

NOW YOU CAN SAVE MONEY WITH OLD WINTARIO TICKETS



From January 20, you can use your Wintario tickets for discounts on Canadian books and magazines.

INTRODUCING HALF BACK.

Why is it called HALF BACK?

It's called HALF BACK because if you participate in the program, you get half back. You paid a dollar for each Wintario ticket. You get fifty cents back.

How does HALF BACK work?

It's simple. If your Wintario tickets don't win in the draw, don't throw them away. Just endorse them on the back with your name and address. Now they're worth 50¢ each on the purchase of any book by a Canadian author or on the purchase of a subscription to any participating Canadian magazine.

You can use up to 4 tickets for a total discount of \$2.00 on any qualifying book or subscription. There's no limit to the number of books or subscriptions you can purchase as long as each one costs at least \$3.00.

Here's how you get your HALF BACK rebate on books.

First, endorse your Wintario tickets on the back with your name and address. Then, take them to any participating Ontario bookstore. Participating bookstores are easy to recognize by the distinctive HALF BACK signs they display. Book rebates are also available through participating book clubs. Check your monthly mailings for details. For every 4 Wintario tickets you bring in, you will get \$2.00 off on a

Canadian-authored book that costs \$3.00 or more. The bookseller has a wide selection of books eligible for HALF BACK rebates and will be glad to help you make a choice and turn your Wintario tickets into savings.

Here's how to get your HALF BACK rebate on magazines.

A descriptive HALF BACK leaflet is available at participating bookstores, many Wintario ticket outlets and at your regional office of the Ontario Ministry of Culture and Recreation. It has an order form attached.

In the leaflet, you'll find a list and description of the Canadian magazines that are eligible for the rebate. Simply make your choice, fill out the form and send it off with your endorsed

Wintario tickets and a cheque for the balance.

When does HALF BACK start? When does it end? And what tickets are eligible?

HALF BACK is a three-month program sponsored by the Ontario Ministry of Culture and Recreation. It starts on January 20 and ends on April 12, 1978.

Tickets for 6 Wintario draws will be eligible:
 JANUARY 19 MARCH 2
 FEBRUARY 2 MARCH 16
 FEBRUARY 16 MARCH 30
 Tickets for the January 19 draw go on sale January 6. The last day tickets can be turned in for rebate under the program is April 12, 1978.

HALF BACK BOOK
 THE ONTARIO REBATE PROGRAM THAT TURNS OLD WINTARIO TICKETS INTO DISCOUNTS



Ontario

Ministry of Ontario
 Culture and Lottery
 Recreation Corporation
 Hon. Robert Welch
 Minister

HALF BACK RUNS UNTIL APRIL 12, 1978. ALL WINTARIO TICKETS FROM DRAWS ON JAN. 19, FEB. 2 AND 16, MAR. 2, 16 AND 30 ARE ELIGIBLE!