

WINS IN THIS CAMPaign

Costs Nothing to Try!

Everyone Wins!

Enter Your Name in
the Race TODAY!

Rules and Regulations—

1. Contest opens officially Monday morning, January 8, and will extend over a period of nine weeks only—closing Saturday night, March 10.
2. Any man, woman or child residing in the Northwest is eligible to enter this contest and compete for a prize. Nominations may be made at any time during the contest.
3. No employe, or near relative of any employe of The Western American is eligible to enter this contest. The Western American reserves the right to reject any nominations.
4. The winners of the prizes will be decided by their accredited votes, said votes being represented by ballots issued on subscriptions, and advertising cards, and by coupons clipped from the papers.
5. Candidates are not confined to their own particular town or community in which to obtain votes and subscriptions, but may take orders anywhere in this section; or for that matter, anywhere in the State, or United States.
6. Cash must accompany all orders, where votes are desired. There will be no exceptions to this rule. Candidates will be allowed to collect back subscriptions and renewals as well as entirely new subscriptions, and votes will be issued on both alike.
7. Votes are free. It costs the subscribers nothing extra to vote for their favorite. Subscribers should ask for votes when paying their subscription, otherwise they waive this privilege. Votes will not be issued on receipts covering past payments.
8. Votes cannot be purchased. Every cent accepted through the contest department must represent a subscription. Votes will not be issued on subscriptions for less than one year, nor for more than ten years in advance for any one candidate.
9. Votes are not transferable. Candidates cannot withdraw in favor of another candidate. Should a candidate withdraw from the race his or her votes will be cancelled. Neither will it be permissible for candidates to give or transfer subscriptions to another candidate. Votes on such transferred subscription will be subject to disqualification at the discretion of the management.
10. Any collusion on the part of candidates to nullify competition, or any other combination to the detriment of candidates or this newspaper will not be tolerated. Any candidate, or candidates, entering into or taking part in such agreement will forfeit all rights to a prize or commission.
11. All ballots issued may be held in reserve at the discretion of the candidate. The printed coupons, appearing from week to week in the paper must be voted before the expiring date appearing thereon.
12. In the event of a tie for any one of the prizes, a prize identical in value will be given each tying contestant.
13. No statement or promise made by any solicitor, agent or candidate varying from the rules and statements published through the columns of this newspaper will be recognized by the publisher.
14. In case of typographical or other error, it is understood that neither the publisher nor the campaign manager shall be held responsible, except to make the necessary correction upon discovery of same.
15. Every candidate is an authorized agent of The Western American and as such may collect arrearages and subscription payments from present subscribers as well as from new subscribers.
16. It is distinctly understood and agreed that candidates will be responsible for all moneys collected, and that they will remit such amounts in full at frequent intervals, or on demand, to the campaign department.
17. There will be eight prizes awarded besides a 10 per cent cash commission to all ACTIVE non-prize-winners, but it is distinctly understood that in the event ANY candidate becomes INACTIVE, failing to make a regular report, he or she will, at the discretion of the management, become disqualified and thereby forfeits all rights to a prize or a commission.
18. To insure absolute fairness in the awarding of prizes, the race will be brought to a close under a "sealed ballot box" system, and will be under the personal supervision of two or more judges selected from the Advisory Board. During the entire last week of the contest, the box—locked and sealed—will repose in the vaults of a local bank where candidates and their friends will deposit their final collections and reserve votes. And not until the race has been declared closed, will the seals be broken, the box unlocked, and the judges, in the presence of candidates and all other interested parties, begin the final count. In this way no one, not even the campaign manager, can possibly know the voting strength of the respective candidates, which precludes any possibility of favoritism and insures fairness to the minutest degree.
19. The Western American reserves the right to amend the rules of this contest, if necessary, for the protection of the interests of both the candidates and this newspaper.
20. The Western American guarantees fair and impartial treatment to all candidates, but should any question arise the decision of the management will be absolute and final.
21. In accepting nominations candidates agree to abide by the above conditions.

The Plan in Brief—

The big object of this prize distribution is two fold; primarily to increase the already large subscription list of The Western American; to collect arrearages and advance subscription payments from present or old subscribers, and at the same time to afford our friends and readers an unparalleled opportunity to profit, and in a big way, through their spare time during the next few weeks. So, it is a plan that works both ways and to the ultimate good of all concerned.

In order to gain this end quickly and advantageously, the most valuable and attractive list of prizes ever offered by a local newspaper in this section of the country has been made ready for distribution among those who participate most heartily. Ambition and energy are the only requisites for success.

The plan adopted is the fairest and most impartial conceivable. There will be no "double vote" offers, extra prizes given or any other inducements whatever inaugurated during this competition. The plan of the campaign is straight-forward and simple, and is fully outlined in this announcement.

Let it be understood at the very outset that this is not a "beauty" nor "popularity" contest, but a strictly legitimate competitive proposition for enterprising men and women, boys and girls and one into which no element of chance enters. One feature of this competition is the fact that there will be no losers in this race.

How to Enter the Contest

The first step, in order to become a candidate and compete for a prize, is to clip the nomination coupon appearing opposite; fill in your name and address and mail or deliver to the campaign department of The Western American, Room 429 Pittock Block, Portland, Ore. This entitles you, or the person whom you might nominate to 5,000 FREE votes. These votes are given you as a starter, and speeds you on your way to win. Only one such nomination coupon will be accepted for each candidate entered.

The next step is to call on or write the campaign department for a free working outfit (consisting of a special receipt book, list of present subscribers in your locality, sample copies of the paper and other information relative to launching an active campaign.)

Thus equipped, you have but to see your friends and neighbors, relatives and acquaintances and have them clip the free coupons from their papers, and pay up their subscription to The Western American through you. THAT'S ALL THERE IS TO IT! However, you will never win anything unless you make the start, and, while it will not be a very difficult matter to capture one of the big prizes, nevertheless it will be no child's game. You must plan out your campaign the same as any successful man plans out his work for a season, and, above everything else, let no one discourage you, but stick to it to the finish. Anything worth having is worth striving for! Nine short weeks and you may be riding in your own automobile!

How Votes Are Obtained

It takes votes to win, and votes are secured in two ways: First, by clipping the coupons appearing in each issue of The Western American. Begin gathering them NOW while they are worth 100 votes each. After next week these coupons will be reduced to 50 votes; the following week to only 10 votes, and after that they will be discontinued entirely. The only restriction placed on voting these coupons is that they must be deposited at the campaign department of The Western American on or before the expiration date printed thereon. Get your friends to saving these coupons for you—they all count.

The other, and faster way, to get votes is by securing new and renewal subscriptions to The Western American and sale of advertising cards. On each subscription turned in a certain number of votes are issued, the number varying according to the amount paid and during which "period" same are received at the campaign department. (See schedule of votes below.) So, you see, the more subscriptions you secure the more votes you get and the better your chances are to capture the grand capital prize.

Early Start Means Easy Finish

The advantage of an early start are manifest. Not only do you have the FULL NINE WEEKS in which to secure the winning votes, but now and up to and including Saturday, February 5 you will receive the maximum schedule of votes on subscriptions. Then, too, the first in the field will undoubtedly get the "cream" of vote and subscriptions, while those who put off entering until a later date will have to take what is left.

Don't lose valuable time waiting to see what the other fellow is going to do, but pitch right in and show the "other fellow" how to do it.

The Advisory Board

It is the sincere aim of this newspaper to conduct this contest, from start to finish, in a fair, honorable and impartial manner. Every precaution has been taken to safeguard the interests of participants, and absolute honesty in all dealings is guaranteed.

However, not all wisdom lies with any one man or institution, and for that reason an Advisory Board has been decided upon, whose functions shall be to decide any question of sufficient moment that might happen to arise during the competition, and from which a committee shall be selected to act as judges and count the votes the last night of the contest. The personnel of this board will be announced later.

All of these gentlemen are well known to everyone in Portland and surrounding territory, and the final results, as given out by them, will be beyond dispute.

For complete information call, telephone

or write

Contest Department—Frank W. Cameron, Campaign Manager
Room 407-408 Pittock Block, Portland, Oregon