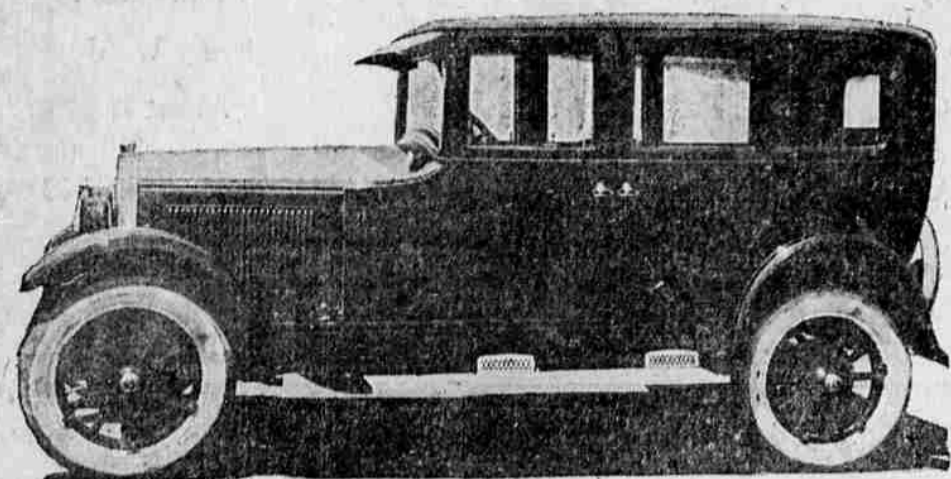


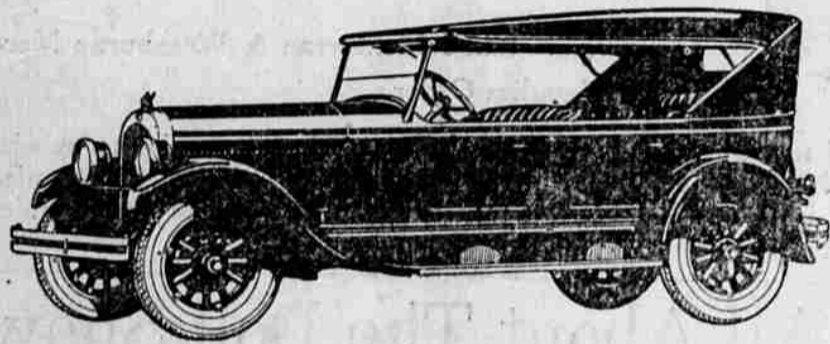
# NOW IS THE TIME TO WIN

## GRAND CAPITAL PRIZE



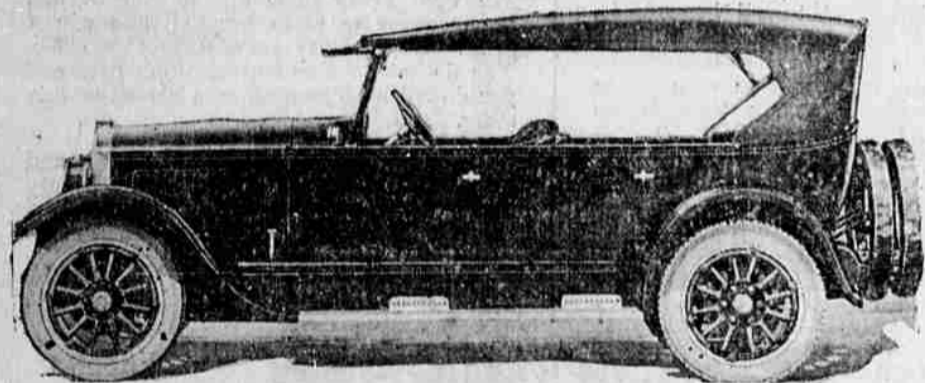
Buick Master Six Sedan, Model 25-47, Value \$2575, Purchased From B. F. Goodpasture

## District Capital Prize



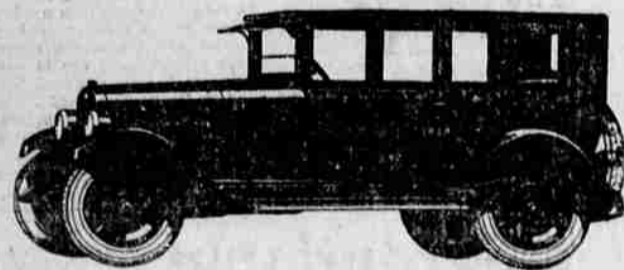
Chrysler 6 Touring Car—Value \$1600, purchased from G. C. Moir & Co.

## District Capital Prize



Buick Standard 6 Touring Model 25-25—Value \$1425—purchased from B. F. Goodpasture.

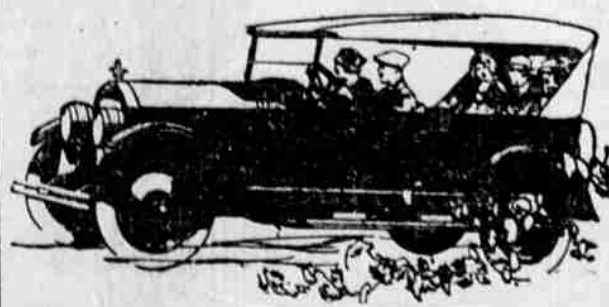
## District Capital Prize



Maxwell Club Sedan—Value \$1285, Purchased from G. C. Moir & Co.

**\$500**  
**In Cash**  
**\$500**

## District Capital Prize



Flint Big Six Touring Car—Value \$1875, Purchased from Lane Auto Co.

CAN YOU LOSE?

**NO!**

EVERY ACTIVE  
NON-PRIZE  
WINNER WILL BE  
PAID  
20% CASH 20%  
COMMISSION

**There Will Be No Losers**

## IF YOU HAVE ANY DESIRE TO WIN, YOU MUST GET BUSY AT ONCE

Work done these "Big Vote" days will easily bring success to contestants in the Eugene Guard's big Gift Distribution. The laggard, unwilling to devote time or thought to the big prizes, however, will reap no reward. This is a campaign for "live wires."

If you are alive, awake to the opportunity now before you, willing to give some of your time and thought to a proposition whereby over \$13,000 in prizes are at stake—then you should be a candidate in this campaign—a live candidate. You should send in your name today.

You can secure a large beautiful automobile or hundreds of dollars in a very few day's work. The work is easy—requires no special talent except constant plugging and hammering away during the next few days.

Your opportunity, then, to win a prize that will repay you many times for your effort is here. Don't lag in the campaign—don't hesitate or be timid about your race. Go right to it and keep right at it. Give your campaign as much attention during your spare time as you would any good business proposition. FOR RIGHT HERE IS NO DOUBT THE GREATEST OPPORTUNITY THAT WILL COME TO YOU IN YOUR LIFE.

Stop and consider—did you ever before in a few short weeks have the opportunity to cash spare time for \$2575 or perhaps \$3200.

Do you think that you haven't a good chance if you enter now? You have every chance. Not one candidate has a lead that cannot be overcome with a few day's work.

# The DAY of DAYS October 25

What will this day hold in store for you? Will it mean that you will be the proud winner of the Special Prize, a New Ford Coupe? Will it mean that you have—by taking advantage of this two-fold opportunity—secured your winning votes to capture the Buick Sedan? Remember the closing date of this special offer. Saturday night, October 25, at ten o'clock. Just stop and consider what your efforts this week can mean to you. This week CAN mean the equivalent of \$630. Some neat little sum for you to win, don't you think? But that is not all—you will also be that much nearer the highest goal, a New Buick Sedan valued at \$2575. The present BIG VOTE period is your ONE REAL CHANCE TO WIN. REMEMBER WHAT THIS WEEK CAN MEAN TO YOU.

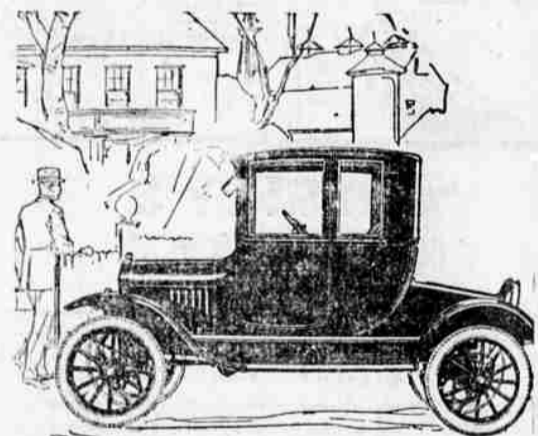
THE EUGENE GUARD  
GIFT DEPARTMENT  
Eugene, Oregon

GENTLEMEN:

You may send me further information regarding your Gift Distribution in which "Everybody Wins." It is understood that this request for information does not obligate me in any way.

Name ..... Phone .....

Address .....



1925 Model Ford Coupe, Value \$630, Purchased From E. C. Simmons Co.

If you really KNEW you could own one of these handsome big prizes which the Eugene Guard will award within the next few weeks, you would pull off your coat, roll up your sleeves and hustle day and night, wouldn't you? But when you have an equal chance with others to own one of them, you hesitate to get busy. Why is it? "Self-Reliance" is all you need. It is what is keeping you from being a motor car owner right this minute. If you had just an ounce of it some terrible misfortune only could keep you out of the race. Do you want a motor car? Then what keeps you out of this campaign? Hard work now will count for more than all the regrets in the world after the race is over. SO LET'S GET BUSY!

## TO WIN IS EASY

6-3-year subscriptions .....	540,000 votes
If new subscription (in extra votes) .....	450,000
This would constitute 6 clubs .....	600,000 votes
Total vote count for 6 subscriptions ..	1,500,000 votes
(OR)	
3-4-year subscriptions .....	540,000 votes
If new subscription (extra votes) .....	300,000
This would constitute 4 clubs .....	500,000 votes
Total for 3 subscriptions .....	1,240,000 votes
(OR)	
3-5-year subscriptions .....	900,000 votes
If new subscriptions (extra votes) .....	375,000
This would constitute 5 clubs .....	500,000 votes
Total for 3 subscriptions .....	1,775,000 votes

Surely this big possibility offers any contestant an opportunity of securing a winning vote total—BUT REMEMBER—only a short time remains in which subscriptions can be turned in, and credit be given on this big vote schedule. IT IS NOW OR NEVER.

## HELP YOUR FAVORITE

# NOW!

Eugene Guard readers who wish to help their favorites in the big \$13,000 Gift Distribution should give their subscriptions to their favorite now, while it counts for the GREATEST number of votes. Unlike most newspaper campaigns, in the Guard "Everybody Wins Something" event, the vote value of a subscription REDUCES instead of increasing as the campaign goes along.

Right NOW a one-year subscription will give a candidate 12,000 votes, a two-year subscription counts 36,000 votes, a three-year subscription counts 90,000 votes and a five-year subscription 300,000 votes. This big vote schedule is in effect ONLY until Monday night November 10. It will never be repeated or extended.

Help Your Favorite **NOW**