

Now It's April 1st
Read This and Act

ANNOUNCING Madam C. J. Walker

**GRAND
GORGEOUS**

UNEQUALED IN THE HISTORY OF NEGRO BUSINESS

SUPERB

A Veritable Give-away to the Winners

Most every one who has read the Bible and learned of the magnificence and enchanting lore of Palestine has had a strong wish to go there. Great has been the desire to see the land where Christ lived. No Bible student has felt his education complete without walking among the splendors of Jerusalem, viewing the spots where Christ was born, was crucified, was buried and ascended into Heaven. Great has been their yearning to visit the Holy Land. No church official has felt he could not better serve his people if he could tread that Holy Ground. But such a trip is expensive, exceedingly so, and ordinarily quite beyond the immediate reach of many. This fact alone has caused doubt to overcome desires. Many hopes of ever seeing this biblically historical land have been abandoned.

BUT LISTEN!

Your dream, your wish, and your long, long yearning—a trip to Palestine—**is within YOUR grasp**, right at hand, just as you've read about the revelation of all the Holy Land, the Bible is in all its parts, in yours if you want it.

HERE'S HOW YOU MAY—Read Carefully

Mrs. Letta Walker Wilson, only daughter of the Madam C. J. Walker, recently toured the Holy Land. So sacredly impressed was she with all she saw, that she desired of others of our race to see those wonders of the Bible. To make it possible she and the Misses C. J. Walker Mfg. Co., of which she is president and owner, announce this big contest and offer the following wonderful list of prizes to any Bishop, Presiding Elder, Pastor, or general officer of any religious denomination who enters the contest and has the highest standing at its close.

GRAND CAPITAL PRIZES

- 1st Prize. Free trip to and from the Holy Land and \$250.00 in cash.
- 2nd Prize. Free trip to and from the Holy Land and \$100.00 in cash.
- 3rd Prize. Free trip to and from the Holy Land.
- 4th Prize. Free trip to and from Paris, France. (Pan-African Conference)

GRAND DISTRICT PRIZES

- 1st Prize. \$100.00 in cash given to highest contestants in each of five Districts.
- 2nd Prize. \$50.00 in cash given to next highest contestants in each of five Districts.

SPECIAL TIME LIMIT PRIZES

\$10.00 and 2,000 extra votes
Given to the candidate having the largest vote at the end of first quarter.

\$15.00 and 3,000 extra votes
To the candidate having the largest vote at the end of second quarter.

\$25.00 and 5,000 extra votes
To the candidate having the largest vote at the end of the third quarter.

WOULD YOU GO THERE?

Would you make this trip free of all cost, as our guest and for but very little effort from you. Think of it, to Palestine, the Holy Land, ten thousand miles free of charge, would you go?

Special. 10,000 extra votes

To the candidate having the largest vote at end of eleventh month.

5,000 extra votes

To the candidate having next largest vote at end of eleventh month.

12½% commission to every Contestant not winning a prize.

for each one thousand votes which they have at the close of the contest over and above the first five thousand, so that you see every contestant will positively win something, nobody loses.

RULES OF THE CONTEST

The contest will run for twelve months, beginning July 1, 1933, and closing July 1, 1934. Energetic contestants, however, may start soliciting votes today.

Entrance to the contest must be made prior to July 1, 1933. Positively no entries received after that date.

Any Bishop, Presiding Elder, Pastor, or general officer of any religious denomination is eligible to enter the contest.

Persons may nominate any one eligible to enter the contest or persons eligible to enter may nominate themselves.

A special nomination certificate of five thousand votes will be allowed each contestant upon receipt of their certificate of entry. Only one such credit allowed to each contestant.

All credit coupons must be forwarded to offices of the company for proper credit sent once each month after July 1, 1933.

Every contestant's coupons to be credited in the contest must positively be in by July 1, 1934, the closing date of the contest.

Grand capital prizes go to those having the largest number of votes at the close of the contest. District prizes go to the highest in each district after the grand capital prizes have been awarded. Special time limit prizes go to those having the largest vote at the end of each of the first three quarters and the eleventh month. 12½% per cent commission goes to every one not winning any other prize herein mentioned. In case of a duplicate prizes will be given.

The Madam C. J. Walker Mfg. Company, Inc., reserve the right to reject objectionable nominations, place additional prizes on the list, correct any typographical errors that may appear in any of its announcements and to make whatever additions or extensions being necessary to the best interest of the contest.

THE CONTEST:

While not called so, this is a popularity contest. Stupendous and nationwide, quite the biggest of its kind ever held, and one that will determine the most popular and renowned church man, regardless of denomination and locality. It is a rivalry of every person's consideration. The prizes are worthy of the effort required to win them. Every church official should enter it. It is the one big unheard-of chance to go to Palestine, the Holy Land, free of all cost. You should enter it or nominate a candidate. It should be easy to win the first grand capital prize. Millions of people stand ready to help you make this trip. Thousands see Madam C. J. Walker's Super-line toilet preparations regularly, thousands more should use them. Between now and July 1, 1934, each and every package of these thirteen excellent toilet preparations, face creams, face powders, soaps, perfumes, etc., will carry a credit coupon entitling the purchaser to cash a designated number of votes for some one specified contestant. Every package is a possible voter, why not influence them to buy these preparations and use the coupon to vote for you? It can be done. Line up your church, use your town, your state and several states, let them vote you to Palestine. You can do it. You have influence. Here's a chance to use it. Thousands of agents and dry stores everywhere carry Madam C. J. Walker's Toilet Preparations. Tell folks to go to them, buy these preparations and give you the credits. Use a complete stock of these preparations everywhere, push them, sell them, send the coupons to get the credits. Buy a book of coupons, sell them to your friends, members and acquaintances. We will supply the goods in exchange for them. Man, it's easy! Start today!

Every one has an equal chance to win a prize. The United States is as divided into five districts equal as nearly as possible in population, to equalize the close of the eleventh month of the contest. Best of all, positively no contestant will lose in this big contest. To everyone not winning a grand capital, divisional or special time limit prize, we will award 12½% per cent commission

YOU CAN WIN

YOUR CHANCES ARE GOOD

Your chances of winning one of these free trips to the Holy Land are as good as you care to make them. A little work each day and keeping the prize before you which you want to win, is the secret. Not only is this contest, but it is not a lottery, but a bona fide contest backed by all the resources and reputation of a million-dollar enterprise. You can win. Your chances to hold the highest vote are good. Every one has an equal chance. Get in it today. Churches should determine to send their Pastors on this trip. Districts should help their Presiding Elders to go. Conferences should honor their Bishops with this unequalled vacation. Strive and work as a unit. The contest to open Palestine, the Holy Land, is calling, leading, bidding you get started. Call out the coupon on p. 2. Mail it today for five thousand votes as a start. Help you, candidate to win. I further attend upon receipt of entry.

NOMINATION COUPON

Good for 5,000 Votes

I nominate

Name _____

Street address _____

City _____

State _____

To the Miss. C. J. Walker Trip to the Holy Land Contest. The above coupon will count for 5,000 votes when cut out, filled in and sent to the Contest Manager on or before the expiration date, July 1, 1933.

ENTER TO-DAY

CONTEST MANAGER

THE MADAM C. J. WALKER MFG. CO., Inc.

640 N. West St.

Indianapolis, Indiana

Liberal cash awards to those not winning Grand Capital Prizes

The Wall-Sumner Hotel, Dallas, Texas

