

# Attention! Men, Women-Get Ready For A BIG HARVEST CELEBRATION

And The Mammoth Circulation Campaign To Be Sponsored By  
Your Newspaper - The Carolina Times  
**\$5,000 IN RICH PRIZES AND REWARDS**  
Get Your Share!

**PLAN IN BRIEF**

This campaign is being sponsored this newspaper for the purpose of increasing its large family of readers and friends. We want as many new subscribers as possible and want as many of our present subscribers as possible to pay up their subscription for a year or more ahead. Success is not always measured in dollars and cents and by building up our CIRCULATION we give our advertisers a bigger coverage. So, with a bigger coverage we get more advertising and that is where the newspaper receives its benefit. WE ARE offering the magnificent prizes to the public for helping us so make your entry-get your share of the \$5,000 to be given away in prizes and cash. DO IT TODAY-DON'T WAIT.

**RULES AND REGULATIONS**

The campaign is open to any person 18 years of age or older within the circulation area of this newspaper. Every person who enters is guaranteed fair and impartial treatment and something for the time and effort. Those who fail to poll enough votes by the end of the campaign to be one of the prize winners will be paid a cash commission of ten percent based on their total subscription sales. IN EVENT OF A TIE FOR ANY OF THE PRIZES A PRIZE OF EQUAL VALUE WILL BE GIVEN TO EACH OF THE TIEING CONTESTANTS.

Upon entering this campaign you automatically become an authorized agent of this newspaper and are responsible for all money you collect in the name of the paper for subscriptions.

Turn in your subscriptions often and be on the safe side, do not hold them back. The complete schedule of votes and bonus votes are published in this announcement and it will not be changed in any way so you can see that the earlier you turn in the subscriptions the more votes you earn.

VOTES ARE NOT TRANSFERRABLE and if a contestant withdraws his or her votes are automatically cancelled. No pooling of VOTES WILL BE PERMITTED. Any question arising will be decided by the campaign manager and the Editor of this newspaper.

THE CAMPAIGN OFFICIALLY OPENS ON MONDAY JULY 25th, AND CLOSES ON SATURDAY, OCTOBER 15th, 1938

At the close of the campaign the votes will be counted and the entire campaign records will be audited by a Certified Public Accountant.

ENTRIES WILL BE ACCEPTED DURING THE FIRST PERIOD ONLY. (See Campaign Periods)

There is no certain number of subscriptions to get in order to win a prize but you must remain active to the finish to get your share. A good worker usually makes a report once a week but you must make a report at least once during each of the three periods if you expect to be classed as an active contestant.

**HOW TO ENTER**

All that is necessary to enter this campaign is to clip the ENTRY BLANK from the paper, fill in your name and address. Then mail or bring it to the Campaign Manager who is located in the office of the Carolina Times, 117 EAST PEABODY ST., DURHAM, North Carolina. Full information and supplies will be given to you at once as you can get started. The Campaign officially opens JULY 25, so make your ENTRY NOW AND BE READY AT THE START.

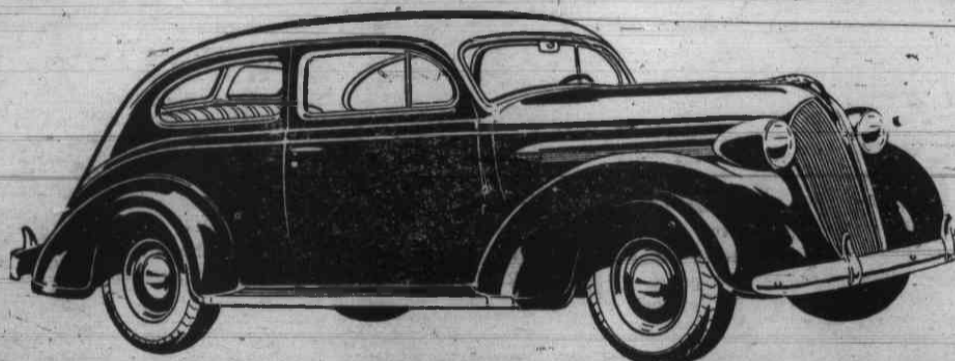
**First Grand Prize-Buick**

LATEST MODEL, SERIES 41 BUICK 4 DOOR TOURING SEDAN VALUE \$1,181.00.  
THIS CAR WILL BE PURCHASED FROM JOHNSON MOTOR COMPANY  
326 EAST MAIN STREET DURHAM, NORTH CAROLINA



**Second Grand Prize-Plymouth**

BRAND NEW PLYMOUTH Roadking 2 door sedan THIS CAR WILL BE PURCHASED FROM  
STEPHENSON-WILSON-HIGH, Inc. 302 EAST MAIN ST. DURHAM, N. C.



**HOW PRIZES ARE AWARDED**

After the auditor has completed his audit and made his report the contestant having the greatest number of votes for the entire campaign will be awarded the first prize. The contestant having the next greatest number of votes earned will receive the second prize and so until all five prizes have been awarded to the five contestants having the greatest vote totals in the Order in which they stand. All others who have remained active will be paid ten percent cash commission.

**CAMPAIGN PERIODS**

THE CAMPAIGN WILL BE DIVIDED INTO THREE PERIODS AND BONUS VOTES WILL BE GIVEN IN ADDITION TO THE REGULAR VOTES GIVEN FOR SUBSCRIPTIONS AS SHOWN IN BONUS SCHEDULE BELOW.

THE FIRST PERIOD BEGINS JULY 25, AND ENDS SEPTEMBER 17.

THE SECOND PERIOD BEGINS SEPT. 18th AND ENDS OCTOBER 1st.

THE THIRD PERIOD BEGINS OCTOBER 2nd AND ENDS WITH THE CLOSE OF THE CAMPAIGN ITSELF ON OCTOBER 15th 1938.

**BONUS SCHEDULE**

When you send or bring in the ENTRY BLANK you receive credit for 5,000 FREE VOTES.

When you turn in your first SUBSCRIPTION which must at least equal a year or it may be two six months subscriptions you receive a bonus of 50,000 EXTRA VOTES.

At the end of the first two weeks of the campaign which is SATURDAY NIGHT, AUGUST 6th there will be a special bonus of 100,000 extra votes for every ten subscriptions a contestant turns in. It does not matter for what term the subscriptions are as it will be based on the number of subscriptions. This is the biggest bonus of all and is given so the ambitious ones will get a good start. Take advantage of it and aim for a good report AUGUST 6th.

At the end of the first period each \$20 worth of subscriptions a contestant has turned in for that period will earn for them a bonus of 40,000 extra votes.

At the end of the second period each contestant will receive a bonus of 25,000 extra votes for each \$20 worth of subscriptions they have turned in during that period. NO BONUS VOTES WILL BE GIVEN DURING THE THIRD AND FINAL PERIOD.

THIRD PRIZE		FOURTH PRIZE	
CASH	\$200.00	CASH	\$100.00
FIFTH PRIZE			
CASH	\$50.00		

**VOTE SCHEDULE**

	FIRST PERIOD JULY 25, to SEPT. 17		SECOND PERIOD SEPT. 18 to OCT. 1		THIRD PERIOD OCT. 2 to OCT. 15	
	VOTES		VOTES		VOTES	
6 MONTHS	\$1.25	3,000	2,000	1,000	1,000	1,000
1 YEARS	\$2.00	10,000	5,000	2,500	2,500	2,500
2 YEARS	\$4.00	25,000	12,500	6,250	6,250	6,250
3 YEARS	\$6.00	50,000	25,000	12,500	12,500	12,500
4 YEARS	\$8.00	75,000	37,500	18,750	18,750	18,750
5 YEARS	\$10.00	100,000	50,000	25,000	25,000	25,000

**EVERYBODY WINS**

We have made it possible so that no person will lose in this campaign as everybody entering should work hard and do their best. After the prizes have been awarded to the winners the contestants that did not earn enough votes to share in the prizes will be paid a cash commission of ten percent of their total subscription sales. That makes it impossible to lose. WHAT COULD BE FAIRER?

**ENTRY BLANK**

(GOOD FOR 5,000 FREE VOTES)

I WISH TO ENTER THE CAROLINA TIMES \$5,000 CAMPAIGN AND LIKE FULL INFORMATION.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

NOTE:—You must be 18 years or older to enter. Only one of these coupons good for 5,000 Free Votes will be credited to any person.

**Campaign Opens July 25th...Closes October 15th 1938**  
Be Ready At The Start Get Full Information Now  
Inquire Or Write To, Campaign Manager

# The Carolina Times

"THE TRUTH UNBRIDLED"

117 East Peabody St.

Phones- N-7121 J-7871

Durham, N. C.