

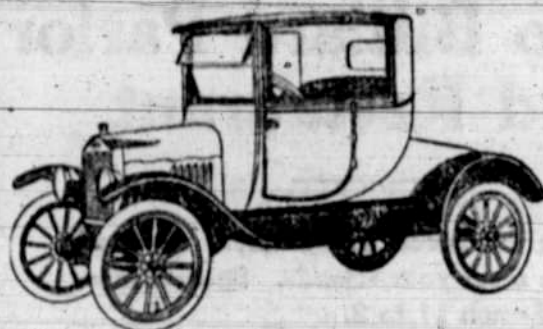
EVERY ONE WINS

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

¶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.

1923 Ford Coupe, Second Prize



Fully Equipped Ford Coupe

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

\$200 Diamond Ring, Fourth Prize

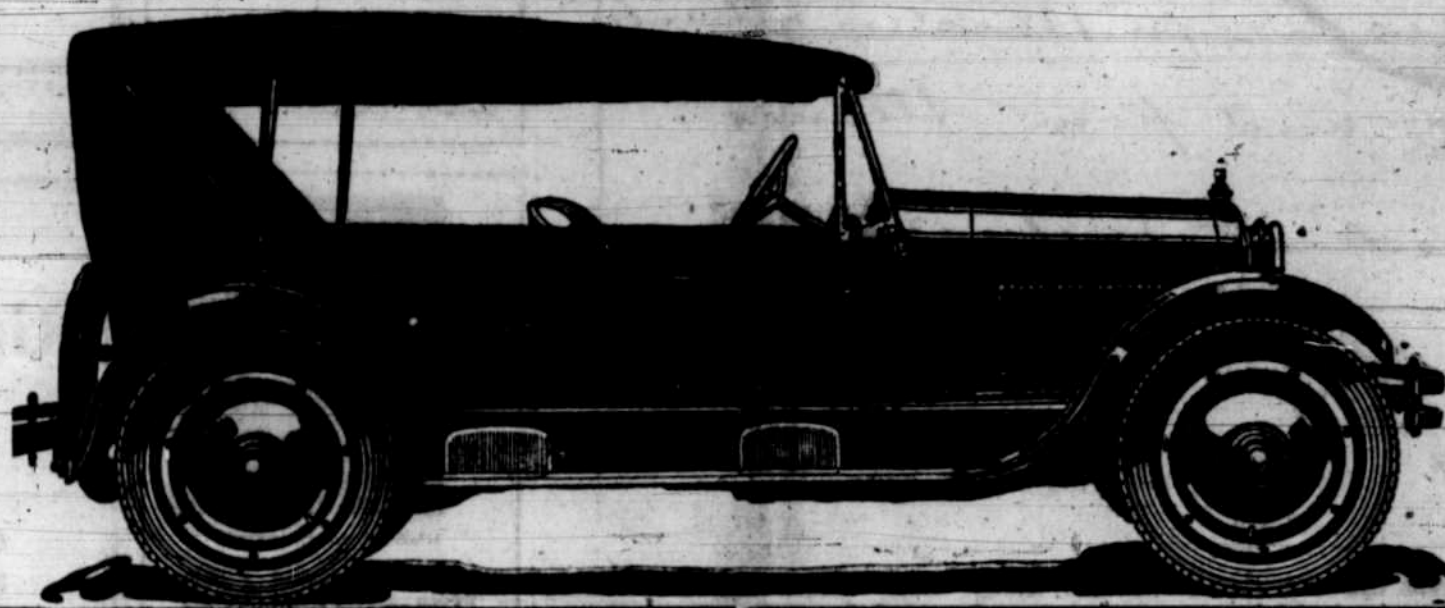


SOLITAIRE DIAMOND RING

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.

THE WESTERN AMERICAN PUBLISHING COMPANY, Inc.

Magnificent 1923 REO Grand Capital Prize



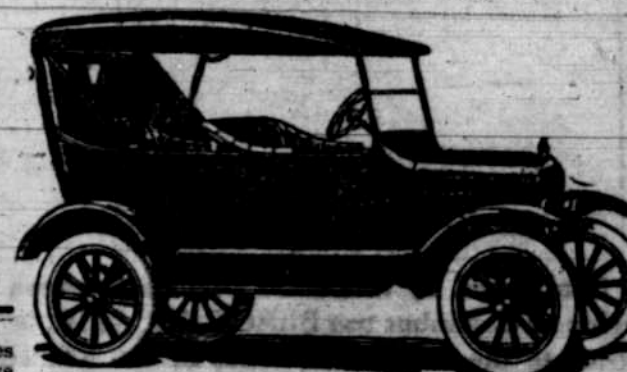
\$500.00 IN GOLD COIN

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?

¶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.

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



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 37th

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

AUTOMATIC SIGNAL FILLS NEED OF EVERY AUTOMOBILE DRIVER

SEEING THAT the Automatic Stop Signals are a recognized necessity, R. H. Gaston has invented the Stop and Direction Signal, which covers the field better than any one which has ever come on the market, and it will hold its own for some time for he has left no loop-holes to be worked on.

The signal case is made up of three compartments, one lamp behind each lens; a spreader between each prevents the light from one shining in the other, which does away with confusion. The lenses are in three standard colors: red for the stop light, green for the right, and amber for the left. Each lens has the letters raised on the glass at the outside and is enameled around to give it a background, letting the light shine through, as you can see in the picture. There is just enough color above and below the two side-lights to allow the letters to be distinguished at a distance.

The stop signal has only a strip on each side of letters for colors to show, which makes it easier for the public to see. A twenty-one candle power bulb is behind each lens, so as to give a powerful light, that will draw the attention of everyone. It is a one-wire connection, all the way.

The case is made of cast aluminum and is guaranteed against breakage by ordinary use; but not wrecks or backing into another machine. Some cases are put out in the burnished metal, others are to be made up in black enamel; but if a car owner wishes one in some fancy color, it can be supplied. One case is placed on the rear left fender, the extreme passing side, and one is placed on the front, preferably on the cowl at the center of machine; but provision is made for the placing of it on the radiator by means of yoke bracket, which fits around the radiator neck. The one in front is connected with the rear one in series and at the same time is connected in series with the pilot light on the dash; which, when one of the lights is lighted, flashes at

the same time with the front and rear. Right and left lights are controlled by a push button of the same nature as a horn button, and is located just inside of the wood on the horizontal bar of steering wheel, which brings it directly under the right or left thumb at any instance.

There is no getting rattled or confused on these, and the stop signal is controlled by an automatic switch off of the brake. The one great feature of this light is that with one on your car, if it is enclosed, will make it possible for you to give your signals from the inside of car without letting down your side window. You may do all your signal work without moving your hands from a driving position. This also applies the same way on all open cars that have curtains, or any kind of weather protection.

There are no moving parts in this signal, no levers to work, no cogs or wheels to get out of order. The whole light, including everything, is to be packed ready for placing on cars, complete in one carton. It excels them all in beauty, simplicity and protection to the public. It not only tells the motorist behind, but the ones on the side streets, the ones coming toward you, the pedestrians crossing from curb to curb. It is for day or night use.

"Re Le Rite" Signal Light and dust, mud and water tight, tell the motorist without fright when you stop, turn left or right, is always there in public sight.

I AM CALLED INSURANCE

I am the helpmate of civilization and a mighty bulwark of strength to my country.

I AM CALLED INSURANCE.

I feed and clothe the widows and the fatherless, educate children, and I also plant a spirit of thrift in the hearts of the people. Many a poor widow would have to work out by the day, leaving her children uncared for and unprotected, if they were not saved from it by me.

I pay off mortgages, settle doctors' bills, and very often start people in some business where they can make a good living for themselves. In fact, since I came into existence, poverty has had a relentless foe! I am after him all the time; I will not let him rest.

In many cases where persons live to a good old age, I pre-

Standing of Contestants

Mrs. H. F. Hadley, Burlington (Linnton)	2,930,000
Mabell Jones, 1179 Gladstone avenue	2,121,000
Mrs. Fred Armbruster, Cecilia Apartments	1,843,525
Harley Slusher, Sheriff, Astoria	1,300,000
Roy McClellan, 445 Morrison street	975,000
Mrs. H. W. Hunt, 9842 55th avenue, S. S.	865,000
Nat R. Long, 940 East Twenty-fourth street	775,500
Ethel Howard, 1391 Tabor street	700,300
W. E. Bailey, 526 Seventieth street	700,050
A. J. Newman, Linnton, Ore.	650,400
A. D. Monteith, 587 E. Fifteenth, North	575,500
H. W. Rohrer, Huntington, Ore.	350,500
Mrs. Zertha Rowe, Cooks' Union	320,500
Mrs. F. T. Bell, 632 Linn avenue	300,525
Susie B. Enouf, 96 East Thirty-seventh street	250,000
Lawrence A. TenEck, 914 Yale street	151,000
Logan A. Read, 501 E Thirty-seventh street	145,300
George A. Marvel, Boyd, Ore.	144,500
D. E. Buckman, Viking Bakery	143,000
Mrs. Martha Dunn	142,500
Marshall C. Fisher, Roseburg, Ore.	141,300
Mrs. J. W. Mniar, Baker, Ore.	140,200
C. W. Dasher, 878 Vancouver avenue	138,450
Mrs. H. T. Stevenson, Route 1	5,100
Nathan Hale, 602 East Eighth street	5,100

sent them with enough to retire upon. I save many an old person from going over the hills to the poor house.

I must say and it is not boasting that I am a very good person to get acquainted with, a very helpful friend especially where there is trouble and death.

I am always more appreciated where people have known me for a long time.

The greatest benefit in the Klan is the loyalty, man to man, which compels the square deal instead of the double cross.

THE GREATEST WORD IN THE ENGLISH LANGUAGE

What would be your answer if you were asked this question. What is the greatest word in the English language?

The devoted husband might say, "wife," and the loving wife might say, "husband."

Youth might say, "love."

Age might say "rest."

Children might say "mother."

The worker might say "leisure."

The giddy might say "pleasure."

But what is the greatest word spoken in English?

Edward W. Bok, former editor of the Ladies' Home Journal, says that it is "service."

And perhaps Mr. Bok is right.

Co-operation is the keynote of the twentieth century.—Leonard.

FREE VOTE COUPON

Good for 25 Free Votes

in

The Western American
AUTOMOBILE PRIZE
CONTEST

Miss (Mr. or Mrs.)

Address

Not Good after Feb. 16, 1923