

LEARN WILMINGTON'S NEW DIAL NUMBERS

\$35 IN CASH \$15 FIRST PRIZE! \$10 SECOND PRIZE! \$5 THIRD PRIZE! 5 PRIZES OF \$1.00 EACH!

Read the simple rules, get a pencil, put on your thinker and get going for the cash. All that is necessary for you to do is to insert correct name and address of firm in blank space at bottom of each ad. There is a "Tip" in each advertisement to help you determine the correct firm. Write your name and address plainly in space provided for contestant and bring or mail your entry to Star-News Phone Contest Editor not later than **CONTEST CLOSING DATE, 6 P. M. TUESDAY, JUNE 25th.**

WINNERS WILL BE ANNOUNCED IN THURSDAY'S STAR AND NEWS WHEN CORRECT NAMES AND ADDRESSES WILL BE PRINTED IN EACH OF THESE ADVERTISEMENTS.

HERE ARE THE EASY SIMPLE RULES:

- 1 In each of the spaces provided on this page you are to write the correct name of the concern whose dial phone number appears directly above. You may send in the complete page, or the individual ads may be cut out and fastened together any way you like.
- 2 Write your name and address plainly in the space provided on this page.
- 3 Address your entry to STAR-NEWS, PHONE CONTEST EDITOR, and mail it or bring it to The Star-News office. If you bring your entry it must be in the office by 6 p. m., Tuesday, June 25th. If you mail your entry, it must be postmarked not later than noon, Tuesday, June 25th.
- 4 The contest will be judged by impartial judges, whose selections will be made on the basis of accuracy, neatness, and originality. Winners will be announced in The Star-News on Thursday, June 27th, when page, correctly filled out, will appear again.
- 5 This contest is open to everyone except employees of The Star-News and The Southern Bell Telephone Company and members of employees' families. You do not have to be a subscriber to The Star-News and you do not have to have a telephone in your home in order to be eligible for prizes.

CONTESTANT'S NAME AND ADDRESS GOES IN THIS SPACE

Name

Address



Whose Phone Number Is—

3322

Here's Your Tip:

"The Thinking Fellow Calls a Yellow"

(INSERT CORRECT FIRM NAME HERE)



Whose Phone Number Is—

6256

Here's Your Tip:

"THE OLD RELIABLE"

(INSERT CORRECT FIRM NAME HERE)



Whose Phone Number Is—

5376

Here's Your Tip:

Developers of Magnolia Place, Audubon, Oleander, Winter Park

(INSERT CORRECT FIRM NAME HERE)



Whose Phone Number Is—

3386

Here's Your Tip:

"Let A Little Sunshine In"

(INSERT CORRECT FIRM NAME HERE)



Whose Phone Number Is—

6651

Here's Your Tip:

The Laundry that does the kind of work The Name Implies

(INSERT CORRECT FIRM NAME HERE)



Whose Phone Number Is—

4422

Here's Your Tip:

Their slogan starts—"You Save As"

(INSERT CORRECT FIRM NAME HERE)



Whose Phone Number Is—

6678

Here's Your Tip:

This firm for forty years delivered its products to the homes in red wagons drawn by mules

(INSERT CORRECT FIRM NAME HERE)



Whose Phone Number Is—

9647

Here's Your Tip:

"Wilmington's Leading and Pioneer Credit Clothiers for the Family"

(INSERT CORRECT FIRM NAME HERE)



Whose Phone Number Is—

6686

Here's Your Tip:

"Serving the Best with the Best in Foods Since 1919."

(INSERT CORRECT FIRM NAME HERE)



Whose Phone Number Is—

6787

Here's Your Tip:

"Quality Furniture for Less"

(INSERT CORRECT FIRM NAME HERE)



Whose Phone Number Is—

3371

Here's Your Tip:

"Thrifty People Join the Peoples"

(INSERT CORRECT FIRM NAME HERE)



Whose Phone Number Is—

9661

Here's Your Tip:

Smart Clothes for all the family from the store where quality and economy go hand in hand!

(INSERT CORRECT FIRM NAME HERE)



Whose Phone Number Is—

4438

Here's Your Tip:

A well-known financial institution which is the largest of its kind in Eastern North Carolina, yet the youngest in Wilmington.

(INSERT CORRECT FIRM NAME HERE)