GAIN A BIG LEAD - NOW

Sweep to the Front While the 'Big Votes' Schedule Is In Effect

1st Grand Prize
$400 in Cash

2nd Grand Prize
$200 in Cash

Every New Subscription counts FIVE TIMES as many votes now as it will in the Third Vote Period.

RUSH to turn in every subscription possible during the First Period.

That is the way to obtain the Maximum Number of Votes

Be the Leader, or make the fellow ahead break a record

How the Votes Are Counted

FIRST PERIOD
Terminating August 19th

Term	Amount	Votes
1 year	$1.50	10,000
2 years	3.00	28,000
3 years	4.50	40,000
4 years	6.00	60,000
5 years	7.50	100,000

SECOND PERIOD
Terminating September 2nd

Term	Amount	Votes
1 year	$1.50	6,000
2 years	3.00	20,000
3 years	4.50	30,000
4 years	6.00	50,000
5 years	7.50	80,000

THIRD PERIOD
Terminating September 9th

Term	Amount	Votes
1 year	$1.50	4,000
2 years	3.00	16,000
3 years	4.50	24,000
4 years	6.00	36,000
5 years	7.50	60,000

DOUBLE VOTES WILL BE GIVEN ON NEW SUBSCRIPTIONS DURING 1st AND 2nd PERIODS.

The above schedule of votes which is on a declining scale positively will not be changed during the campaign. A special ballot, however, good for 50,000 EXTRA VOTES will be issued on each "club" of $20.00 worth of subscriptions turned in. This arrangement will be in effect throughout the campaign and be considered a part of the regular vote schedule.

WEEKLY BONUS AWARDS COUNT BIG

On Saturday nights a big MONEY BONUS BALLOT will be given each participant based on the work done by that candidiate for the week, according to the following schedule:

THE FIRST PERIOD

$ 30.00 reported for the week ..... 150,000 votes
$ 50.00 reported for the week ..... 300,000 votes
$ 80.00 reported for the week ..... 600,000 votes
$100.00 reported for the week ..... 1,000,000 votes

THE SECOND AND THIRD PERIOD

$ 30.00 reported for the week ..... 100,000 votes
$ 50.00 reported for the week ..... 200,000 votes
$ 80.00 reported for the week ..... 300,000 votes
$100.00 reported for the week ..... 600,000 votes
$150.00 reported for the week ..... 1,000,000 votes

TURN IN SUBSCRIPTIONS DAILY

Do not hold back subscriptions to complete "clubs". An accurate record will be kept of each candidate's business and each day that a candidate reports THREE or more subscriptions, a bonus of 5,000 "daily" report votes will be given. You gain by reporting each day in the week. IT IS THE VOTES THAT WIN!

Don't hesitate to ask questions if there is anything you don't understand.

SEE THE CAMPAIGN MANAGER AT ONCE

THIRD PRIZE
50 Per Cent Cash Bonus
Consists of 50 per cent of all commissions earned by Contestant

FIFTH PRIZE
25 Per Cent Cash Bonus
Consists of 25 per cent of all commissions earned by Contestant

FOURTH PRIZE
33 1-3 Per Cent Cash Bonus
Consists of 33 1-3 per cent of commissions earned by Contestant

SIXTH PRIZE
15 Per Cent Cash Bonus
Consists of 15 per cent of all commissions earned by Contestant

15%
Cash Commissions Payable Weekly

FREE COUPON
GOOD FOR 10 VOTES
(Must be cast within week from date of this issue)
M .....
Address .....
Collect all these Coupons you can get. Get your friends to save them for you. (CLIP NEATLY. DO NOT ROLL OR FOLD.)

12,500 Bonus Votes
will be given for every 5-year subscription (or its equivalent) turned in before Saturday midnight
August 5th 1939
This Bonus will positively not be repeated during the Campaign.

Campaign Conducted by—

George Durham