

The Highland

\$1,500 in Cash

THE HIGHLAND PARK PRESS takes great pleasure in announcing an out-of-the-ordinary circulation campaign. Over \$1,500.00 in cash prizes and commissions are offered to those who poll the largest number of votes during the next 9 weeks. Votes will be secured by selling subscriptions to this newspaper. The votes may be had for the asking. Each entrant will be paid each day for his or her results and at the same time have an opportunity of winning a big prize. There are no losers in this campaign — each non-prize winner who turns in four or more yearly subscriptions each week of the contest will be paid a cash commission of 20 per cent. The paramount feature of the entire campaign is an early start. This is imperative, because the largest number of votes are given the first few subscriptions taken.

Rules and Regulations

- 1—No salaried employe of this newspaper or member of his immediate family is eligible to enter this competition.
- 2—Any reputable man, woman, boy or girl living in the City of Highland Park or surrounding territory where the paper circulates is eligible to enter this drive and compete for awards and daily pay checks.
- 3—The winners of the awards will be decided by their earned votes, said votes being represented by ballots issued on cash collections.
- 4—Participants in this drive are not confined to their own sections or town or community in which they live to secure subscriptions, but may take orders anywhere.
- 5—Votes are free. It costs the buyer nothing extra to cast votes for a favorite participant. Votes must be asked for at the time of paying subscriptions, otherwise, subscribers waive this privilege.
- 6—Votes are not transferable. Participants cannot withdraw in favor of another participant. Should a participant withdraw from the race his or her votes will be cancelled. Neither will it be permissible for participants to give or transfer subscriptions to another participant. Votes on such transferred subscriptions will be subject to disqualification at the discretion of the campaign manager.
- 7—Any collusion on the part of the participants to nullify competition, or any other combination formed to the detriment of the campaign will not be tolerated. Any participant taking part in such combination stands liable to forfeit all rights to a prize or commission.
- 8—All votes issued on ballots may be held in reserve and cast at the discretion of participants.
- 9—In event of a tie for any of the awards, a prize identical in value will be given each tying participant.
- 10—Participants in this drive are authorized agents of this newspaper, but it is understood that they will be responsible for all money collected and will remit such amounts in full on regular reporting days to the campaign department.
- 11—No statement or promises made by any representative or participant varying from the rules and statements appearing in the columns of this newspaper will be recognized by the publishers.
- 12—In case of typographical or other errors, it is understood that neither the publishers nor the campaign manager shall be held responsible except to make the necessary correction upon discovery of same. It is understood that extra prizes and extra votes can be added at any time during the campaign.
- 13—ACTIVE participants will be paid 20% commission (\$1.00 out of every \$5.00 collected) on all subscription money turned in to their accounts.
- 14—It is distinctly understood, however, that in the event any participant becomes INACTIVE, failing to make regular cash report and turning in four or more yearly subscriptions each week of the contest, he or she will at the discretion of the management, become disqualified, and thereby forfeit all rights to an award or an extra commission.
- 15—It is understood and agreed that the winners of major awards will consider their daily pay checks in the light of an "advance" which is refundable upon presentation of prize.
- 16—To insure absolute fairness in the awarding of prizes the race will be brought to a close with a sealed ballot box. During the last days of contest a ballot box, locked and sealed, will repose in THE HIGHLAND PARK PRESS office where participants and their friends may deposit their final collections and reserve votes. In this way, no one—not even the Campaign Manager—can possibly know the actual strength of the various participants, which precludes any possibility of favoritism and insures fairness to the minutest degree. No checks will be accepted in the ballot box.
- 17—This newspaper guarantees fair and impartial treatment to all participants, but should any question arise, the decision of the Campaign Manager will be absolute and final.
- 18—In becoming a member of the "Every Day is Pay Day" campaign, participants agree to abide by the above conditions.
- 19—A new subscriber is a reader who was not taking the paper at the start of the campaign, March 24, 1939, and name cannot be changed from one name to another in the same household and counted as a new subscription.
- 20—100,000 extra votes will be given throughout campaign to contestants making cash report Wednesdays and Saturdays of each week.

HOW PRIZES WILL BE AWARDED

The entrant in the campaign who polls the largest number of votes will win the Grand Prize of \$700.00.

The entrant in the contest who polls the second highest number of votes will win the \$300.00 prize.

The entrant in the contest who polls the third highest number of votes will win the \$100.00 prize.

The entrant in the contest who polls the fourth highest number of votes will win the \$75.00 prize.

The entrant in the contest who polls the fifth highest number of votes will win the \$50.00 prize.

ANOTHER HOOSIER CIRCULATION PROMOTION CAMPAIGN

220 W. Ohio Street

Indianapolis, Ind.

EVERY DAY IS PAY DAY

The Most Attractive Part of the Whole
Affair is that Every Day you Profit
and that at the Same Time Each En-
trant Has a Chance to Win a Prize as
large as \$700.00.

LIST OF PRIZES

GRAND PRIZE
\$700.00

SECOND PRIZE
\$300.00

THIRD PRIZE
\$100.00

FOURTH PRIZE
\$75.00

FIFTH PRIZE
\$50.00

Around \$275.00 in Commissions (esti-
mated) to Non-prize winners
20 per cent Commission guaranteed
All Active Non-Prize Winners

FRIDAY MARCH 24 and C