

A HERALD of GOOD NEWS

Since the start of the contest inducements of different forms have been made to the candidates to stimulate interest and many surprises have been sprung in the way of vote and special prize offers but today all past performances are exceeded with the announcement that TRIPLE VOTES will prevail from now until Saturday, February 1st, at eight o'clock in the evening. That means that just three times the regular vote scale will be in force until February 1st. It means that votes will be granted at the rate of three for one over the regular schedule. It means that whereas under the regular schedule of votes a yearly subscription would earn 2,000 votes it will now earn 6,000 votes. It is POSITIVELY the BIGGEST and BEST offer of any kind to be made during the contest.

Triple Vote Scale in Effect Until February First

1 Year \$1	6,000	6 Years \$6	105,000
2 Years \$2	21,000	7 Years \$7	135,000
3 Years \$3	36,000	8 Years \$8	165,000
4 Years \$4	54,000	9 Years \$9	195,000
5 Years \$5	75,000	10 Years \$10	225,000

Has Anybody Here Seen Kelly?

Kelly is, figuratively speaking, the man who promised to take a subscription from you if you made a showing. Every candidate has an acquaintance who is a Kelly. Have you seen him or her since you made your showing? Have they "come across" with their promised subscription? If not, why not?

Now is the Psychological Moment

To secure subscriptions. With the greatest vote offer of the entire contest and with a little over a week left in which to "cinch" the prize of your choice it behooves you who hope to finish in the prize winning class, to WORK, WORK, WORK, during the present big offer. You've got to get the subscription to get the votes. You need the votes to win the prizes. You've got to win the prizes to make good with your friends and realize your own hopes. The psychological moment has arrived.

The Zenith Has Been Reached

Don't be misled—don't think for a moment when we say that this is the best offer of the contest that we do not mean what we say—don't let it ever enter your head that a greater number of votes will be given during the closing hour of the contest. Take our word when we say that THE ZENITH HAS BEEN REACHED. That the triple vote offer is absolutely the best offer of the contest. That no other form of inducement will be made that can compare in any way with the present offer. Now here is a tip from one who knows. Those of you who hope to win had better go ahead and do your level best during the Triple offer and let the 'other fellow' hold back his subscription until the last day of the contest. They will be sorry, not you. The last few days of the contest the vote schedule will take a backward whirl and subscriptions will earn many thousands of votes less than they will during the triple offer.