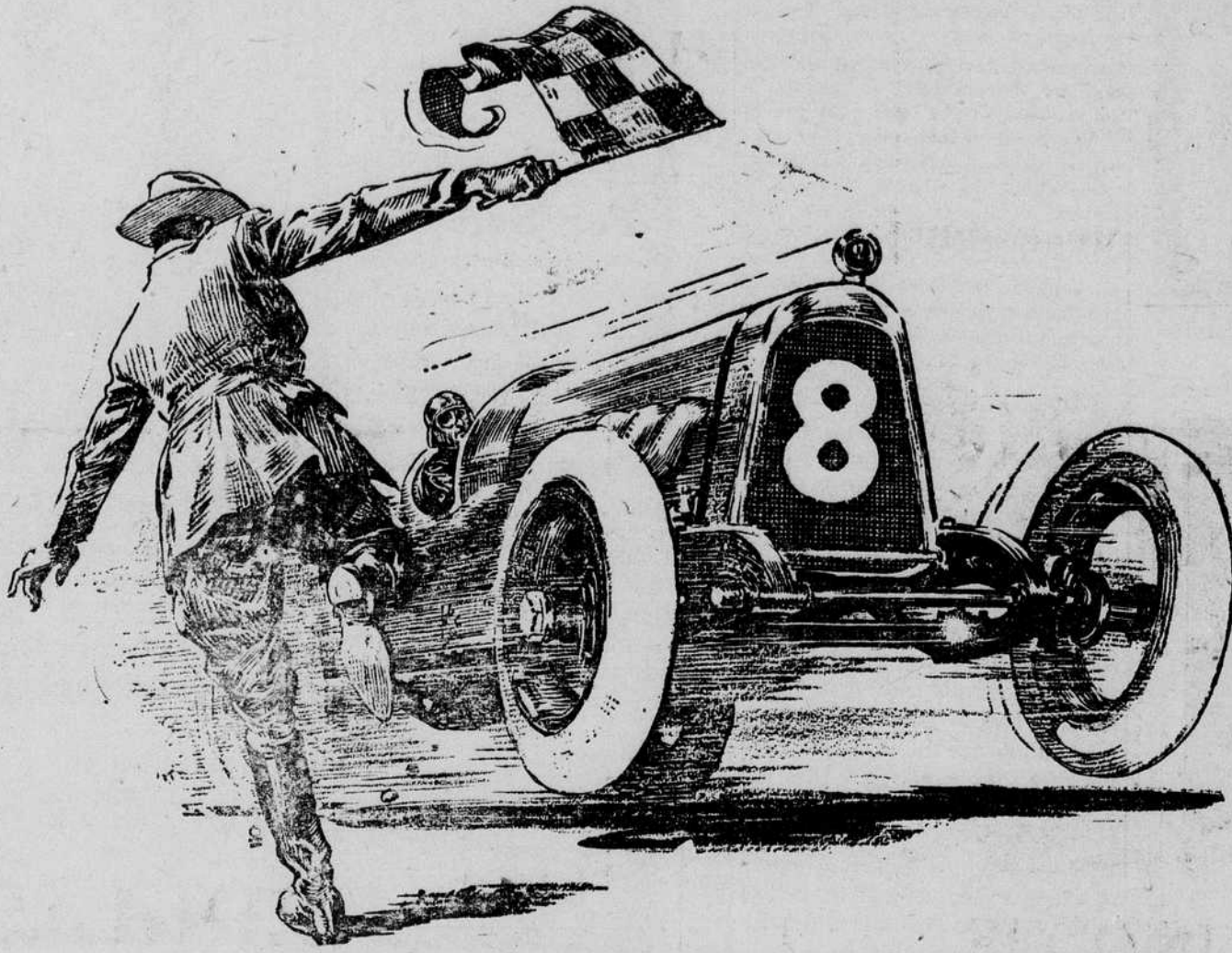


FIRST TO CROSS THE LINE

The
Last Lap
Highest
Honors To The
Victors



Wednesday
Night
June 1st
At
10 P. M.
Is
The End

The difference between owning a prize car and not owning one is seven words
Have More Votes Than Your Nearest Competitor.

All the subscriptions in state of Virginia will be of no avail after June 1st.

HOW SECOND PAYMENT OF SUBSCRIPTIONS COUNT

Payment of Original	Allowed Votes	Payment Amt. 2nd.	Second Payment Now Votes Allowed
\$1.50	3,000	\$13.50	87,000
3.00	7,500	12.00	82,500
4.50	13,500	10.50	76,500
6.00	18,000	9.00	72,000
7.50	30,000	7.50	60,000

Each \$30. worth of second payments previously paid subscriptions, whether first payment was paid to you or some other member, will count for the big extra vote ballots according to the period in which the original or first payment was made. The extra vote ballot offers ended as follows: April 27th, May 4th, and May 11th. Be sure to mark your subscriptions on these second payments 12 to 24 to 36, and on first offer, second offer, third offer, the date the first payment was made.

Rules For Close

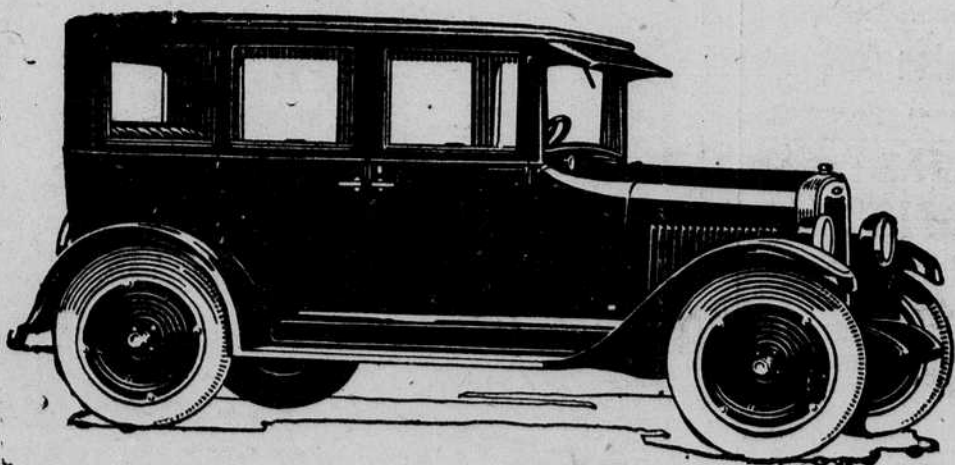
See that your extension subscriptions are marked under the offer in which the first payment was made. Second Payments 11 to 24 to 36 and on first offer, second offer, third offer. Personal checks must be certified or cashed before prizes are awarded. Candidates are urged to get their subscribers to make their checks payable to them and have them cashed and turn in the money as this will hasten the announcement of the winners. Get your subscriptions and money in the ballot box not later than Wednesday June 1st, at 10 P. M. as the doors of the campaign office will be locked promptly at 10 o'clock by the judges and no one will be allowed to enter after that time, but those who are in the office at that time will be given sufficient time to prepare their subscriptions and votes and place them in the locked and sealed ballot box which will be placed in the campaign office the last day of the contest. But what ever you do be on time. There will be no announcement of the winners until Thursday afternoon as all votes are counted after the contest is closed.

FINAL VOTE SCHEDULE AND SUBSCRIPTION PRICE OF THE DICKENSON COUNTY HERALD

Time.	Price.	Votes.
120 Months.....	\$ 15.00.....	171,000
60 Months.....	7.50.....	57,000
48 Months.....	6.00.....	34,200
36 Months.....	4.50.....	25,650
24 Months.....	3.00.....	14,250
12 Months.....	1.50.....	5,700

FIRST PRIZE

CHEVROLET LANDAU SEDAN
Value \$819.00

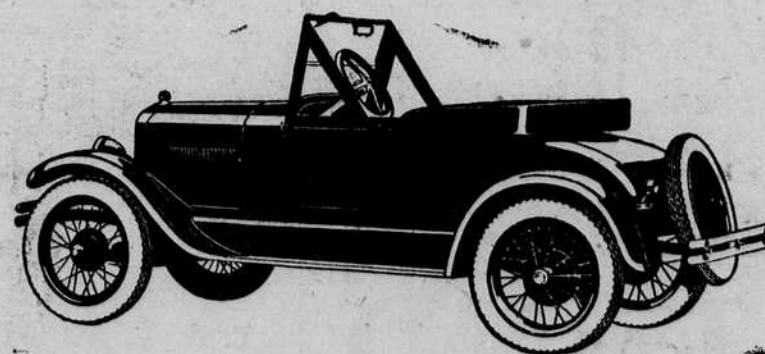


PURCHASED FROM
Cumberland Chevrolet Sales, Inc. Clintwood, Va.

SECOND PRIZE

Ford Roadster

Value \$412.00



PURCHASED FROM
Cumberland Motor Co. Clintwood Va.

Too Many Votes Will Win. Too Few Will Lose! See To It That You Have Enough.

FALSE HOPES.

No doubt every member of The Dickenson County Herald Circulation Drive hopes to be in the winner's list when the final count is announced by the official judges.

But it is plain that not everyone can be a car winner. Only those who fight their way to the top can share in the big awards. To those who feel they have done enough—that, that nothing remains but to claim the prize, let there be warning. Do not slip on the banana peel of over-confidence. This campaign is real. The prizes to be given represent VALUE. And it is reasonable to assume that proportionate effort will be put forth so win them. Just a few subscriptions would hardly suffice.

Circulation Drive--Dickenson Co. Herald