



everyone's talking about the
Press-Herald Subscription Contest

WIN \$35⁰⁰ AND EVEN HUNDREDS OF DOLLARS MORE!

... JUST BY BEING A PRESS-HERALD SUBSCRIBER!

HERE'S HOW IT WORKS

Random selection by lot of someone living within the circulation zone of the Press-Herald will be made on the first Tuesday of each month beginning on Oct. 5. Announcement of the winner will be made eight days later on Oct. 15.

The winner will be contacted by the Press-Herald and automatically qualifies for the \$10 cash award.

If the winner can show a subscription receipt for the current collection period—subscription receipts for September will be honored in the October drawing—a bonus of \$25 will be paid.

In the event the monthly winner is not a paid subscriber, the Press-Herald will hold the \$25 bonus and add it to the bonus for the next month. It is possible, Circulation Manager Darrell Westcott explained, that the bonus jackpot could add up to hundreds of dollars more if succeeding monthly drawings miss a Press-Herald subscriber.

An extra \$10 bonus will be sent along to the Press-Herald carrier who has a bonus winner on his route.

There are no coupons to clip, no blanks to fill . . . families residing in the area served by Press-Herald carriers already are entered. Watch for your Press-Herald each Wednesday and Sunday. To be sure you are eligible for the bonus awards, check with the circulation department at DA 5-1515 today.

Cash awards varying from \$10 to \$35 will be given out EACH MONTH

Subscribe Today

You Must Show Current Subscription Receipt to Be Eligible

CALL DA. 5-1515

And Receive the Press-Herald and All Its Great Features every Wednesday and Sunday for only 50c PER MONTH

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