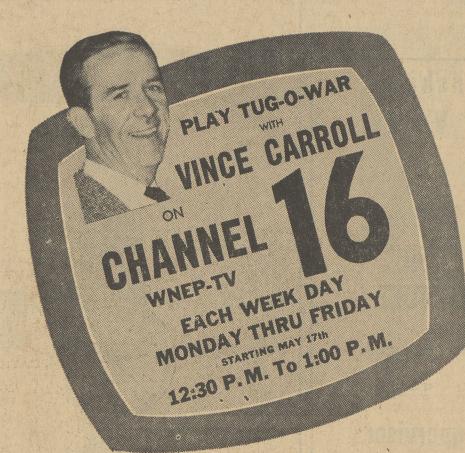
DALLAS, PENNSYLVANIA

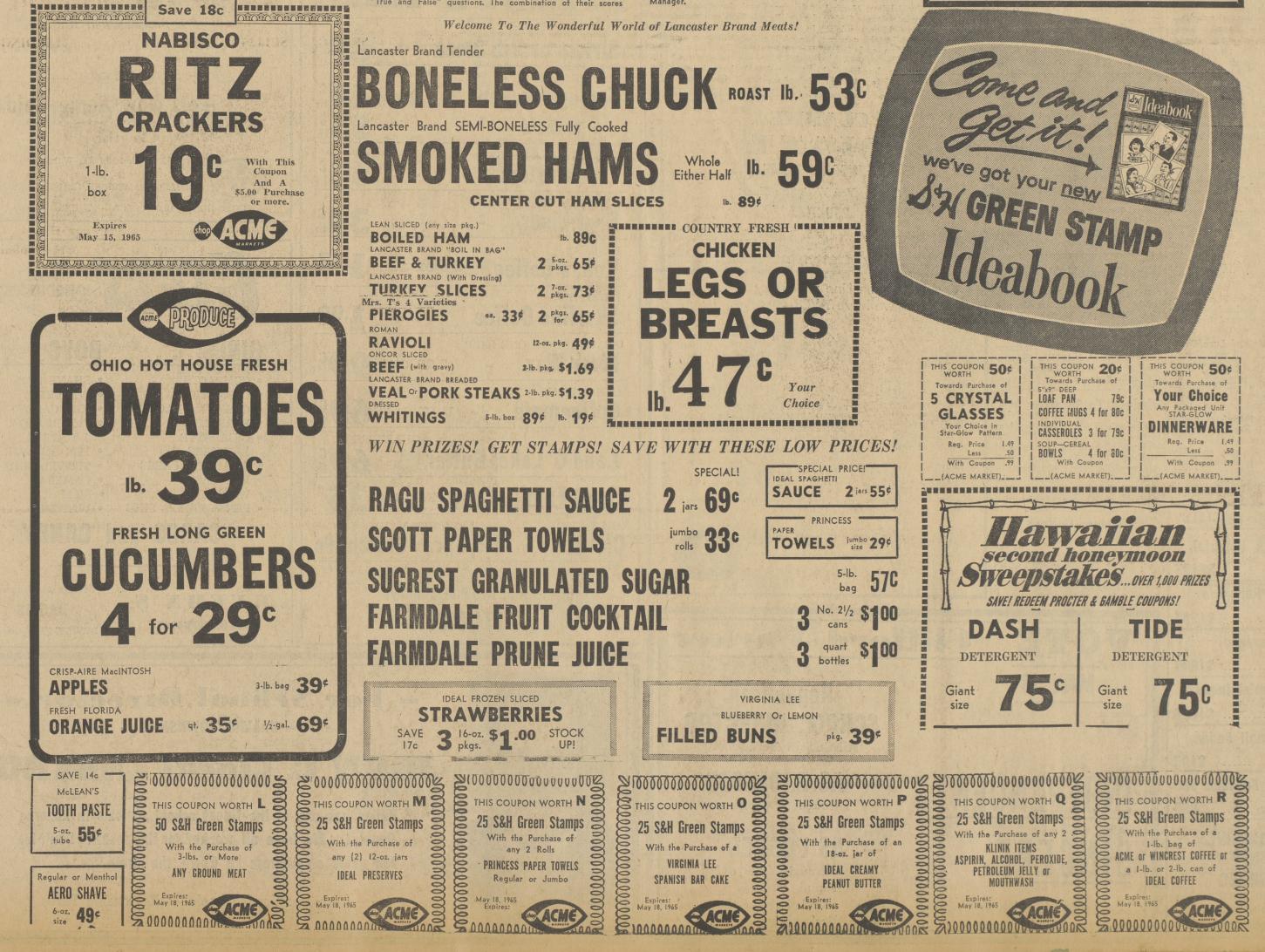
SECTION A - PAGE 3





YOU CAN WIN EVEN IF YOU DON'T WATCH TELEVISION! ALL WINNING NUMBERS WILL BE

POSTED IN ALL ACME MARKETS.



THERE'S FUN AND PROFIT FOR YOU IN ACME'S EXCITING NEW PLAY-AT-HOME TV GAME STARTING NEXT MONDAY, MAY 17th-!

> GET NEW TUG-O-WAR CARD

FREE EVERY WEEK

ACME MARKET

-Satisfuences and

AT YOUR

THOUSANDS OF DOLLARS IN PRIZES -CASH AND TRADING STAMPS TO BE AWARDED EVERY WEEK!

OVER 6,800 LUCKY WINNERS EVERY WEEK! NOTHING TO BUY! NO PHONE CALLS TO MAKE!

CAN WIN Ho \$250° CASH OR ONE OF THE MANY OTHER PRIZES!



IT'S SO EASY TO WIN AT HOME! GET YOUR CARD THIS WEEK TO PLAY TUG-O-WAR NEXT WEEK STARTING MONDAY, MAY 17th.

HOW TO PLAY TUG-O-WAR! Each week, starting this week, you can pick up a free TUG-O-WAR card at any Acme Market. The card is valid for the games played on the Tug-O-War show on WNEP-TV the following week. Thus the card you get this week (through Saturday, May 15th) is to be played next week (May 17th to 21st). To play each week's game it will be necessary to use a card colored for that week. New cards will be distributed every week to be used during the following week only.

Four contestants on the show will play a game by answering "True and False" questions. The combination of their scores

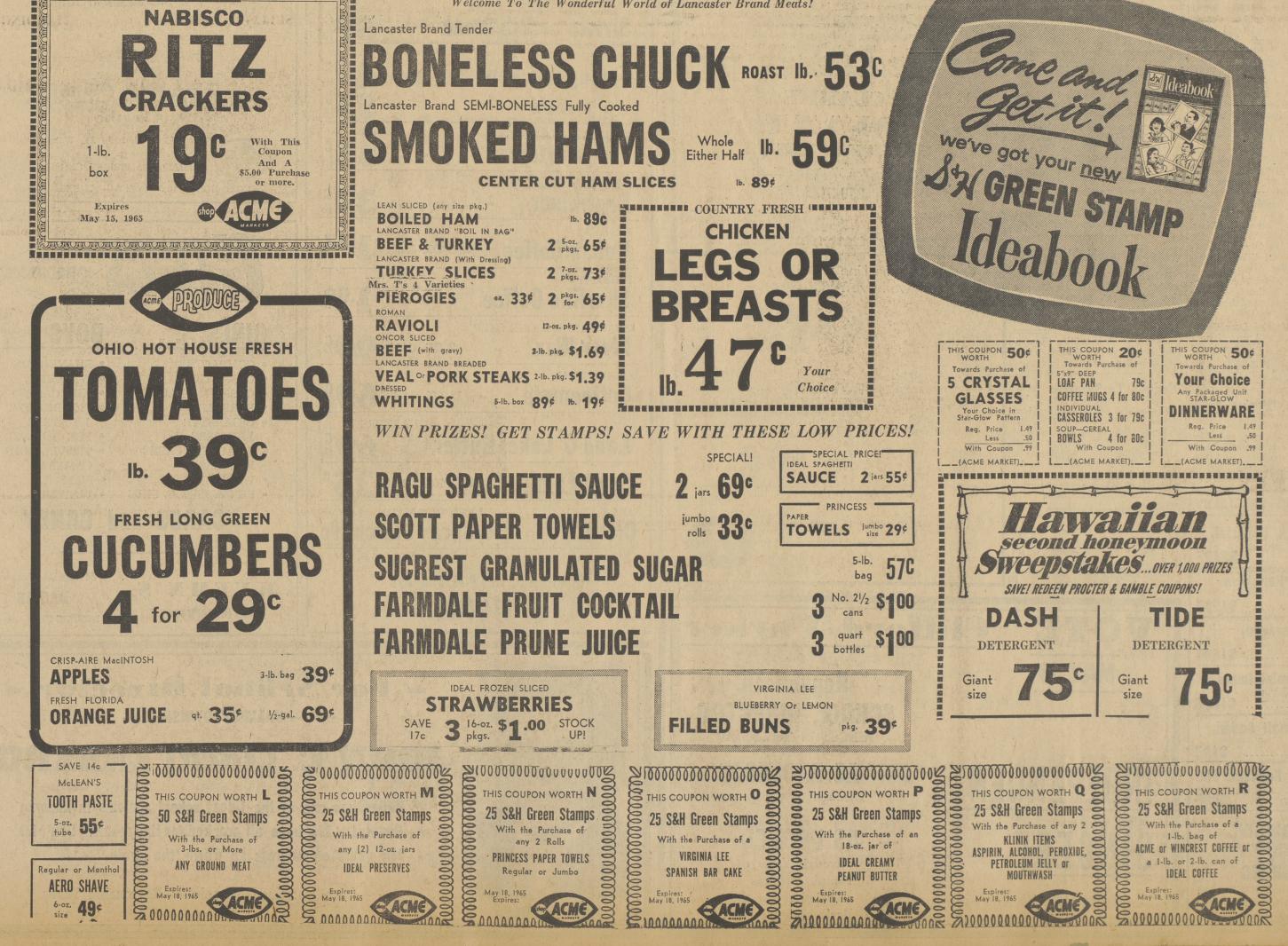
at the instant the game ends will be the winning four diget number. Cards valid for the specified week with the winning number will win a prize ranging from \$100.00 Cash to \$5.00 Cash or TRADING STAMPS. Snce two games are played each day, five days a week, there will be ten winning numbers each week with many folks holding each winning number. All in all, there will be thousands of winners weekly.

Winning cards will be redeemed at your Acme Market. Prize will vary with each winning card as shown under the black spot, which must be removed only by your Acme Market Manager.

WIN! 50 TRADING STAMPS

WITH THE BONUS NUMBER IN THE LOWER LEFT HAND CORNER OF YOUR TUG-O-WAR CARD.

If the BONUS NUMBER in the lower left hand corner of your TUG-O-WAR CARD matches the total of the eight individual scores of each Fridays Tug-O-War Game . . . you may redeem your Tug-O-War Card at Acme Market for 50 Trading Stamps.



RULES: Employees of Acme Markets, WNEP-TV, their families, and nersons under 18 are not eligible to participate Employees of Acme Markets, WNEP-TV, their families, and persons under 18 are not eligible to participate. One [1] Tug-O-War Card per family on shopping trips, Cards may also be Obtained by sending a self address envelope to WNEP-TV, Channel 16, Wilkes-Barre-Scranton Airport, Avoca, Pa, Acme reserves the right addressed attered, mutilated or tampered with in any way are automatically Void. Winning cards. Cards which are within 10 days from the ending date of the card. No ON THE AIR CONTESTANTS