

£75
IN
PRIZES

FOR COLOURING
THIS
PICTURE!

Once Clementine encased her sockses

In big and clumsy herring boxes - -

In Nineteen-fifty she will choose

PADDLE FOR PREFERENCE for her shoes!



For fit and comfort, for smartness and long wear, there are no better shoes than Paddle's. They are designed and manufactured to stand up to the hardest wear growing children can give them. So, for a modern Clem or Clementine, make sure it's *Paddle's for Preference*.

Paddle for Preference

CHILDREN'S SHOES

£75
IN PRIZES TO BE WON!

Paddle

**CHILDREN'S SHOES
COLOURING COMPETITION**

BOYS AND GIRLS, UNDER 10 YEARS—
FIRST PRIZE — £10, and two pairs of Paddle Shoes per year for two years.
SECOND PRIZE — £6, and two pairs of Paddle Shoes per year for two years.
THIRD PRIZE — £4, and two pairs of Paddle Shoes for one year.
Fifteen Consolation Prizes of £1.

BOYS AND GIRLS, 10 TO 14 YEARS—
FIRST PRIZE — £10, and two pairs of Paddle Shoes per year for two years.
SECOND PRIZE — £6, and two pairs of Paddle Shoes per year for two years.
THIRD PRIZE — £4, and two pairs of Paddle Shoes for one year.
Twenty Consolation Prizes of £1.

CONDITIONS OF ENTRY

- All entries must reach PADDLE BROS. PTY. LTD. by noon on Saturday, 21st October, 1950. No entry received after that date will be eligible for the competition.
- The entry form below must be filled in and countersigned by your parent or guardian.
- All entries must be posted to "COLOURING COMPETITION," PADDLE BROS. PTY. LTD., P.O. BOX 8, NORTH FITZROY, VICTORIA.
- You may use water-colours, pastels or crayons to colour your painting book.
- All entries will be individually judged, and prizes will be awarded as the Judges think fit.
- Winners will be notified by mail, and the numbers of winning entries will be published in the Adelaide "Advertiser" and the Melbourne "Sun" on Monday, 27th November, 1950.
- One entry only may be submitted by each competitor. Each competitor in the respective age groups must do his or her own colouring—assistance from others will debar the entry.
- All entries will become the property of Paddle Bros. Pty. Ltd., and cannot be returned to the competitors. Any entry can be used by Paddle Bros. Pty. Ltd. in any way they think fit.
- No correspondence can be entered into in connection with the competition.
- Winning entries will be displayed in leading retail stores after the competition.
- An independent panel of expert judges will be appointed to judge the competition, and their decision is final and binding.
- No employee, or any member of the family of an employee, of Paddle Bros. Pty. Ltd., or its associated Companies, or retailers, is eligible to enter for the competition.

ENTRY FORM.

ENTRY NO.

Nº 51025

NAME
(Block letters and underline surname)
ADDRESS

Age
Date of Birth
(DAY) (MONTH) (YEAR)
Name and address of Store where I usually
get my shoes

I have read the conditions of entry in the Paddle Colouring Competition and agree to my son/daughter entering the Competition under these conditions. I acknowledge that the Judges' decision will be final and binding. The particulars set out above are correct. The colouring is my son's/daughter's own work entirely.

Date..... (Signature of Parent or Guardian)

**CUT
HERE**

RETAIN THIS SHEET... IT BEARS YOUR NUMBER

PADDLE JAUNTIES — The Glamour Play Shoes



J67 White Buck Sandal
Sizes 2-7.



J69 London Tan Calf Tie
Shoe. Sizes 2-7.



J70 London Tan Calf
Sandal. Sizes 2-7.



J73 White Buck Court
Shoe with bow. Sizes 2-7.



P48 London Tan Cross-
strap Court. Sizes 2-7.



P51 White Grain Court
Shoe, London Tan. Lizard
Trim & Platform. Sizes
12-7.



P63 White Buck Sandal.
Sizes 12-7.



P66 White Buck Sandal.
Sizes 8-7.

YOUR ENTRY NO. IS Nº 51025

PADDLE STITCHDOWNS FOR YOUNGER CHILDREN



S257 Tan Yearling Derby
Shoe. Sizes 3-1.



S258 Black Patent Centre
Buckle Bar. Sizes 3-10.



S259 Black Patent San-
dal. Sizes 3-10.



S260 Tan Yearling Derby
Shoe, Mocc front Sizes
3-10.



S261 Tan Yearling Boot,
Mocc front. Sizes 3-10.



S262 Tan Yearling San-
dal. Sizes 3-1.



T7 Tan Yearling Derby
Tie with Fawn Mocc.
Sizes 2-8½.



T8 Tan Yearling Boot,
Tan Mocc. Sizes 2-8½.



T9 White Buck Sandal
with White Mocc. Sizes
2-8½.

**TEAR CAREFULLY ALONG THIS PERFORATED LINE
DO NOT LOSE THIS SHEET — IT BEARS YOUR ENTRY NUMBER**

Winners will be announced by number — so keep this sheet showing your Entry Number.

SPPAM 685.31
Pad/Csc

PADDLE SHOES FOR BOYS & GIRLS



F182 Tan Yearling Sandal. Sizes 11-7½.



F189 Black Hide Oxford Shoe. Sizes 11-7½.



F192 Black Hide Boot. Sizes 11-7½.



G051 Tan & White Monk Shoe. Sizes 10-7.



G070 Tan Yearling Derby Tie. Sizes 10½-7.



G085 Tan Yearling Twin Buckle Bar. Sizes 10-7.



G086 Black Patent Centre Buckle Shoe. Sizes 9-5.



G087 Tan Yearling Derby Tie Shoe. Sizes 11-7.



G088 Black Patent Court Shoe with bow. Sizes 10-7.



G090 Black Patent Ankle Strap with bow. Sizes 11-5.



G091 Tan Yearling Ghillie Tie with tan croc saddle. Sizes 10½-5.



G092 Tan Yearling Derby Tie, overlay slash tongue. Sizes 10½-7.



G096 White Buck Derby Tie Shoe. Sizes 9-5.

Alex. King & Sons, Printers, Ballarat, Vic.

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