

FREE PRESS PUBLICATIONS Inaugurates Trade Expansion Campaign And BIG "Everybody Wins" PRIZE

Everybody Wins
CONTEST
Officially Opens
Mar. 29th
Subscriptions may be taken any time following this announcement.

Subscription Contest
WEEKLY PAY CHECKS
As Large As You Want to Make Them
Now Being Offered By This Newspaper

Everybody Wins
CONTEST
Officially Closes
May 13th
Just a few short weeks to win prizes and commissions worth thousands of dollars.

Be the First To Start and the First to Finish

and at the same time, an opportunity to share in the distribution of more than \$5,000 in prizes to be awarded in a short Six-And-A-Half-Week of THE GREAT CAPITALS.

Special Cash Prizes for the First Week



CAR PURCHASED FROM AND SOON ON DISPLAY AT BRADFORD MOTORS, INC. 2101 DIXWELL AVE. HAMDEN, CONN.

1955 FORD FAIRLANE "Club Sedan" V-8 - Valued All Together At \$2490.00 PLUS THREE \$500 CASH-SECOND GRAND PRIZES

Luxury items include: White sidewall tires, heater, signal lights, oil filter and other additional features. This beauty will be finished with two tone paint job. The winner will be able to drive away without delay Friday, May 13th.

THE EAST HAVEN NEWS \$500 - 2ND CASH PRIZE

THE HAMDEN CHRONICLE \$500 - 2ND CASH PRIZE

THE BRANFORD REVIEW \$500 - 2ND CASH PRIZE

EXTRA CASH BONUS AWARDS FOR "PLACE" WINNERS

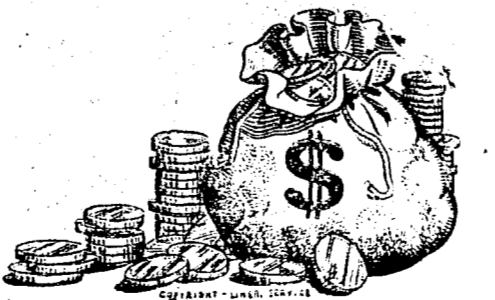
Third (Weekly Payroll) Winner In addition to regular "Weekly Payroll" checks, winner of third place will receive extra "bonus" check for 50% of his or her total earnings added.	Fourth (Weekly Payroll) Winner In addition to regular "Weekly Payroll" checks, winner of fourth place will receive extra "bonus" check for 35% of his or her total earnings added.	Fifth (Weekly Payroll) Winner In addition to regular "Weekly Payroll" checks, winner of fifth place will receive extra "bonus" check for 25% of his or her total earnings added.	Sixth (Weekly Payroll) Winner In addition to regular "Weekly Payroll" checks, winner of sixth place will receive extra "bonus" check for 15% of his or her total earnings added.
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\$1,000

Has been set aside to be distributed in the form of commissions among non-prize winners on a twenty percent basis. Any active participant who fails to win one of the prizes or bonus checks offered will share in this commission feature. . . . Thus assuring compensation to all participants, and means there will be no losers in the race! For information, call or write "Everybody Wins" Contest Dept.

\$1,000



CALL OR COME TODAY, TO CONTEST HEADQUARTERS; IN THE BUSINESS OFFICES OF FREE PRESS OR TELEPHONE AT 8-1661

EARN \$50 \$75 \$100 CASH EASILY

During Your Very First Week
By Taking Advantage of Liberal
Special Offers Outlined Below



WIN SPECIAL CASH PRIZES

Offered For 'Early Effort' During
First Week of Contest
SEE DETAILS BELOW

All to Gain - - Nothing to Lose - - There Will Be No Losers!

Everybody Wins
Rules and Regulations

1. Any reputable resident of this city or surrounding territory is eligible to enter the contest and compete for prizes and receive weekly commission checks.
2. No salaried office employees of this newspaper are eligible to enter contest. This does not apply to country correspondents.
3. Winners of main prizes will be determined by ballots issued for home file new and renewal subscriptions, and (3) free coupons clipped from this newspaper—said coupons to be printed in this and our next three issues in denomination of 100 votes each this and next week; 50 votes each the third week; 10 votes each the fourth week and then discontinued. No more than ten coupons of each denomination will be credited to any one contestant.
4. Participants in this subscription drive are not confined to their own town or community in which to secure new or renewal subscriptions, but may take orders anywhere in this section or, for that matter, anywhere else.
5. Votes are issued free. It costs the subscriber nothing extra to cast their votes for any contestant. Votes must be asked for at the time of paying subscription, however, otherwise subscriber waives this privilege.
6. Votes once issued are not transferable. Contestants cannot pool their votes in favor of another contestant. Should a contestant withdraw from the race, his or her accumulated votes will be canceled.
7. Any dishonesty or collusion on the part of contestants to nullify competition, or any other combination formed to the detriment of other participants of this newspaper will not be tolerated.
8. Exact vote standing of each contestant will be published in this newspaper in proportion to earned votes; however, votes issued in the form of ballots or special votes therefor, may be held in reserve by contestant only insofar as it does not affect position in published standing. The free vote coupons, clipped from this newspaper, must be cast within one week of publication.
9. In event of a tie for any one of the prizes offered, an award of identical value will be given each prize winner.
10. Participants in this drive are authorized to accept new and renewal subscriptions and give temporary receipts for same (official receipts will be sent direct from this office) but it is understood and agreed that they will be responsible for all money collected and will remit such amounts in full to the contest department on regular report days.
11. No statements or promises made by any representative or participant deriving from the rules and regulations appearing in the columns of this newspaper will be recognized by the publisher.
12. In case of typographical or other error it is understood that neither the publisher nor contest manager shall be held responsible except to make necessary correction upon discovery of same.
13. All active participants will be paid twenty percent cash commission (\$1 out of \$5) of their individual subscription collections each week as it accrues. It is to be understood, however, that in the event any contestant becomes inactive (failing to make weekly reports) his or her name will be removed from the published list of contestants until such time as participant again becomes active.
14. It is understood and agreed that the winners of first and second prizes will consider their weekly pay checks in the light of an "advance," which are refundable upon presentation of prize—thus obviating double compensation. This does not apply to third, fourth, fifth and sixth bonus check winners.
15. To insure absolute fairness in the awarding of prizes, the race will be brought to a close with a sealed ballot box. During the entire last "period" of the drive, a ballot box—locked and officially sealed—will be placed in the vaults of a local bank, where contestants themselves may deposit their final collections and reserve votes in utmost secrecy. In this way no one—not even the publisher or contest manager—can possibly know the actual strength of the various participants, which precludes any possibility of favoritism and insures fairness to the minutest degree.
16. Twenty-five thousand extra votes will be given contestants for each 3-year subscription or extension from previous contest subscription payment to 3 years' turned in by them during their first week in contest, and during third week of the drive half as many special extra votes will be issued on same basis.
17. Any subscription card turned in, but extended during either first or second "period" by making extension payment, and remainder of votes will be issued thereon same as if full amount had been paid at the very beginning.
18. Any contestant who earns as much as \$50 in commission during their first week of the drive will receive an extra bonus of \$25 cash in addition to regular commissions earned or any other special prize won.
19. Ten thousand free "report day" votes will be given participants making a subscription report on Tuesdays, Thursdays and Saturdays during drive.
20. This newspaper guarantees fair and impartial treatment to all participants, but should any question arise, the decision of the Advisory Board will be absolute and final.
21. In becoming a member of this "Everybody Wins" prize subscription drive contestants agree to abide by above conditions.
22. Double votes will be granted on new subscriptions during the first two periods.

YOU'RE INVITED TO ENTER CONTEST Costs Nothing To Try

BE FIRST TO START



Turn Your Spare Time Into Profit Now!

GET YOUR SHARE OF THESE SPECIAL CASH PRIZES TO BE AWARDED OPENING WEEK — ENDING SATURDAY, APRIL 2nd

\$25.00 TO ALL WHO QUALIFY VERY FIRST WEEK

Special Cash Prizes, in addition to regular 20 per cent weekly commission checks, will be awarded "early starters" showing sufficient interest to collect a minimum of \$100 in subscriptions (either new or renewals) during first week of contest, terminating Saturday night.

JUST THINK OF IT, BY COLLECTING \$100 IN SUBSCRIPTIONS DURING FIRST WEEK OF CONTEST YOU WILL RECEIVE IN RETURN \$45 CASH IMMEDIATELY! WHILE AT THE SAME TIME ACCUMULATING VAST NUMBERS OF VOTES TOWARD WINNING THE GRAND CAPITAL PRIZES!

LET'S GO!
CONTEST IS JUST STARTING
Everybody Wins
NO LOSERS

Here's How Winning Votes Are Obtained

Double Votes Issued on New Subscriptions During First Two Periods

Schedule of Votes and Free Press Publications
Subscription Rates of

FIRST PERIOD	SECOND PERIOD	THIRD PERIOD
During the first 3 1/2 weeks the following number of votes will be issued on subscriptions: 1 year \$ 3.50 3,000 2 years 6.00 6,000 3 years 8.50 9,000 (Ending Apr. 29rd)	During the next two weeks the following votes will be issued on subscriptions: 1 year \$ 3.50 2,000 2 years 6.00 4,000 3 years 8.50 6,000 (Ending May 13th)	During the last week the following votes will be issued on subscriptions: 1 year \$ 3.50 1,000 2 years 6.00 2,000 3 years 8.50 3,000 (Ending May 13th)

The above schedule of votes which is on a declining scale, positively will not be changed during the entire contest. However, a special ballot, good for 50,000 EXTRA votes, will be issued on every "club" of \$17.00 turned in. This arrangement will be in effect throughout the entire drive, and is to be considered a part of the regular schedule. No votes will be issued on subscriptions for less than one year, nor more than 3 years from any one contestant.

10,000 EXTRA VOTES FOR MAKING SUBSCRIPTION REPORTS ON TUESDAYS, THURSDAYS AND SATURDAYS

BE FIRST AT FINISH

LINEAR CO. SERVICE

Everybody Wins
Plan In Brief

The object of this "Everybody Wins" prize contest is three-fold. Primarily, to increase the already large subscription list of this newspaper; to collect advance subscription payments from present readers; and at the same time afford local wide-awake, energetic men and women (married or single) and young people of this trade territory an opportunity to profit in a big way through whatever spare time they might have during the next few weeks. So, it is a plan that works both ways, and to the ultimate goal of all concerned.

In order to gain this end quickly and effectively, the most attractive and altogether desirable awards ever offered by any newspaper in this section have been made ready for distribution among those who participate most actively. Ambition and energy are the only requisites for success.

Let it be understood at the very outset that this is not a "lucky drawing" nor something-for-nothing affair, but a strictly legitimate competitive proposition for enterprising men and women, and one in which all active contestants will receive a liberal commission check each Monday morning covering results obtained by them during the past week, while striving to win one of the major awards. An outstanding feature of this big contest is the fact that "Everybody Wins." There will be no losers in this race.

How To Enter—What To Do

The first thing to do is to clip the Entry Coupon appearing on the opposite side of this page; fill in your name and address and mail or deliver in person to contest department at once. This coupon starts you in race with 1000 FREE votes; and, by using the Early Effort Coupon appearing on front page of this issue with your first subscription (this coupon good ONLY during first week of contest) you would then be entitled to an extra 100,000 PREMIUM votes for taking IMMEDIATE action—all of which accrue on your way to win. Only ONE such Entry Coupon and Early Effort Coupon will be accepted for each participant.

The next step is to obtain from contest department one of the little special receipt books, printed for the purpose, partial list of present subscribers' showing expiration dates, etc. Then equipped, you have but to see your friends, neighbors, relatives and acquaintances and ask them to subscribe to this newspaper through you. Just remember this: Anything worth having is worth striving for. Six and a half short weeks and you may be riding in YOUR OWN Big automobile for a long, long time to come, or otherwise several hundred dollars richer in purse as the result of a little well directed effort NOW!

Then, too, as more fully outlined below, this newspaper offers "Early starters" substantial special cash prizes for substantial results during the very first week of the contest, the small requirements necessary to qualify as a winner being easily attainable and well worth the little extra effort it requires. Try it, and see!

How To Win The Big Prizes

It takes votes to win the big prizes, and they are secured in the following ways: By clipping the free vote coupons appearing in this newspaper; by gathering them NOW while they are good for 100 votes each. After next week these coupons will be reduced to 50 votes each; the following week to only 10 votes each, and after that they will be discontinued entirely. Only ten coupons of each denomination will be credited to any one contestant and they must be cast within one week after publication.

Another, and much faster way, to accumulate votes in our "Everybody Wins" prize contest is by securing new contest subscriptions. Votes are issued on each subscription secured, the number varying according to amount paid and during which "period" same are received at the contest department. SEE SCHEDULE OF VOTES BELOW.

Early Start Means Easy Finish

The advantages of an early start are manifest. This "Everybody Wins" prize contest is of such short duration that immediate action is necessary for greater success. Subscriptions taken during the early part of drive not only carry the MAXIMUM number of votes, but "early starters" who go first in field will undoubtedly get the "cream" of new and renewal subscriptions, while those who put off starting until a later date will of course have to take what is left.

Don't lose valuable time "waiting to see what the other fellow is going to do" but get into the game today, without delay, and show the "other fellow" how to do it!

Fairness Is Assured

(Weekly Payroll)

It is the sincere aim of this newspaper to conduct this campaign from start to finish in a fair, honorable and safeguarded the interests of participants and absolute honesty in all dealings is guaranteed. However, not all wisdom lies with any one man or institution, and for that reason an Advisory Board has been decided upon, whose function shall be to decide any question of sufficient importance that might happen to arise, and from which a committee shall be selected to act as judges and award the prizes.

ROBERT A. PRATT Union & New Haven Trust Co.
CHARLES BLICKLE Bradford Motors, Hamden
DAYTON B. WEIL Dayton's of East Haven
EARL COLTER Colter's Studio, Branford

All of these gentlemen are well known to everyone in this vicinity and the final results as given out by them will be beyond dispute.

First Step Toward Success

CLIP THESE COUPONS TODAY — AND BE ON YOUR WAY TO WIN!

TRADE EXPANSION CAMPAIGN

Everybody Wins
Entry Coupon
GOOD FOR 5000 FREE VOTES

TRADE EXPANSION CAMPAIGN

Everybody Wins
Free Vote Coupon
GOOD FOR 100 FREE VOTES
(Must be cast within week from date of this issue)

TRADE EXPANSION CAMPAIGN

TRADE EXPANSION CAMPAIGN

CALL OR COME TODAY, TO CONTEST HEADQUARTERS; IN THE BUSINESS OFFICES OF FREE PRESS OR TELEPHONE AT 8-1661

