST THEN, JO CRIES OUT IN ALARM . . .



© BBC 1971

PICTURE NO. 1

THE NESTLÉ COMPANY LIMITED, ST. GEORGE'S HOUSE, CROYDON, SURREY.  
REGISTERED USERS

# DOCTOR WHO FIGHTS MASTERPLAN "Q"

AFTER LANDING ON QUORUS, DOCTOR WHO AND JO SET OUT TO EXPLORE. BUT JO SEES SOMETHING THAT FREEZES HER WITH TERROR . . .

Doctor Who : Into the elephant grass, Jo . . . quickly.

Jo : I don't think it has seen us. What's the matter Doctor – have you seen another ?

Doctor Who : A stranger animal than that, Jo. I thought I saw the figure of a man !

Jo : What sort of man was he ? A primitive ?

Doctor Who : That's what bothers me, Jo. I'll swear he was dressed in civilised clothes !



© BBC 1971

PICTURE NO. 2

THE NESTLÉ COMPANY LIMITED, ST. GEORGE'S HOUSE, CROYDON, SURREY.

REGISTERED USERS

## DOCTOR WHO FIGHTS MASTERPLAN "Q"

ON THE PRIMAEVAL PLANET OF QUORUS, DOCTOR WHO AND JO ARE SHELTERING FROM A GIGANTIC DINOSAUR WHEN THE DOCTOR THINKS HE SPOTS A MAN . . .

Jo : So you were right, Doctor. But who can it be ?

Doctor Who : And what's he up to ? We'd better take a closer look.

Jo : There he is – why is he filling that sack with pebbles ?

Doctor Who : I don't know, Jo, but there's something vaguely familiar about him . . .



© BBC 1971

PICTURE NO. 3

THE NESTLÉ COMPANY LIMITED, ST. GEORGE'S HOUSE, CROYDON, SURREY.

## DOCTOR WHO FIGHTS MASTERPLAN "Q"

DOCTOR WHO AND JO HAVE FOUND A STRANGER ON THE WILD, PRIMITIVE SURFACE OF QUORUS. SUDDENLY HE LOOKS UP AS THE DINOSAUR TOWERS ABOVE HIM...

Doctor Who : It's the Master !

Jo : He's controlling it with some sort of gadget, Doctor.

Doctor Who : Very effectively, too. It's almost tame in his hands.

THE DOCTOR AND JO WATCH, FASCINATED, AS THE GREAT CREATURE BACKS AWAY AND ALLOWS THE MASTER TO MAKE HIS GETAWAY. THE DOCTOR IS UNABLE TO FOLLOW BECAUSE OF THE MONSTER.



© BBC 1971

PICTURE NO. 4

THE NESTLÉ COMPANY LIMITED, ST. GEORGE'S HOUSE, CROYDON, SURREY.  
REGISTERED USERS

## DOCTOR WHO FIGHTS MASTERPLAN "O"

DOCTOR WHO AND JO FIND THE MASTER ON PLANET QUORUS. FASCINATED, THEY WATCH HIM CONTROL ONE OF THE FEARSOME REPTILIAN MONSTERS AND THEN ESCAPE. AS THEY SEARCH FOR HIM, A FAMILIAR NOISE GREETS THEIR EARS, AND THEY SEE THE MASTER'S TARDIS BEGINNING TO DISSOLVE. THEY RETURN TO TARDIS AND SET OFF IN PURSUIT . . .

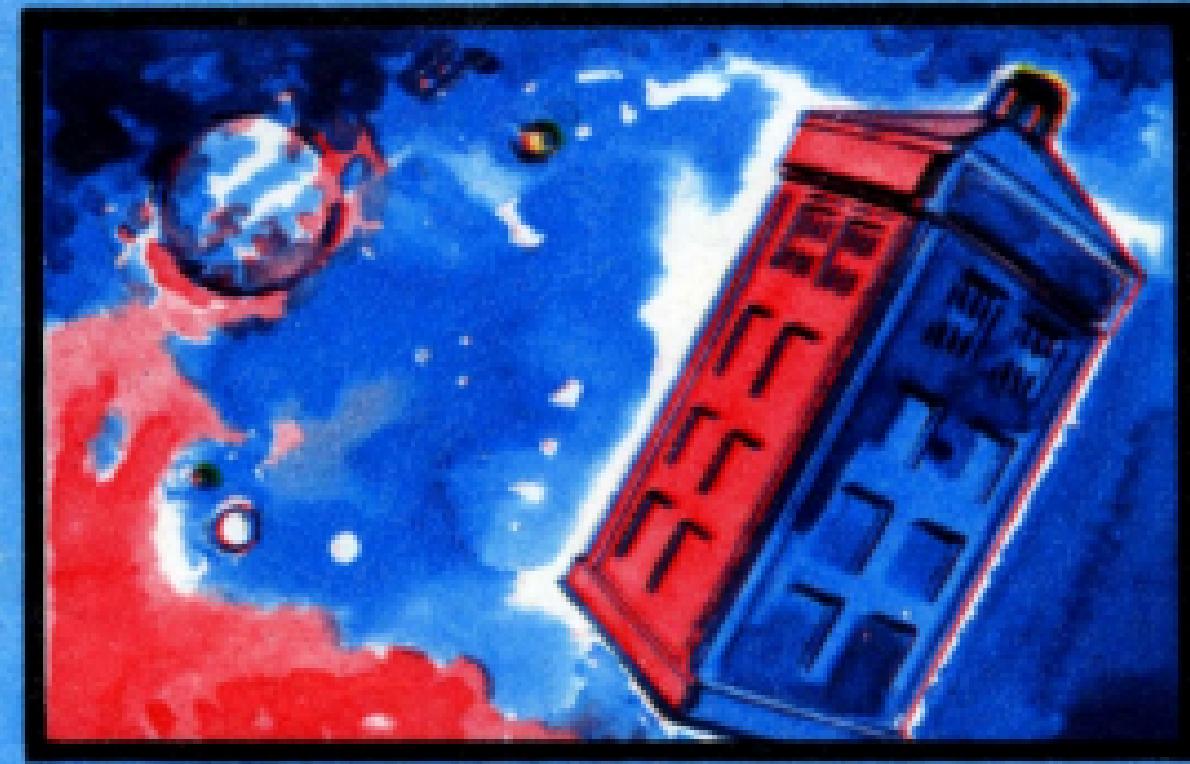
Doctor Who : I'd like to know what he was doing there. And what he was collecting before we disturbed him.

Jo : But why are you so interested in the Master, Doctor? Surely he cannot be any threat.

Doctor Who : He's always a threat, anywhere, Jo.

Jo : Where do you think he's heading, Doctor?

Doctor Who : On his present course, I think there can be little doubt. Jo. He's heading for Earth !



© BBC 1971

PICTURE NO. 5

THE NESTLÉ COMPANY LIMITED, ST. GEORGE'S HOUSE, CROYDON, SURREY.

REGISTERED USERS

# DOCTOR WHO FIGHTS MASTERPLAN "Q"

THE DOCTOR AND JO HAVE PURSUED THE MASTER FROM THE PRIMAEVAL PLANET QUORUS, BUT LOSE HIM IN THE EARTH'S ATMOSPHERE. MEANWHILE, IN THE WAREHOUSE OF MACMASTER ELECTRONICS ON THE YORKSHIRE MOORS, THE MASTER HANDS A SACK TO HIS LABORATORY ASSISTANT, WHO OPENS IT TO REVEAL GIANT EGGS . . .

The Master: Masterplan Q goes well! Now the meddlesome Doctor is shaken off I can begin Phase Two. Put one of these in the reactor, Jenkins, and see no-one tampers with it. Tomorrow morning I will see if my theory is correct. Then my power is assured.



© BBC 1971

PICTURE NO. 6

THE NESTLÉ COMPANY LIMITED, ST. GEORGE'S HOUSE, CROYDON, SURREY.  
REGISTERED USERS

## DOCTOR WHO FIGHTS MASTERPLAN "Q"

THE DOCTOR AND JO HAVE MADE A FRUITLESS SEARCH FOR THE MASTER AFTER FOLLOWING HIM TO EARTH FROM QUORUS, A PLANET STILL EARLY IN ITS EVOLUTION. IN HIS LABORATORY ON THE YORKSHIRE MOORS THE MASTER REMOVES HIS EXPERIMENT FROM THE SMALL REACTOR—A MINIATURE MONSTER, IDENTICAL TO THE ONE THAT HE CONTROLLED ON QUORUS. HE TURNS ON ULTRA-VIOLET LAMPS AND THE MONSTER GROWS TO ASTRONOMIC PROPORTIONS . . .

The Master: So once again my genius is proved – and now the world will feel the power of The Master !



© BBC 1971

PICTURE NO. 7

THE NESTLÉ COMPANY LIMITED, ST. GEORGE'S HOUSE, CROYDON, SURREY.  
REGISTERED USERS

## DOCTOR WHO FIGHTS MASTERPLAN "Q"

DOCTOR WHO'S SEARCH FOR THE MASTER, AIDED BY THE POLICE AND ARMED FORCES, HAS AT LAST SHOWN RESULTS. HE IS SHOWN THE WRECKED MCMASTER LABORATORY, AND IS HANDED THE TWO HALVES OF A GIANT EGG-SHELL . . .

Doctor Who : Of course ! What a fool I've been. This was no bomb. It's something more powerful than that !

DOCTOR WHO EXPLAINS HIS THEORY TO LOCAL OFFICIALS AND IS MET WITH DISBELIEF. BUT AN AIR FORCE PILOT THEN REPORTS A PECULIAR FLATTENED TRAIL LEADING TO DARISDALE, A TOP-SECRET WEAPONS RESEARCH STATION . . .



© BBC 1971

PICTURE NO. 8

THE NESTLÉ COMPANY LIMITED, ST. GEORGE'S HOUSE, CROYDON, SURREY.

REGISTERED USERS

## DOCTOR WHO FIGHTS MASTERPLAN "Q"

DOCTOR WHO IS FIGHTING TIME AND OFFICIALDOM TO GET TO THE MASTER BEFORE HE PUTS HIS EVIL PLAN INTO ACTION. THE MASTER HAS SUCCESSFULLY HATCHED A CARNIVOROUS REPTILIAN MONSTER FROM AN EGG BROUGHT FROM THE PLANET QUORUS. DOCTOR WHO AND JO TRAVEL TO DARISDALE IN BESSIE.

Jo : What is this Darisdale, Doctor ?

Doctor Who : As far as I could find out, it's Britain's first transporter beam. They claim it can transport whole detachments of men and machines to any part of the globe. It could equally transport a giant reptile to the same destination.

Jo : But how could The Master get into Darisdale ? The Army would never allow him there ?



© BBC 1971

PICTURE NO. 9

THE NESTLÉ COMPANY LIMITED, ST. GEORGE'S HOUSE, CROYDON, SURREY.

## DOCTOR WHO FIGHTS MASTERPLAN "Q"

THE DOCTOR AND JO TRAVEL TO DARISDALE, A TOP-SECRET MILITARY ESTABLISHMENT ON THE YORKSHIRE MOORS, TO LOCATE THE MASTER AND HIS REPTILIAN MONSTER. WHEN BESSIE ARRIVES AT THE MAIN GATE THEY ARE MET BY A MAJOR WHO REFUSES THEM ADMISSION. AS THE DOCTOR TURNS AWAY, THE MASTER EMERGES FROM A BUILDING AND WATCHES THEM DEPART. AS THEY DRIVE ACROSS THE MOORLAND IN BESSIE, THEY HEAR A THUMPING NOISE . . .

Doctor Who : We've got to get inside that complex to see if the Major is hiding the Master . . . What's that bumping noise ?

Jo : Doctor ! Look ! Do something !



© BBC 1971

PICTURE NO.10

THE NESTLÉ COMPANY LIMITED. ST. GEORGE'S HOUSE, CROYDON, SURREY.  
REGISTERED USERS

## DOCTOR WHO FIGHTS MASTERPLAN "Q"

DOCTOR WHO AND JO HAVE TRAILED THE MASTER TO A SECRET MILITARY COMPLEX CALLED DARISDALE. REFUSED ENTRY, THE DOCTOR AND JO RETURN ACROSS THE MOOR TO GET THE NECESSARY AUTHORITY. BUT THEN THE MONSTER PURSUES THEM! THE DOCTOR REMAINS CALM AND PRESSES A SWITCH ON THE DASHBOARD OF BESSIE . . .

Doctor Who : I only hope this works !

Jo : What's happening, Doctor ? Are we on fire ?

Doctor Who : Don't worry, Jo, just Bessie digesting a little more oil than necessary, and our friend doesn't like it.

THE MONSTER LUMBERS OFF, AND THE DOCTOR DECIDES TO AMBUSH ANYONE WHO COMES TO CHECK ON THEIR FATE . . .



© BBC 1971

PICTURE NO. 11

THE NESTLÉ COMPANY LIMITED, ST. GEORGE'S HOUSE, CROYDON, SURREY.

REGISTERED USERS

## DOCTOR WHO FIGHTS MASTERPLAN "Q"

HAVING TRACED THE MASTER TO A SECRET MILITARY COMPLEX ON THE YORKSHIRE MOORS CALLED DARISDALE, AND SUCCESSFULLY DRIVEN OFF THE MONSTER THE MASTER BROUGHT BACK FROM THE PLANET QUORUS, THE DOCTOR AND JO DECIDE TO GET INTO DARISDALE BEFORE THE MASTER CAN PUT HIS EVIL PLANS INTO THEIR FINAL STAGE. BUT, INSIDE THE COMPLEX...

The Master : We'll have to move at once - you're sure we can rely on the loyalty of your men, Major ?

Major : Every one was hand-picked by me - you just control that monster, McMaster.

The Master : Go, my beauty, and do your worst ! Switching beam to target area now !

THE MASTER MOVES TO A KEYBOARD AND THROWS A SERIES OF CONTROLS AND, MIRACULOUSLY, THE MONSTER BEGINS TO DISAPPEAR ...



© BBC 1971

PICTURE NO 12

THE NESTLÉ COMPANY LIMITED, ST. GEORGE'S HOUSE, CROYDON, SURREY.  
REGISTERED USERS

# DOCTOR WHO FIGHTS MASTERPLAN "Q"

THE MASTER IS IN CONTROL OF A SECRET MILITARY COMPLEX AT DARISDALE IN THE YORKSHIRE MOORS. THE DOCTOR AND JO ARE STILL TRYING TO FIND A WAY IN. WHEN THE MASTER BEGINS THE THIRD AND FINAL PHASE OF HIS EVIL MASTERPLAN Q. THE MONSTER DISAPPEARS UNDER THE INFLUENCE OF A SECRET RAY—AND RE-MATERIALISES IN TRAFALGAR SQUARE. SOON AFTER, THE MONSTER DISAPPEARS AS MIRACULOUSLY AS IT CAME. THE MASTER BROADCASTS A MESSAGE—

"This is The Master. You have witnessed my power. At any given time I can transport my pet anywhere in the British Isles. You have twenty-four hours to surrender all power to me!"



© BBC 1971

PICTURE NO. 13

THE NESTLÉ COMPANY LIMITED, ST. GEORGE'S HOUSE, CROYDON, SURREY.  
REGISTERED USERS

## DOCTOR WHO FIGHTS MASTERPLAN "Q"

WHILE THE MASTER TERRORISES LONDON WITH HIS MONSTER, THE DOCTOR HAS AMBUSHED THE MASTER'S SCOUT AND, DISGUISED AS A DISPATCH RIDER THE DOCTOR GAINS ENTRY TO DARISDALE. HE GOES TO THE CONTROL ROOM . . .

Doctor Who : If he controls that thing with an ultra-sonic sound box, what would happen if I interfered with the frequency . . . ?

THE DOCTOR BLOWS ON HIS OWN ULTRA-SONIC WHISTLE AND THE MONSTER BEGINS TO GET RESTLESS—IT IS OUT OF CONTROL!



© BBC 1971

PICTURE NO. 14

THE NESTLÉ COMPANY LIMITED, ST. GEORGE'S HOUSE, CROYDON, SURREY.

# DOCTOR WHO FIGHTS MASTERPLAN "Q"

TO BEAT THE MASTER'S HORRIFIC 'PLAN Q', DOCTOR WHO HAS ENTERED DARISDALE MILITARY ESTABLISHMENT. AS THE MASTER AWAITS THE BRITISH GOVERNMENT'S REPLY TO HIS ULTIMATUM, DOCTOR WHO INTERFERES WITH THE ULTRA-SONIC FREQUENCY USED TO CONTROL THE REPTILIAN MONSTER FROM THE PLANET QUORUS, AND IT TOUCHES A LIVE ELECTRODE...

The Master: Curses! Only one man can have ruined this scheme - but now is not the time for revenge. I will return to beat the Doctor in another time and place.

AFTER THE DEATH OF HIS MONSTER, THE MASTER ESCAPES IN THE TRANSPORTER. JO ARRIVES WITH REINFORCEMENTS, AND THE STAFF OF DARISDALE ARE PLACED UNDER ARREST.

THE END.



© BBC 1971

PICTURE NO. 15

THE NESTLÉ COMPANY LIMITED, ST. GEORGE'S HOUSE, CROYDON, SURREY.

DOCTOR WHO FIGHTS MASTERPLAN "Q"  
DOCTOR WHO AND HIS PRETTY ASSISTANT, JO, LOOK OUT AT PLANET QUORUS.  
JUST ANOTHER STOP ON THEIR LATEST GALACTIC TOUR . . .

Doctor Who : Well, there she is. Jo. Quorus, a planet of unending  
interest to evolutionists like myself.

Jo : If all you've told me about it is true, I get the creeps just looking at  
it. Doctor.

THE TARDIS LANDS, AND DOCTOR WHO AND JO ARE SOON WALKING THROUGH  
DENSE PRIMAEVAL JUNGLE. THE DOCTOR SEEMS COMPLETELY UNCONCERNED.  
AND TRIES TO REASSURE JO THAT THEY WILL COME TO NO HARM. JUST THEN,  
JO CHRIES OUT IN ALARM . . .

Nestle's  
REGD

# DOCTOR WHO

## Milk Chocolate



MILK CHOCOLATE

DOCTOR WHO  
CARTOON COLLECTION  
PICTURE No 1

3p

THE NESTLE COMPANY LIMITED, ST. GEORGE'S HOUSE, CROYDON, SURREY.

REGISTERED USERS

© BBC 1971

PICTURE NO. 1



DOCTOR WHO FIGHTS MASTERPLAN "Q"

AFTER LANDING ON QUORUS, DOCTOR WHO AND JO SET OUT TO EXPLORE. BUT  
JO SEES SOMETHING THAT FREEZES HER WITH TERROR...

Doctor Who : Into the elephant grass, Jo ... quickly.

Jo : I don't think it has seen us. What's the matter Doctor - have you  
seen another?

Doctor Who : A stranger animal than that, Jo. I thought I saw the  
figure of a man !

Jo : What sort of man was he ? A primitive ?

Doctor Who : That's what bothers me, Jo. I'll swear he was dressed in  
civilised clothes !

Nestlé's  
REGD

# DOCTOR WHO

Milk Chocolate



DOCTOR WHO  
CARTOON COLLECTION  
PICTURE No 2

MILK CHOCOLATE

3p

THE NESTLÉ COMPANY LIMITED, ST. GEORGE'S HOUSE, CROYDON, SURREY.

REGISTERED TRADES

MILK CHOCOLATE

© BBC 1971

PICTURE NO. 2



Nestlé's  
REG

# DOCTOR WHO

Milk Chocolate

MILK CHOCOLATE

DOCTOR WHO  
CARTOON COLLECTION  
PICTURE No 3

3p

THE NESTLÉ COMPANY LIMITED, ST. GEORGE'S HOUSE, CROYDON, SURREY.

© BBC 1971  
PICTURE NO. 3



DOCTOR WHO FIGHTS MASTERPLAN "O"  
ON THE PRIMAEVAL PLANET OF OUDRUS, DOCTOR WHO AND JO ARE SHELTERING  
FROM A GIANTIC DINOSAUR WHEN THE DOCTOR THINKS HE SPOTS A MAN...

Jo : So you were right, Doctor. But who can it be?

Doctor Who : And what's he up to ? We'd better take a closer look.

Jo : There he is — why is he filling that sack with pebbles ?

Doctor Who : I don't know. Jo, but there's something vaguely familiar about him...

Nestlé's  
REGD

# DOCTOR WHO

Milk Chocolate



MILK CHOCOLATE

DOCTOR WHO  
CARTOON COLLECTION  
PICTURE No 4

3p

THE NESTLÉ COMPANY LIMITED, ST. GEORGE'S HOUSE, CROYDON, SURREY.

REGISTERED USERS

© BBC 1971

PICTURE NO. 4



Doctor Who : It's the Master!

Jo : He's controlling it with some sort of gadget. Doctor.

Doctor Who : Very effectively, too. It's almost tame in his hands.

THE DOCTOR AND JO WATCH, FASCINATED, AS THE GREAT CREATURE BACKS AWAY AND ALLOWS THE MASTER TO MAKE HIS GETAWAY. THE DOCTOR IS UNABLE TO FOLLOW BECAUSE OF THE MONSTER.

DOCTOR WHO FIGHTS MASTERPLAN "Q"  
DOCTOR WHO AND JO HAVE FOUND A STRANGER ON THE WILD, PRIMITIVE SURFACE OF QUDRIUS. SUDDENLY HE LOOKS UP AS THE DINOSAUR TOWERS ABOVE HIM...

Nestlé's  
REGD

# DOCTOR WHO

Milk Chocolate



DOCTOR WHO  
CARTOON COLLECTION  
PICTURE No 5

MILK CHOCOLATE

5p

MILK CHOCOLATE

© BBC 1971

PICTURE NO. 5

REGISTERED TRADE MARK



**DOCTOR WHO FIGHTS MASTERPLAN "O"**  
DOCTOR WHO AND JO FIND THE MASTER ON PLANET QUORUS. FASCINATED, THEY WATCH HIM CONTROL ONE OF THE FEARSOME REPTILIAN MONSTERS AND THEN ESCAPE, AS THEY SEARCH FOR HIM. A FAMILIAR NOISE GREETS THEIR EARS, AND THEY SEE THE MASTER'S TARDIS BEGINNING TO DISSOLVE. THEY RETURN TO TARDIS AND SET OFF IN PURSUIT ...  
Doctor Who : I'd like to know what he was doing there. And what he was collecting before we disturbed him.  
Jo : But why are you so interested in the Master, Doctor? Surely he cannot be any threat.  
Doctor Who : He's always a threat, anywhere, Jo.  
Doctor Who : On his present course, I think there can be little doubt. Jo  
He's heading for Earth!

Nestlé's  
REGD

# DOCTOR WHO

Milk Chocolate

MILK CHOCOLATE

DOCTOR WHO  
CARTOON COLLECTION  
PICTURE No 6



MILK CHOCOLATE

THE NESTLÉ COMPANY LIMITED, ST. GEORGE'S HOUSE, CROYDON, SURREY.

REGISTERED TRADE MARK

© BBC 1971  
PICTURE NO. 6



DOCTOR WHO FIGHTS MASTERPLAN "Ω"  
THE DOCTOR AND JO HAVE PURSUED THE MASTER FROM THE PRIMAEVAL PLANET OUDIUS, BUT LOSE HIM IN THE EARTH'S ATMOSPHERE. MEANWHILE, IN THE WAREHOUSE OF MACMASTER ELECTRONICS ON THE YORKSHIRE MOORS, THE MASTER HANDS A SACK TO HIS LABORATORY ASSISTANT, WHO OPENS IT TO REVEAL GIANT EGGS ...  
The Master: Masterplan Ω goes well! Now the meddlesome Doctor is shaken off. I can begin Phase Two. Put one of these in the reactor, Jenkins, and see no-one tampers with it. Tomorrow morning I will see, if my theory is correct. Then my power is assured.

Nestlé's  
REGD

# DOCTOR WHO

Milk Chocolate



MILK CHOCOLATE

MILK CHOCOLATE

THE NESTLÉ COMPANY LIMITED ST. GEORGE'S HOUSE, CROYDON, SURREY.

REGISTRED TRADE

© BBC 1971

PICTURE NO. 7



DOCTOR WHO FIGHTS MASTERPLAN "Q"  
THE DOCTOR AND JO HAVE MADE A FRUITLESS SEARCH FOR THE MASTER AFTER  
FOLLOWING HIM TO EARTH FROM QUORUS, A PLANET STILL EARLY IN ITS EVOLU-  
TION. IN HIS LABORATORY ON THE YORKSHIRE MOORS THE MASTER REMOVES  
HIS EXPERIMENT FROM THE SMALL REACTOR—A MINIATURE MONSTER, IDENTI-  
CAL TO THE ONE THAT HE CONTROLLED ON QUORUS. HE TURNS ON ULTRA-  
VIOLET LAMPS AND THE MONSTER GROWS TO ASTRONOMIC PROPORTIONS . . .  
The Master: So once again my genius is proved — and now the world  
will feel the power of The Master!



Nestle's  
REGD

# DOCTOR WHO

Milk Chocolate

MILK CHOCOLATE

DOCTOR WHO  
CARTOON COLLECTION  
PICTURE No 8

3p

MILK CHOCOLATE

THE NESTLE COMPANY LIMITED, ST. GEORGE'S HOUSE, CROYDON, SURREY.

REGISTERED USERS

© BBC 1971

PICTURE NO. 8



DOCTOR WHO FIGHTS MASTERPLAN "Q"  
DOCTOR WHO'S SEARCH FOR THE MASTER, AIDED BY THE POLICE AND ARMED  
FORCES HAS AT LAST SHOWN RESULTS. HE IS SHOWN THE WRECKED McMAMSTER  
LABORATORY, AND IS HANDED THE TWO HALVES OF A GIANT EGG-SHELL...  
Doctor Who: Of course! What a fool I've been. This was no bomb.  
It's something more powerful than that!  
DOCTOR WHO EXPLAINS HIS THEORY TO LOCAL OFFICIALS AND IS MET WITH  
DISBELIEF. BUT AN AIR FORCE PILOT THEN REPORTS A PECULIAR FLATTENED  
TRAIL LEADING TO DARDISDALE, A TOP SECRET WEAPONS RESEARCH STATION...

DOCTOR WHO FIGHTS MASTERPLAN "Q"

DOCTOR WHO IS FIGHTING TIME AND OFFICIALDOM TO GET TO THE MASTER BEFORE HE PUTS HIS EVIL PLAN INTO ACTION. THE MASTER HAS SUCCESSFULLY MATCHED A CARNIVOROUS REPTILIAN MONSTER FROM AN EGG BROUGHT FROM THE PLANET QUORUS. DOCTOR WHO AND JO TRAVEL TO DARISDALE IN BESSIE

Jo: What is this Darisdale, Doctor?

Doctor Who: As far as I could find out, it's Britain's first transporter beam. They claim it can transport whole detachments of men and machines to any part of the globe. It could equally transport a giant reptile to the same destination.

Jo: But how could The Master get into Darisdale? The Army would never allow him there?

THE NESTLÉ COMPANY LIMITED, ST. GEORGE'S HOUSE, CROYDON, SURREY.

© BBC 1971 PICTURE NO. 9

MILK CHOCOLATE

3p

DOCTOR WHO  
CARTOON COLLECTION  
PICTURE No 9

MILK CHOCOLATE



## DOCTOR WHO FIGHTS MASTERPLAN "Q"

THE DOCTOR AND JO TRAVEL TO DARISDALE, A TOP SECRET MILITARY ESTABLISHMENT ON THE YORKSHIRE MOORS, TO LOCATE THE MASTER AND HIS REPTILIAN MONSTER. WHEN BESSIE ARRIVES AT THE MAIN GATE THEY ARE MET BY A MAJOR WHO REFUSES THEM ADMISSION. AS THE DOCTOR TURNS AWAY, THE MASTER EMERGES FROM A BUILDING AND WATCHES THEM DEPART. AS THEY DRIVE ACROSS THE MOORLAND IN BESSIE, THEY HEAR A THUMPING NOISE...

Doctor Who : We've got to get inside that complex to see if the Major is hiding the Master... What's that bumping noise?

Jo : Doctor ! Look ! Do something !

THE NESTLÉ COMPANY LIMITED, ST. GEORGE'S HOUSE, CROYDON, SURREY.

REGISTERED USERS

© BBC 1971

PICTURE NO. 10

MILK CHOCOLATE

3P

MILK CHOCOLATE

DOCTOR WHO  
CARTOON COLLECTION  
PICTURE No 10



Nestlé's  
REGD

# DOCTOR WHO

Milk Chocolate

MILK CHOCOLATE

DOCTOR WHO  
CARTOON COLLECTION  
PICTURE No 11

5p

MILK CHOCOLATE

© BBC 1971

PICTURE NO. 11

REGISTERED TRADE MARK



DOCTOR WHO FIGHTS MASTERPLAN "Q"  
DOCTOR WHO AND JO HAVE TRAILED THE MASTER TO A SECRET MILITARY  
COMPLEX CALLED DARISSADE. REFUSED ENTRY, THE DOCTOR AND JO RETURN  
ACROSS THE MOOR TO GET THE NECESSARY AUTHORITY. BUT THEN THE MON-  
STER PURSES THEM! THE DOCTOR REMAINS CALM AND PRESSES A SWITCH  
ON THE DASHBOARD OF BESSIE....  
Doctor Who: I only hope this works!  
Jo: What's happening, Doctor? Are we on fire?  
Doctor Who: Don't worry, Jo, just Bessie digesting a little more oil  
than necessary, and our friend doesn't like it.  
THE MONSTER LUMBERS OFF, AND THE DOCTOR DECIDES TO AMBUSH ANYONE  
WHO COMES TO CHECK ON THEIR FATE....

# DOCTOR WHO FIGHTS MASTERPLAN "Q"

HAVING TRACED THE MASTER TO A SECRET MILITARY COMPLEX ON THE YORKSHIRE MOORS CALLED DARSDALE, AND SUCCESSFULLY DRIVEN OFF THE MONSTER THE MASTER BROUGHT BACK FROM THE PLANET QUORIS, THE DOCTOR AND JO DECIDE TO GET INTO DARSDALE BEFORE THE MASTER CAN PUT HIS EVIL PLANS INTO THEIR FINAL STAGE. BUT, INSIDE THE COMPLEX...

THE MASTER: "We'll have to move at once - you're sure we can rely on the loyalty of your men, Major?"

MAJOR: "Every one was hand-picked by me - you just control that monster, McMaster."

THE MASTER: "Go, my beauty, and do your worst! Switching beam to target area now!"

THE MASTER MOVES TO A KEYBOARD AND THROWS A SERIES OF CONTROLS AND...

MIRACULOUSLY, THE MONSTER BEGINS TO DISAPPEAR...

THE NESTLÉ COMPANY LIMITED, ST. GEORGE'S HOUSE, CROYDON, SURREY.

REGISTERED USERS

© BBC 1971

PICTURE NO. 12



MILK CHOCOLATE

DOCTOR WHO  
CARTOON COLLECTION  
PICTURE NO 12

MILK CHOCOLATE



Nestle's  
REGD

# DOCTOR WHO

Milk Chocolate

Nestlé's  
REGD

# DOCTOR WHO

Milk Chocolate

MILK CHOCOLATE



DOCTOR WHO  
CARTOON COLLECTION  
PICTURE No 13

3p

MILK CHOCOLATE

THE NESTLÉ COMPANY LIMITED, ST. GEORGE'S HOUSE, CROYDON, SURREY.

© BBC 1971

PICTURE NO. 13



“This is The Master. You have witnessed my power. At any given time I can transport my pet anywhere in the British Isles. You have twenty-four hours to surrender all power to me!”

THE MASTER IS IN CONTROL OF A SECRET MILITARY COMPLEX AT DARISDALE IN THE YORKSHIRE MOORS. THE DOCTOR AND JO ARE STILL TRYING TO FIND A WAY IN. WHEN THE MASTER BEGINS THE THIRD AND FINAL PHASE OF HIS EVIL MASTERPLAN Q, THE MONSTER DISAPPEARS UNDER THE INFLUENCE OF A SECRET RAY AND RE-MATERIALISES IN TRAFALGAR SQUARE. SOON AFTER THE SECRET RAY DISAPPEARS AS MIRACULOUSLY AS IT CAME. THE MASTER BROADCASTS A MESSAGE...

Nestlé's  
REGD

# DOCTOR WHO

Milk Chocolate

MILK CHOCOLATE

DOCTOR WHO  
CARTOON COLLECTION  
PICTURE No 14

MILK CHOCOLATE

THE NESTLÉ COMPANY LIMITED, ST. GEORGE'S HOUSE, CROYDON, SURREY.

© BBC 1971  
PICTURE NO 14



DOCTOR WHO : If he controls that thing with an ultra-sonic sound box, what would happen if I interfered with the frequency... ?  
THE DOCTOR BLOWS ON HIS OWN ULTRA-SONIC WHISTLE AND THE MONSTER BEGINS TO GET RESTLESS—IT IS OUT OF CONTROL!

DOCTOR WHO FIGHTS MASTERPLAN "Q"  
WHILE THE MASTER TERRORISES LONDON WITH HIS MONSTER, THE DOCTOR HAS AMBUSHED THE MASTER'S SCOUT AND DISGUISED AS A DISPATCH RIDER, THE DOCTOR GAINS ENTRY TO DARDISDALE. HE GOES TO THE CONTROL ROOM...

Nestlé's  
REGD

# DOCTOR WHO

Milk Chocolate



MILK CHOCOLATE

DOCTOR WHO  
CARTOON COLLECTION  
PICTURE No 15

3p

MILK CHOCOLATE

REGISTERED USERS

© BBC 1971

PICTURE NO. 15



DOCTOR WHO FIGHTS MASTERPLAN "Q"  
TO BEAT THE MASTER'S HORRIFIC 'PLAN Q', DOCTOR WHO HAS ENTERED  
DARISDALE, MILITARY ESTABLISHMENT, AS THE MASTER AWAITS THE BRITISH  
GOVERNMENT'S REPLY TO HIS ULTIMATUM. DOCTOR WHO INTERFERES WITH  
THE ULTRA-SONIC FREQUENCY USED TO CONTROL THE REPTILIAN MONSTER  
FROM THE PLANET QUBRIS, AND IT TOUCHES A LIVE ELECTRODE...  
THE Master: Curses! Only one man can have ruined this scheme -  
but now is not the time for revenge. I will return to beat the Doctor in  
another time and place.  
AFTER THE DEATH OF HIS MONSTER, THE MASTER ESCAPES IN THE TRANS-  
PORTER. JO ARRIVES WITH REINFORCEMENTS, AND THE STAFF OF DARISDALE  
ARE PLACED UNDER ARREST.  
THE END.

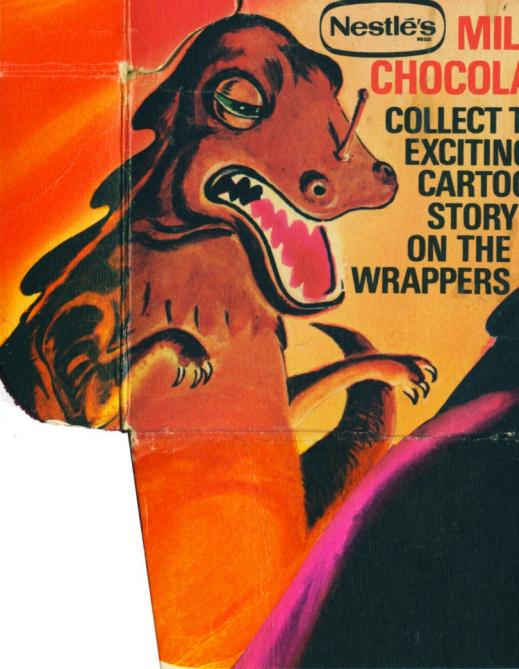


# DOCTOR WHO

Nestle's

MILK  
CHOCOLATE

COLLECT THE  
EXCITING  
CARTOON  
STORY  
ON THE  
WRAPPERS





Nestlé's  
REGD.

48 BARS  
1917

DOCTOR WHO  
MILK CHOCOLATE

3p

© B.B.C. 1971

445 11

USE LOWEST STAMPED NUMBER FIRST

# DOCTOR WHO

## MILK CHOCOLATE

Nestlé's

REGD  
EXCITING  
CARTOON  
STORY ON THE  
WRAPPERS



3p

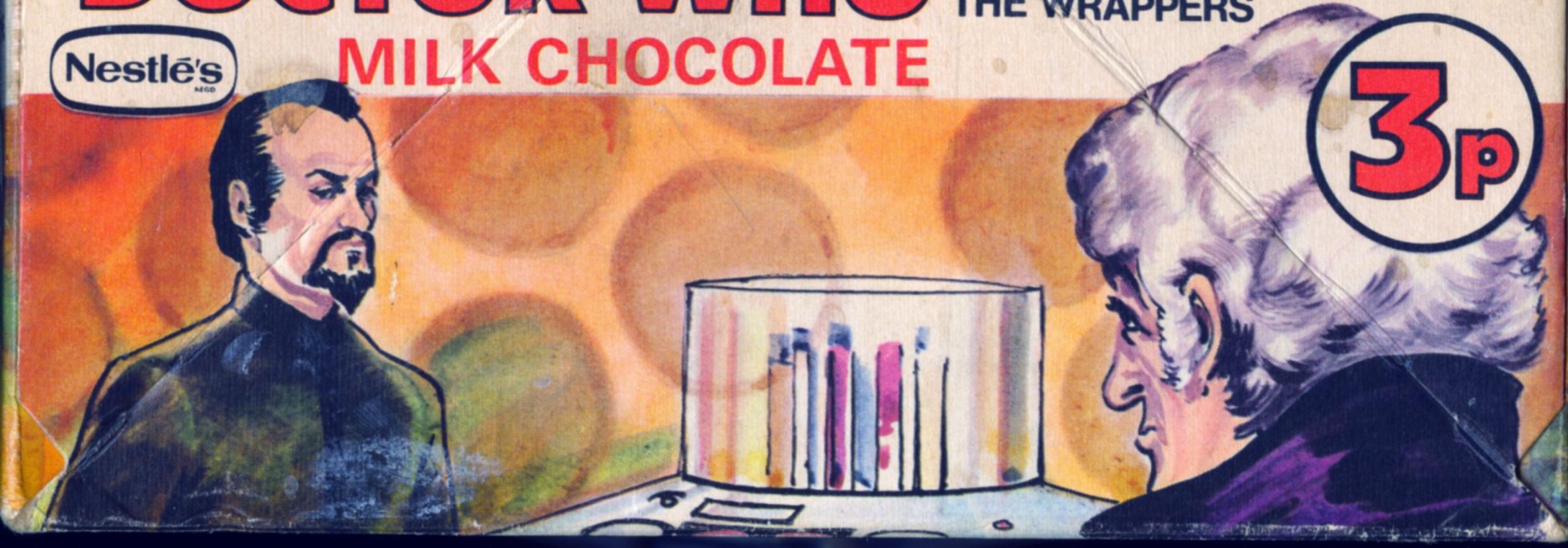
# DOCTOR WHO

Nestlé's  
NEGD

## MILK CHOCOLATE

EXCITING CARTOON STORY ON  
THE WRAPPERS

3p

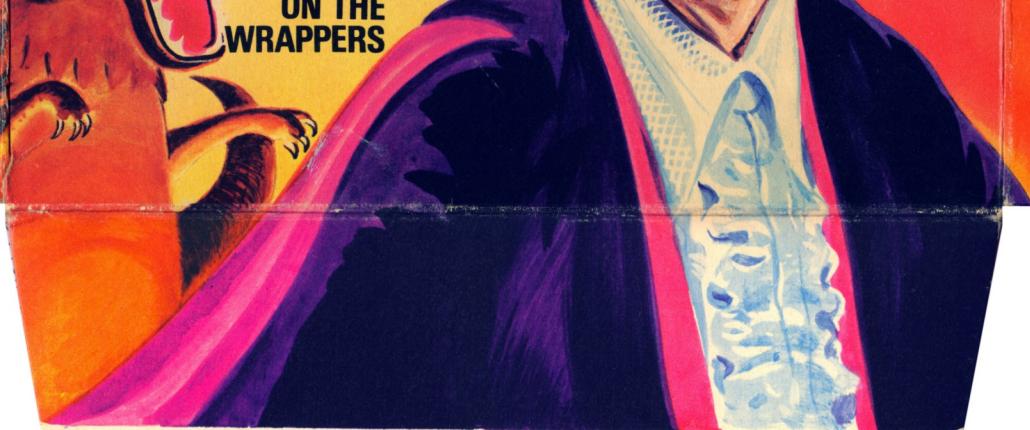


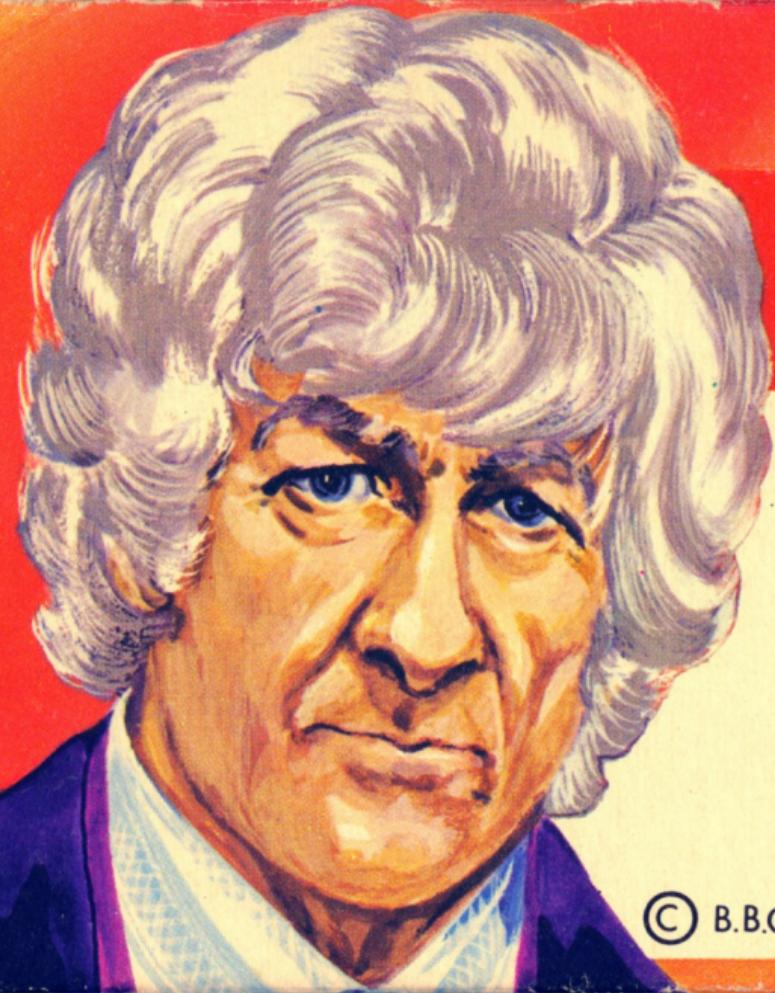
# DOCTOR WHO

Nestle's

MILK  
CHOCOLATE

COLLECT THE  
EXCITING  
CARTOON  
STORY  
ON THE  
WRAPPERS





Nestlé's  
REGD.

48 BARS  
1917

**DOCTOR WHO**  
**MILK CHOCOLATE**

**3p**

© B.B.C. 1971

USE LOWEST STAMPED NUMBER FIRST

# DOCTOR WHO



EXCITING CARTOON  
STORY ON  
THE WRAPPERS

MILK  
CHOCOLATE

3p



# DOCTOR W H O



MILK  
CHOCOLATE

EXCITING CARTOON  
STORY ON  
THE WRAPPERS

3p





# Win a Trip to Space Station Mir

## With Doctor Who and his friends from 1992.

Each entry must be accompanied by 20 snapshots from *Doctor Who* with clear date, and by *Postcard of Doctor Who*, along with this one from our Read London Raffle.



The more Doctor Who and his friends from 1992 you send, the more entries you'll have in the competition.

All you have to do is tick in the boxes the correct answers to each question and let us in not more than 17 words why you like Doctor Who.

The competition will be divided into three age groups under ten, and between ten and fifteen years. And for each age group there will be four prizes of Doctor Who's portable television, worth £25.00\* and Doctor Who's new range of Doctor Who products.

\*Price correct 1992.

Send to: *World of Doctor Who*, 100-102 London Road, London SE1 8LA.

### 1. Who is the Doctor?

- a. An alien from the planet Gallifrey
- b. A human scientist from the planet Earth
- c. A human that comes from Trenzalore

### 2. Who is the Doctor's best friend?

- a. A person who brought back from the moon by the US astronauts
- b. Doctor Who's best friend from the Daleks
- c. Doctor Who's best friend from the Daleks

### 3. Who is the Doctor's best friend?

- a. A human who planned the planet Jupiter
- b. Doctor Who's best friend from the Daleks
- c. Doctor Who's best friend from the Daleks

### 4. Who is the Doctor's best friend?

- a. The Doctor's best friend who has a blue sphere
- b. The Doctor's best friend who has a blue sphere
- c. The Doctor's best friend who has a blue sphere

Complete the following sentence more than 10 words correctly:

"The Doctor's best friend is..."

Competition closes 30th November 1992.

Age

Name

Address

County

Identify the Doctor Who's friend you'd like to receive:

Postman's Name

Rules: The competition is open to all children aged 10-15 years, except for employees or their families of *The World of Doctor Who*, London, or anyone connected with the running of the competition. Entries will be judged by post. Full competition rules and conditions and details of winners will appear in *Postcard of Doctor Who* (London Road, SE1 8LA, telephone 0181 509 0540).