

# Maybe Lucky Ones Aren't on Lists

**A**NYBODY who hasn't been offered a grand way to beat inflation either hasn't been reading his mail or he's on nobody's mailing lists.

Hardly a day passes that the postman doesn't drop off one or more "sweepstakes" opportunities. Amounts offered in a month's time would add up to a tidy sum, if one could cash in on them.

Here's one from a California firm selling ball point pens, with an "official certificate" for entering a \$50,000 cash contest.

A Pennsylvania nursery offers fine fruit trees and \$100,000 cash prize. A Michigan flower bulb grower offers only \$25,000 grand prize but declares "all prizes guaranteed to be awarded."

A Texas oil company selling phonograph records says it will give a choice of \$20,000 cash or a new car to one of its customers. A competitor is running a "\$150,000 super plus sweepstakes" contest for those who will join its automobile service club.

Some national magazines seem to have sweepstakes contests going all the time, implying that all you need to do to start a check for \$50,000 or \$100,000 your way is to send your subscription by a specified date.

A letter from a religious organization in New York state encloses raffle tickets on a new car or \$3,500 in cash to lucky people who make contributions to its projects to feed and educate children.

Some offers are more solid. If you can afford it, you might rake in a pretty good income just buying new cars. Current promotions offer rebates of \$300 or \$500 and one promises \$50 to prospective buyers just for test driving the particular model.

Banks and savings companies aren't giving away free samples of their products, but many offer a variety of gifts to induce customers to take money out of a competitor's place and deposit it in theirs.

Often the sweepstakes "game of skill" contests are won by amateurs who study the games like professionals. They subscribe to publica-

tions that list new contest and provide tips on how to win.

Many of these regular contestants enter the same contest scores of times and keep entries going in numerous promotions. They regard cost of products and postage as a "cost of doing business."

Of course, the same mail that brings these glorious invitations to fortunes may also bring pleas to share them with others. It is a poor day for correspondence if a boxholder does not receive an appeal or two for donations to political candidates, worthy causes, needy charities, philanthropic swindles, or the tax collectors.

There is one important difference between the appeals and the prizes to be awarded. If you buy the product or otherwise qualify as a contest entrant, unquestionably your money will be accepted.

The prospect of getting your hands on some of a sponsor's cash is divided by the number of entrants in the contest. To be successful, you would have to be mighty lucky!