

FOR HIS OR HER *Majesty*



Lovely CHRISTMAS
GIFT PACKAGE
at no extra cost

In choosing Pink for a
girl or Blue for a boy you
know that you are giving
THE gift that baby would choose
itself!! Still priced at only 2/-.

Johnson & Johnson

Sole N.Z. Agents:
POTTER AND BIRKS (N.Z.) LTD.
14-18 Lower Federal Street, AUCKLAND.



ROMA TEA

All-the-family Slogan Competition

£1200

WORTH OF WONDERFUL PRIZES

Grand First Prize
STANDARD "Eight"



1954 Model 4-Seater Car

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

4th Prize—"Easyway" Electric
Washing Machine.

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

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

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

12th Prize—"Ultimate" Heat Con-
trolled Electric Iron.

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

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

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

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

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

11th Prize—"Sunbeam" Shavemaster"
Electric Shaver.

13th Prize—"Blue Seal" Electric
Toaster.

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

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. (There are several Roma packets—the number of "e's" from any of these will be accepted).

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 21st, 1954. These prize winners will be expected to have a 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 If under 16, state age.....
times on a Roma half pound I bought my ROMA TEA from
packet.

(Name of Retailer)

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



NAME

TOWN

THE TEA OF

DELICIOUS AROMA

for a gift
that is used
from Xmas to Xmas

WARWICK

Gift Stationery

Ask your stationer to show you the wide range of Warwick Compendiums and Boxed Stationery. In Boxed Stationery look for these names—Friendship, Mayfield, Charita Bona, Supreme, Park Avenue, Champis, Stage Coach, Clarion, My Very Own, Junior Writing Compact, Royal Oak, Warwick Deckle and Newmauld—A selection of social stationery for every purse and every person.

WILLIAMSON JEFFERY LTD., "Warwick House."
Auckland, Wellington, Christchurch, Dunedin.

