



Do you want to see your immortal words on auto bumpers from coast to coast? Then just send your favorite Car Care graffiti slogan to the Car Care Council. You may win an award for your efforts, too!

Pump Primed To Spark 'Winners' In Challenge To Sense Of Humor

Not very often have the scrawls on walls been used in a serious attempt to sell products or ideas. However, graffiti is very much a part of today's scene and, as such, is an important communications medium.

So, with this view in mind, an international graffiti contest was launched by the Car Care Council.

The topic, naturally, is car care.

The council is priming the pump with lines like "A worn out muffler can give you a bad trip," "Stamp out smut--Change your Air Filter."

Prizes, by some standards, may leave much to be desired. Nevertheless, they should appeal to graffiti fans who delight in being recognized for their ingenuity with words.

FIRST PRIZE (of which there will be 50) is a certificate (suitable for framing) with blue ribbon and the glory of having your graffiti splashed on bumpers, billboards and service station windows throughout the country.

Second prize (there will be 5,000 of these) is the same as the first prize, but with a red ribbon.

Honorable mentions will receive the same as the first prize winner, except that the ribbon will be white.

IF GRAFFITI'S your bag, rush your car care one-liners to C. C. Box 2432, Detroit, Michigan, 48226. And enclose a self-addressed, stamped business size envelope (for your certificate, should you be a winner).

All entries, like they say in the big time contests, become the sole property of the Car Care Council and must not be previously copyrighted.

Enter as many as you like, but don't expect more than one certificate per entrant. Paper doesn't come cheap.

GIVE YOUR CAR THAT "NEW LOOK"



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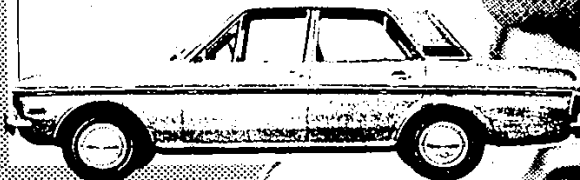
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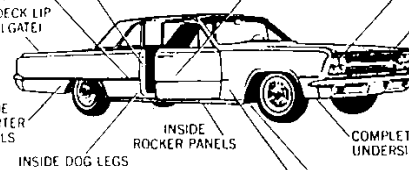
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