

# What Shall It Be?

## 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 Motor Co., 7th and Olive.

## SECOND GRAND PRIZE



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

## THIRD GRAND PRIZE



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

## FOURTH GRAND PRIZE



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

# Just "Help Yourself"

Your Big Opportunity to Win One of These 4 FREE Automobiles in The Register-Guard's \$7,000 Prize Campaign

## 90,000 Extra Votes

In addition to the extra cash prizes, candidates are offered a wonderful opportunity to get thousands of extra votes by forming "new subscription clubs." Ninety thousand extra votes will be given to candidates for each \$15 club of NEW, PAID-IN-ADVANCE SUBSCRIPTIONS to the Register-Guard, if turned in before 9 p. m., November 27, 1937.

These extra votes are a bonus in addition to the regular votes allowed on each subscription, as shown in the regular vote schedule. Any combination of new subscriptions may constitute a club and there is no limit to the number of clubs a candidate may turn in. For every dollar over a club, extra votes will be given on a pro rata basis.

It is NOT necessary, or advisable, to hold your subscriptions until you have secured \$15 worth. Turn them in as soon as possible so the subscribers will receive their papers promptly. The campaign department will keep an accurate record of all business turned in and issue the extra votes at the close of the offer.

Candidates who obtain subscriptions during this period will derive a triple benefit—extra votes, extra cash prizes, and a prize at the end of the campaign. All new subscriptions now will gain more total votes than at any time later in the campaign. Here is indeed a superb opportunity to win in the Register-Guard's prize campaign.

### Standing of Candidates

#### DISTRICT NO. 1

Comprises all territory within the city of Eugene.

Smith, Mrs. Carl H.	145,000
Gibson, Rosemary	148,000
Handshub, Jerome	150,500
Weinrich, Mrs. F. G.	146,000
Lewis, Mrs. Glen D.	149,000
Thompson, Frances M.	43,000
Foreman, Gertrude C.	148,500
Stark, Mrs. Ella	84,500
Lowry, Emily J.	145,500
Ryals, A. B.	82,800
Near, Mary E.	149,500
James, Don (Little Jesse)	138,500
Worden, Norman	44,500
Ericson, Mrs. Eric	59,500
Christenson, L.	146,000
Schroth, Mrs. Ella	148,500
Steen, Mrs. Carl	149,000
Hovey, Mrs. Blaine	135,000
Needham, Paul	77,000

#### 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.

Davenport, B. C.—Rt. B. B.	146,000
Cottage Grove	149,000
Jordan, Edwin D.—Wendling	149,000
Trunnell, Mrs. Esther—R. R.	2,000
Cottage Grove	40,667
Bates, Mrs. Belle—Shedd	40,667
Krewson, Mrs. Margaret—Oakland	40,667
Palmer, Mrs. Iah—Yoncalla	147,000
Cox, Kenny A.—748 1st St., Springfield	148,500
Sheasley, Mrs. Cora—Lowell	151,000
Blackburn, Mrs. C. A.—Rt. 2, Box 42, Eugene	150,000
Love, Mrs. Ralph—Westfir	147,500
Glen, Mrs. Clyde—Walterville	40,500
Barreau, Mrs. Mary—Rt. 2, Springfield	149,000
Bodiker, Folmer—Rt. 2, Junction City	147,500

#### 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.

Gulsvig, Melvin—Rt. 2, Box 95, Eugene	2,000
Walsh, Mrs. J. B.—Rt. 1, Creswell	150,500
Hanson, Mrs. S. J.—Crow Stage, Eugene	2,000
Gibbons, Dorothy—Reedsport	149,000
Monson, Phyllis—320 Washington Ave., Cottage Grove	150,000
Younger, Ruth—Rt. 1, Eugene	148,500
Jorgensen, Dorothy—Veneta	2,000
Moffett, Mrs. Cedric—Rt. 1, Junction City	151,500
Rainwater, Mrs. A. L.—Rt. 1, Eugene	148,500
Brynd, Walter J.—Florence	91,800
Chalmers, Lester C.—Newport	67,000
Button, Lloyd—Rt. 1, Eugene	39,500
Poole, Mrs. Mabel—Elkton	149,500

## \$175.00 Extra Cash

Never again in the history of opportunities will you ever be presented with such an alluring offer. This is an offer where dreams are realized—hopefuls who have become active will know what success really means when they have made the best of this opportunity and strived with added effort to pile up votes in this 90,000 vote period. The extra effort put forth now may be the critical time when you have gained a lead that cannot be overcome. Reward is waiting for those who take advantage of this special offer by accumulating subscription money toward winning the \$100.00 EXTRA CASH PRIZE for this period—or the \$50.00 CASH PRIZE or the \$25.00 CASH PRIZE—extra cash prizes offered to the candidates who turn in the FIRST HIGHEST, SECOND HIGHEST, and THIRD HIGHEST amount of subscription payments during this special period ending Nov. 27—9 P. M. 90,000 extra votes for every \$15 club of (NEW) paid-in-advance subscriptions—regular votes on every subscription according to their value—cash prizes galore and VOTES—toward winning the biggest prize at the end of the campaign, December 18th.

### 20% Cash Commissions

#### GUARANTEED TO ALL ACTIVE CANDIDATES

In order that EVERYBODY participating in the huge gift campaign may share in the final awards, a sum of \$1,400 or more has been set aside for CASH COMMISSIONS to be paid all active candidates not receiving one of the larger awards. 20 percent will be paid on the total PAID IN ADVANCE subscriptions turned in during the campaign to all non-prize winning candidates. Thus you are sure to profit handsomely—YOU ARE BOUND TO WIN!

### VOTE SCHEDULE

It costs nothing to compete, either now 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
24 Months	40,000
36 Months	70,000
BY MOTOR ROUTE AND CARRIER WHERE SERVICE IS MAINTAINED, OUTSIDE CITY OF EUGENE	
12 Months	15,000
24 Months	40,000
36 Months	70,000
BY MAIL IN THE STATE OF OREGON	
3 Months	2,000
6 Months	5,000
12 Months	15,000
24 Months	40,000
36 Months	70,000

### YOU CAN STILL ENTER AND WIN!

Many men and women have been pondering over the idea of whether they could enter this campaign NOW and win an automobile. There is always an opportunity for those who enter any race late. In fact, those who are willing to put forth a little energy could step into this race and gradually gain the lead over their opponents and perhaps win an automobile when the campaign ends, December 18th. The example at the left of this page will assure you that you too can enter this campaign and win. You still have one more week to go in the 90,000 extra vote offer and plenty of time to enter and win the biggest cash prize.

### 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 \_\_\_\_\_

Only one nomination blank credited to each candidate. You may enter yourself or nominate and other person.

### SECOND PAYMENTS

SECOND PAYMENT SUBSCRIPTIONS are extension payments on subscriptions already secured by candidates. Here in the way SECOND PAYMENT VOTES ARE CREDITED: Suppose you have already turned in a subscription (NEW) for \$5.00 to the Register-Guard, for this subscription you receive 15,000 votes. If you get this subscriber to extend his subscription to two years, paying an additional \$5.00 for one year more, for this SECOND PAYMENT you will receive 25,000 votes, as 40,000 votes are the amount issued for a TWO YEAR SUBSCRIPTION. The second payment plan applies up to THREE YEARS, also MAIL subscriptions and ALL RENEWALS.

Many subscribers who have already given you one year on their subscription have told you that they would give you another year before the campaign is over. During this period the clubs of \$15 worth of (NEW) subscriptions are worth more than they ever will be later—the next period 315 clubs of (NEW) subscriptions will be worth only 80,000 extra votes. To make the effort now to get the second year on these promised subscriptions may put you over the top.

NOTE: The SECOND or THIRD payment secured on a NEW subscription is considered NEW throughout the campaign.

### COMPLETE LIST OF PRIZES

**\$1509.00**

BUICK—  
5 Passenger Sedan

**\$1220.00**

STUDEBAKER—  
Commander Cruising Sedan

**\$1099.50**

DODGE—  
4 Door Touring Sedan

**\$1092.00**

NASH LAFAYETTE  
4 Door Deluxe Sedan

### District Cash Prizes

In addition to the 4 beautiful motor cars to be given as prizes in the big campaign, the Register-Guard will award four cash prizes to each of three districts—12 cash prizes in all—as follows:

FIRST DISTRICT PRIZE	\$100.00 CASH
SECOND DISTRICT PRIZE	\$ 75.00 CASH
THIRD DISTRICT PRIZE	\$ 50.00 CASH
FOURTH DISTRICT PRIZE	\$ 25.00 CASH

These district cash prizes will be paid the candidate having the highest vote standing after the automobile winners have been eliminated.

### How to Win If You Entered Today!

Study carefully the vote standings of candidates. Then observe the example of the possibilities of entering this campaign and quickly gaining the lead. Just a few subscriptions will put you over the top—with just a little effort you can put your name at the head of the list—keep it there—and win a fine motor car.

	Regular Votes
1-12 Month (NEW) Subscription by Carrier in the City of Eugene	15,000
1-12 Month (NEW) Subscriptions by Carrier Outside the City of Eugene	30,000
1-12 Month (NEW) Subscription by Mail	15,000
Total	60,000
\$15.00 CLUB (90,000 EXTRA VOTES)	90,000
Total Votes	150,000

NOTE: Clubs need not total exactly \$15 to earn extra votes. Any amounts over or under a club earn extra votes pro rata.