

Pay Less Salute to Creativity

# Design a logo and

# WIN!

**1<sup>st</sup> place** **2<sup>nd</sup> place** **3<sup>rd</sup> place**  
**\$200** **\$100** **\$50**

Here's your chance to try your hand at being a graphic designer. Design a logo for a new column in *Young American*.

A logo is a picture that identifies something. Companies, like Pay Less, have logos. Contests, like this one, have logos. So do products, newspapers, magazines and more. If you wanted, you could even draw a logo to identify yourself!

Three sample logos:

**Young American**

**Pay Less**



*Young American* needs logo ideas for its book review column called Bookworm. Your logo should do two things: it should tell readers that the column is about books; and it should get kids interested in reading the column.

Give it a try. You might win a big cash prize. Your idea could be used in the newspaper. Draw your pictures in the space at the right and send them to:

**Logo Contest**

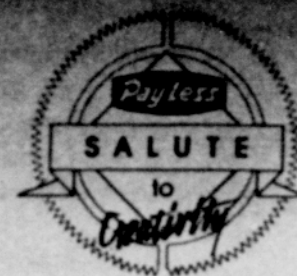
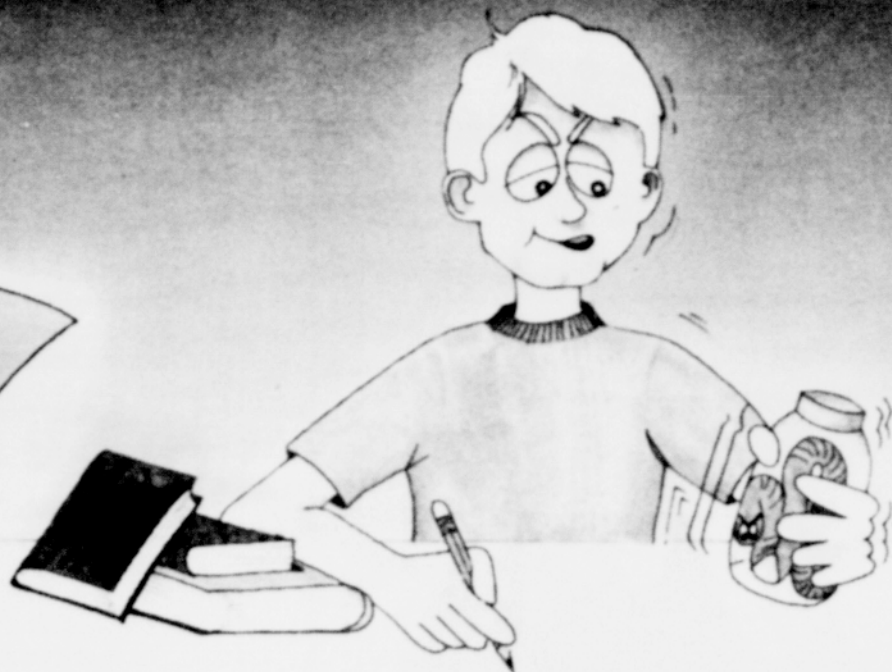
*Young American*  
P.O. Box 12409  
Portland, Oregon 97212

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Zip \_\_\_\_\_ Age \_\_\_\_\_ Phone \_\_\_\_\_



**DEADLINE IS MAY 13, 1988. DON'T MISS IT!**



**OVER 250 PAY LESS STORES  
CONVENIENTLY LOCATED NEAR YOU!**