

Announcing ...

HUGE ROMA tea **All-the-family SLOGAN COMPETITION**

£1200

worth of wonderful PRIZES



Here's all you have to do — It's so easy!

Simply write a slogan on Roma Tea. Originality, aptness, cleverness and brevity will be considered by the judges. Then state the number of times the word "Roma" and the number of times the letter "e" appear on the half pound Roma Tea packet.

Read these conditions carefully:

1. Entry is free and any number of entries per person allowed. Use entry forms from your Retailer, from the newspaper, or set out your own entry form on a sheet of paper following the style below.

2. Write a slogan on Roma Tea and state the number of times the word "Roma" and the letter "e" appear on a standard half pound Roma Tea packet.

3. Prizes listed will be awarded to winners and cannot be exchanged for cash or other goods. Prize winners will be notified by mail and featured in selected publications on December 21,

1954. These prize winners will be expected to have an empty Roma Tea packet in their possession when notified of their success.

4. All entries to be received not later than 11th December, 1954, and should be addressed to "Roma Competition," P.O. Box 3289, Auckland.

5. The judges' decision is final and no correspondence can be entered into.

6. All entries become the property of the packers of Roma Tea and may be used in any way at all.

7. Employees of L. D. Nathan & Co. Ltd. and their associate organisations are not eligible to enter the competition.

MY NAME

ADDRESS

MY SLOGAN IS:

The word "ROMA" appears times on a Roma half pound packet.

The letter "e" appears times on a Roma half pound packet.

If under 16, state age

I bought my ROMA TEA from
(Name of Retailer)

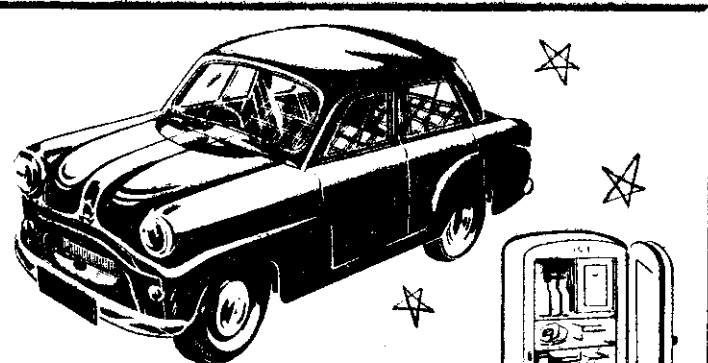
NAME

TOWN

ROMA

The tea of Delicious Aroma

GET
ENTRY FORMS
FOR YOUR
FAMILY WHEN
YOU BUY YOUR
ROMA TEA!



Grand First Prize

STANDARD "Eight"
1954 Model 4-Seater Car

2nd Prize—"Prestcold" 7.5 cu. ft. Refrigerator.

3rd Prize—"Ultimate" 7-Valve Bandspread Lowboy Radiogram.

4th Prize—"Easyway" Electric Washing Machine.

5th Prize—Girls' "Hercules" Sports Tourist Cycle.

6th Prize—Boys' "Hercules" Sports Tourist Cycle.

7th Prize—"Ultimate" 7-Valve A.C./Battery Portable Radio.

8th Prize—"Sunbeam" Mixmaster Home Food Mixer.

9th Prize—"Agfa" Record 4.5 lens Camera.

10th Prize—"Buren" Ladies' or Men's Wrist Watch.

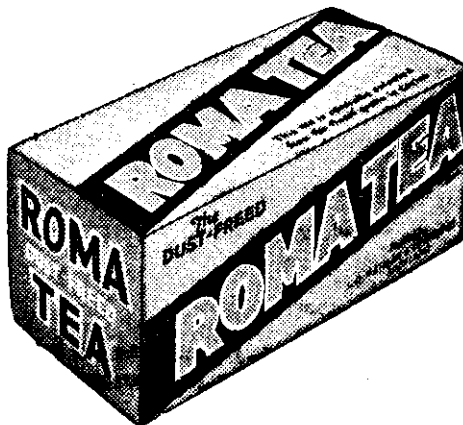
11th Prize—"Sunbeam Shavemaster" Electric Shaver.

12th Prize—"Ultimate" Heat Controlled Electric Iron.

13th Prize—"Blue Seal" Electric Toaster.

14th and 15th Prizes—"Agfa" Synchro Box Cameras.

Plus 50 Consolation Prizes comprising 50 beautifully coloured Metal Work Baskets each containing 3 lb. of ROMA TEA.



R13/54