

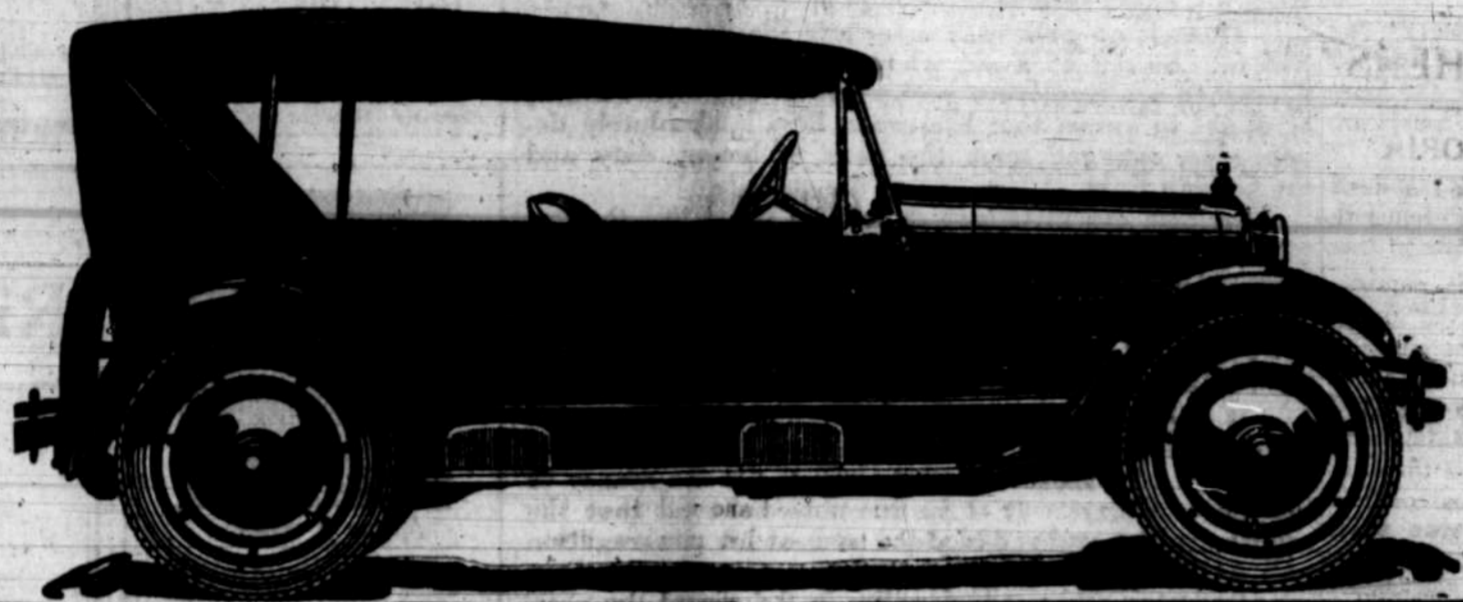
EVERY ONE WINS

Thousands of Dollars in Valuable Prizes Will be Awarded Absolutely FREE Saturday Night March 10th

BY

THE WESTERN AMERICAN PUBLISHING COMPANY, Inc.

Magnificent 1923 REO Grand Capital Prize



\$500.00 IN GOLD COIN

SPECIAL FUND of \$500.00 IN GOLD has been set aside to be distributed in the form of salaries among active non-prize winners on a ten per cent basis. Any candidate who remains active throughout the entire campaign, making a regular cash report, but fails to win one of the big prizes offered, will participate in this commission feature. THINK OF IT! Out of every dollar you collect ten per cent goes into your pocket. If you fail to win a prize. This arrangement assures compensation to all candidates and means that THERE WILL BE NO LOSERS IN THIS RACE! Could anything be fairer or more liberal than this?

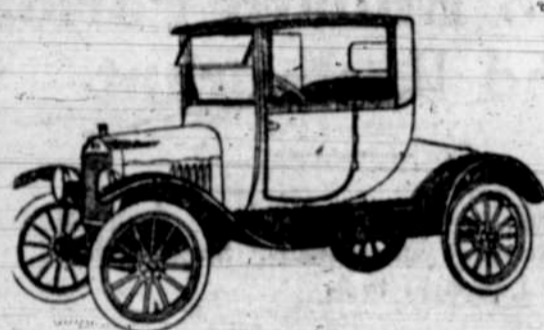
Nine weeks' gigantic subscription campaign just starting.

Competition is open to men, women, boys and girls of the ambitious and enterprising kind, residing anywhere in the Pacific Northwest.

It costs nothing to try for the valuable prizes offered, and you positively cannot lose. Every participant will be rewarded for his or her efforts.

Read this announcement carefully—every word of it—then clip the coupons below and send them in for yourself or your friend.

1923 Ford Coupe, Second Prize



Fully Equipped Ford Coupe
Purchased from Mr. I. D. Lea, salesman for authorized Ford agent.
Phone Empire 1923

Henry Ford's 1923 Masterpiece, to Be Given as Third Prize



New 1923 Ford Touring Car
With one-man top, tilting windshield and demountable rims.
This car purchased from J. R. Llewellyn, salesman, Francis Motor Car Co.
Grand Ave and Hawthorne, East 3770

\$200 Diamond Ring, Fourth Prize



SOLITAIRE DIAMOND RING
Show us the man or woman, boy or girl who would not like to possess such a jewel and we will show you one who has absolutely no sense of the beautiful. You must see it in order to appreciate it! Purchased from and on exhibition at M. L. Smith, Jeweler, 193 Broadway, Portland, Oregon.

Contest Closes Saturday Night, March 10

For complete information call, telephone or write

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

FIFTH PRIZE—\$150 Radio Set



SIXTH PRIZE—\$100 in Gold
SEVENTH PRIZE—\$50 in Gold
EIGHTH PRIZE—\$25 in Gold

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.

Nominating Coupon

Good for 5000 Free Votes
IN
THE WESTERN AMERICAN
Automobile Contest

Please Enter:

Miss (Mr. or Mrs.)

Address

NOTE: Only One Nominating Coupon Accepted for Each Candidate Nominated

RULES AND REGULATIONS

- Contest opens officially Monday morning, January 8, and will extend over a period of nine weeks only—closing Saturday night, March 10.
- 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.
- 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 nomination.
- 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.
- 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.
- 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.
- 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.
- 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 of any one candidate.
- 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.
- Any collusion on the part of candidates to nullify competition, or any other combination to the detriment of candidates of 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.
- 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.
- In the event of a tie for any one of the prizes, a prize identical in value will be given each tying contestant.
- 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.
- 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.
- 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.
- 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.
- 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 this 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.
- 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 vault 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.
- 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.
- 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.
- In accepting nominations candidates agree to abide by the above conditions.

Free Vote Coupon

Good for 75 Free Votes
IN
THE WESTERN AMERICAN
Automobile Prize
Contest

Miss (Mr. or Mrs.)

Address

Not Good After Feb. 6, 1923