

# 4 Cars - Cash Prizes - Given Free

## YOU CAN WIN WITH JUST A LITTLE EFFORT

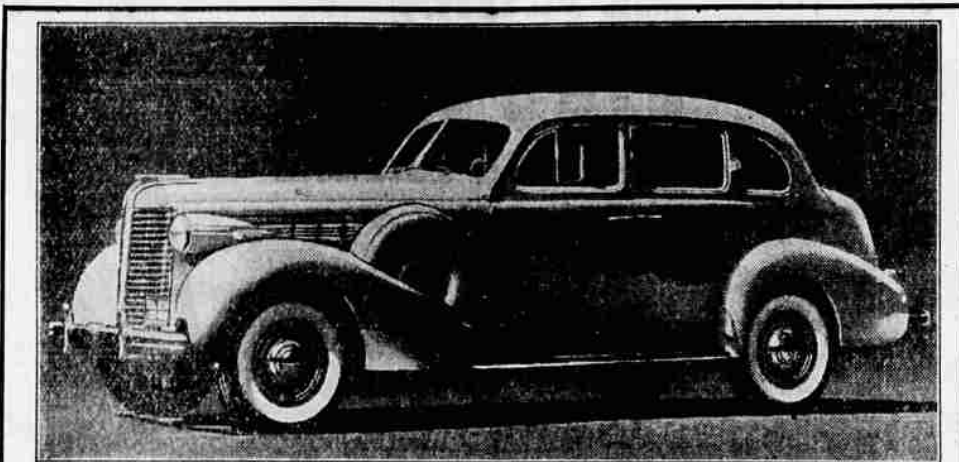
Here's the greatest prize-giving event in years! Four splendid automobiles! More than a score of cash awards! 20% cash commissions! All to be given away in just a few short weeks! What a glorious opportunity awaits you in the Register-Guard's \$7,000 automobile and prize campaign! Votes alone will decide the winners. It costs nothing to compete. Get your friends to subscribe to the Register-Guard, or to give you their renewals, and you will receive thousands of votes. It doesn't matter what you are doing now—your spare time is all you need to win. This campaign is just starting. It will be over before you know it. And then—one of the smart, trim cars may be yours. There's enough for everybody — a record breaking prize list and 20% cash commissions—so you are bound to win!

### Here's What You Do To Win A Prize

It costs nothing to enter and win. It's best to start early. Here is how to do it.

1. Fill out nomination blank—good for 2,000 votes.
  2. Secure your first subscription anywhere. Your own will count. This will entitle you to 20,000 additional votes by filling out and attaching the First Subscription Coupon printed in this announcement. You will also receive regular votes on the subscription according to the number of months, and whether new or old, as shown elsewhere in the vote schedule.
  3. Tell all your friends you are in the race to win one of these splendid prize automobiles. They will be glad to give you their new or renewal subscriptions.
- Votes will accumulate rapidly. The wide popularity of the Register-Guard makes it easy to get subscription, and all of Eugene and the Register-Guard's circulating territory is your field. Your friends will be eager to see you win and they will help you. You will receive thousands of votes, no matter whether the subscriptions are new or renewal.
- In this big prize campaign, everybody is on an equal footing. The prize distribution is so arranged that, no matter where you live within the territory it covers, your opportunity of winning the biggest prize is every bit as good as anyone else's.
- If you cannot possibly take advantage of the opportunity yourself, you probably know a friend who would like to win an automobile, and you may nominate that friend. But reflect carefully how nice it would be for YOU to own one of these magnificent prizes. Don't let this marvelous opportunity slip by. Just a few weeks of spare time effort may land the biggest prize. Send in the Nomination Blank now. You will then receive, FREE, complete information and everything needed so you can start right out gathering votes.

### FIRST GRAND PRIZE



\$1509.00 — (1938) BUICK 8 Century Series 60 — 5 passenger 4-door touring sedan with trunk back. Purchased and on display at Buick Scherer Motor Co., 7th and Olive.

### DIVISION OF TERRITORY

District No. 1—Comprises all territory within the city of Eugene.

District No. 2—Comprises all territory in Linn, Lane and Douglas Counties, outside the city limits of Eugene and east of Pacific Highways Nos. 99 and 99W.

District No. 3—Comprises all territory in Benton, Lincoln, Lane and Douglas Counties, outside the city limits of Eugene and west of Pacific Highways Nos. 99 and 99W.

### THE DISTRICT CASH PRIZES AND CASH COMMISSIONS

After the automobile winners have been eliminated, the highest remaining candidate in each of the three districts will receive \$100.00 in CASH. Second highest candidate \$75.00 in CASH. Third highest candidate \$50.00 in CASH. Fourth highest candidate \$25.00 in CASH. All candidates who do not win one of the above prizes, but remain active from the time they enter until the campaign closes, will be paid a CASH COMMISSION OF TWENTY PER CENT (20%) on the total amount of ALL PAID IN ADVANCE subscriptions they have turned in.

### SECOND GRAND PRIZE



\$1220.00 — (1938) STUDEBAKER Commander Cruising Sedan, purchased and on display at Bailey Motor Co., 971 Oak.

### How Prizes Are Awarded

The four beautiful (1938) motor cars will be awarded the four candidates regardless of the district, who obtain the highest number of votes during the campaign. The candidate who leads the entire field will receive the \$1509.00 (1938) BUICK 5 passenger 4 door touring sedan with trunk back; model 61. The second highest candidate will receive the \$1220.00 (1938) Studebaker Commander Cruising sedan. The third highest candidate will be awarded the \$1095.00 (1938) DODGE—4 door touring sedan. The fourth highest candidate, a \$1092.00 (1938) Nash Lafayette —4 door Delux touring sedan.

### THIRD GRAND PRIZE



\$1099.50 — (1938) DODGE 4-door touring sedan. Purchased and on display at Sigloh-Sawyer Co., 1056 Pearl.

### How To Get Winning Votes

#### Vote Schedule

It costs nothing to compete, either new or later. Votes alone will decide the winners. The votes are obtained by securing new or renewal paid-in-advance subscriptions to the Register-Guard. Candidates are not limited to their own district in obtaining subscriptions. These may be secured ANYWHERE.

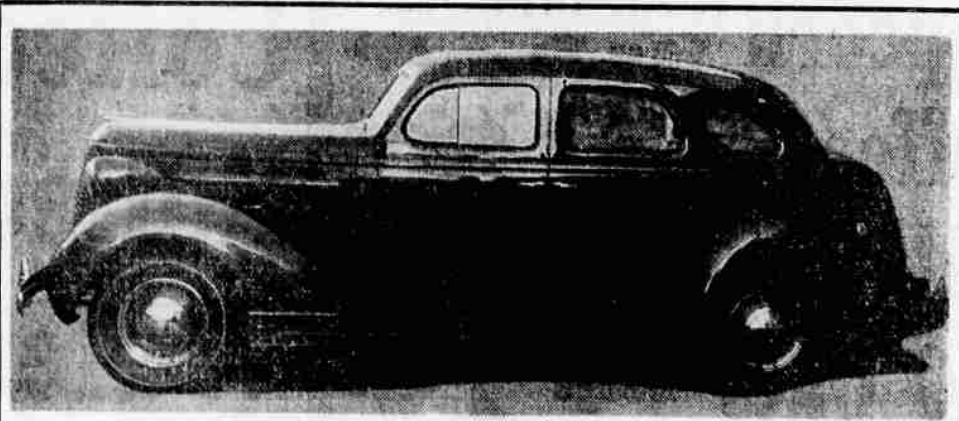
The schedule of votes on different lengths of subscriptions to the Eugene Register-Guard is shown below. Vote values as shown apply only to New paid-in-advance subscriptions. Old (renewal) subscriptions earn half the number of votes indicated below.

BY CARRIER IN THE CITY OF EUGENE	
6 Months	5,000
12 Months	15,000
BY MOTOR ROUTE AND CARRIER WHERE SERVICE IS MAINTAINED, OUTSIDE CITY OF EUGENE	
12 Months	15,000
BY MAIL IN THE STATE OF OREGON	
3 Months	2,000
6 Months	5,000
12 Months	15,000

#### SPECIAL VOTE BONUS

Extra votes will be given as follows during the campaign: 100,000 extra votes will be given for each club or combination of \$15 in NEW paid-in-advance subscriptions turned in from the beginning of the campaign up to and including November 13th. 90,000 extra votes will be given for each club or combination of \$15 in NEW paid-in-advance subscriptions turned in from November 15th to November 27th inclusive. 80,000 extra votes will be given on each \$15 club or combination of NEW paid-in-advance subscriptions turned in from November 29th to December 11th inclusive. All NEW paid-in-advance subscriptions turned in during the final week of the campaign (December 13th to December 18th inclusive) will earn votes equal to 70,000 extra votes on each \$15 club. Extra votes as given in this paragraph apply only to NEW subscriptions PAID IN ADVANCE.

### FOURTH GRAND PRIZE



\$1092.00 — (1938) NASH LAFAYETTE 4-Door DeLuxe touring sedan. Purchased and on display at Lane Auto Co., 64 E. 10th.

### RULES AND REGULATIONS

1. Any man or woman over 16 years of age (or younger, if approved by the parents and the Register-Guard) may become a candidate in the campaign, excepting employees of this paper and their immediate families.
2. The campaign opens October 19, 1937, and closes December 18, 1937.
3. Winners will be decided according to the number of votes obtained during the campaign. Votes are issued only on NEW or RENEWAL subscriptions.
4. Votes cannot be transferred from one candidate to another, and no subscriptions can be transferred after votes are issued. No subscriptions will be cancelled or money refunded after votes are issued, except in cases where no delivery or mail service can be given. All subscriptions are subject to verification and acceptance by the Eugene Register-Guard.
5. New subscriptions earn twice the number of regular votes issued on renewal or old subscriptions. A new subscriber is any person who was not receiving the paper on the day this campaign was announced, October 19, 1937. Candidates turning in old subscriptions as new will forfeit the votes thereon.
6. Prizes will be delivered to the winners, F. O. B. Eugene as soon as the Official Judges announce the vote result of the campaign. In case of a tie for any of the prizes, those tying will receive duplicate prizes.
7. No agreements or promises, either verbal or written, made by solicitors, representatives or candidates, other than those published in the Register-Guard, will be recognized.
8. The Campaign Manager reserves the right to reject any objectionable nominations. Any questions or controversies that may arise are to be settled by the Campaign Manager, and his decision will be final and conclusive. In entering the campaign, candidates agree to abide by the conditions named.
9. The Register-Guard reserves the right to place additional prizes on the list, and to correct any typographical errors that may inadvertently appear in any of its announcements.

### GET AN EARLY START - - SEND IN YOUR NOMINATION TODAY!

To enter this campaign and win a prize, fill out the nomination blank below and bring or mail it to the campaign office. This blank entitles you to 2,000 free votes and brings all necessary supplies to help you in getting subscriptions from your friends and acquaintances. Your FIRST subscription is worth an additional 20,000 FREE VOTES if you act promptly. You'll find it easy to obtain subscriptions; there are no territorial restrictions. NOMINATE YOURSELF TODAY!

For Further Information and Free Supplies, Call, Write or Phone

Campaign Department

**Eugene Register-Guard**  
LANE COUNTY'S HOME NEWSPAPER

1041 Willamette Street Telephone 1200 Eugene, Oregon

Campaign Office Open From 8:30 A. M. to 8:00 P. M. on Week Days

### NOMINATION BLANK

Good for 2,000 Votes

Please enter  
NAME \_\_\_\_\_  
as a candidate in the Register-Guard's Automobile and Prize Campaign.  
STREET and NO. \_\_\_\_\_  
CITY OR TOWN \_\_\_\_\_ DISTRICT NO. \_\_\_\_\_  
SIGNED \_\_\_\_\_  
ADDRESS \_\_\_\_\_

#### 10,000 EXTRA VOTES

If you turn in your subscriptions during the first five weeks of the campaign. Only one nomination blank credited to each candidate. You may enter yourself or nominate any other person.

### FIRST SUBSCRIPTION COUPON

Good for 20,000 Votes

(Good only during first five weeks of campaign.)

Return this coupon to the Campaign Manager, Register-Guard, with your first subscription order, either old or new, of three months or longer, and you will receive 20,000 votes in addition to votes shown in regular vote schedule, providing you act during first five weeks of the campaign.

SUBSCRIBER \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CANDIDATE'S NAME \_\_\_\_\_  
DIST. NO. \_\_\_\_\_ AMOUNT \$ \_\_\_\_\_ OLD or NEW \_\_\_\_\_

This coupon, accompanied by the nomination blank and your first subscription, will start you with 20,000 votes PLUS the regular votes on the subscription, as shown in vote schedule. Only one of these blanks will be credited to each candidate.