

Participating Merchants
W. Givens
Bert H. Finch
Wm. Dale Co.

Every article offered represents the best product in its line, with the furniture bearing the well known Heywood Brothers & Wakefield trade mark. In selecting these prizes, we have spared no expense, not contenting ourselves with selecting a fair grade of merchandise, which would satisfy any home, but rather choosing a higher and more luxurious grade than any of us could ordinarily afford to own.

Participating Merchants
R. G. Marchbank
Estacada Garage
 and by special arrangement
Estacada Progress

OUR REASONS FOR THE CONTEST

In announcing this Voting Contest and Trade Stimulating Campaign, we, Estacada business men, desire to present herewith our reasons for adopting this method of merchandising.

We do not wish to be misunderstood as to our motives in this effort, nor do we wish to pose as philanthropists in any guise.

As perfectly sane, ordinary business men, we are primarily looking out for our own selfish interests, but we believe we are broad enough not to let our personal interests be benefitted at the expense of our brother merchants or patrons.

In making this offer, we have taken into consideration all elements pertaining to successful merchandising and if we did not believe that collectively we could increase our

total gross sales sufficiently to allow of our going to the expense of offering these valuable prizes, we would not do so.

We are merchants and business men of Eastern Clackamas County, we are here to stay and we are trying to build up our businesses honestly and if trade stimulation is necessary, as we believe it is, we are willing to furnish the stimulator.

Estacada and Eastern Clackamas County are peculiarly located, as regards trade conditions, being too near a large city with its constant attraction to the money, which we believe should be spent at home.

This nearness to Portland and foreign trading centers is a handicap to Estacada and nearby merchants, as the average buyer is to prone to buy at least a part of his or her supplies in Portland, and in some instances we

are sorry to chronicle, the mail order houses are receiving too big a part of the money which should be kept in local circulation.

This arrangement, among us as merchants, in different but not conflicting lines, is not a banding together to win trade which is now coming to Estacada, but an attempt, which we believe will be successful, to create more local patronage and promote more of the "trade at home" spirit.

There will be no deviation from the conditions of the contest as set forth herewith, as the rate of 1 vote for each cent's purchase will be maintained throughout the contest, excepting in the special arrangement which we have made with our weekly newspaper, The Estacada Progress, the circulation and growth of which is of vital interest to us as merchants, our patrons and all residents of this community.

CONDITIONS OF THE CONTEST

The Thousand Dollar Merchandise Prize Voting Contest will begin Tuesday, February 1, 1916 and end at 12 o'clock noon, Wednesday, August 2, 1916.

Votes will be issued by the business houses participating in the contest, at the rate of 1 vote for each cent's cash purchase, except the Estacada Progress, which will issue 1,000 votes for every dollar paid on subscription accounts, whether renewals or new subscribers.

All accounts charged and paid by the 10th, of the month following, will be considered as cash, with votes issued at the time of payment.

On all old accounts incurred prior to the opening of this contest and which are

paid by noon, on March 12, 1916, votes will be issued.

No individuals will be permitted to solicit votes on any of the participating stores' premises.

All merchants in this contest reserve the right to promote special sales or give trade discounts during the contest, but the ratio of one vote for each cent's purchase will be maintained.

A valuable weekly prize will be awarded each week to the contestant receiving the largest number of votes during the preceding week, regardless of his or her standing in the total vote. All weekly totals will, of course, apply on the grand totals and any contestant is entitled to win as many weekly prizes as possible, and a grand prize.

Votes will be counted every Wednesday afternoon by the judges, for the week ending that noon. No votes will apply on the preceding week's standing that are dropped in a ballot box after 12 o'clock noon, Wednesday.

The total standing of all contestants, showing the winner of the weekly prize also, will appear in the following Thursday's issue of the Estacada Progress.

Locked ballot boxes will be maintained at the places of business of each of the participating merchants, the keys to said boxes being kept by the judges.

No member of the families of any of the participating merchants, nor members of the families of any employes of said merchants, shall be allowed to participate in the contest.

JUDGES

The following persons have been asked to act as Judges, in the counting of the votes, each week. In the selection of Rev. Spiess, Mr. W. H. Holder and Mrs. L. E. Belfils of Estacada, we feel we have made a selection that will meet with popular approval.

CANDIDATES

Anyone residing in Eastern Clackamas County may become a candidate.

The attached coupon will act as a nominating ballot and will be good for 1,000 votes for the candidate named. But one nominating ballot will be credited to a candidate. Any person may become a candidate at any time during the contest. Nominating ballot coupons, similar to the attached may be had at the stores of any of the participants.

Nominating Ballot

The following named person

(Write name of candidate here)

is hereby nominated as a candidate in the Thousand Dollar Merchandise Prize Voting Contest

entitling said candidate to 1000 votes.

See Last Page for List of Contestants