

"EVERYBODY WINS" IN NEWS' BIG CIRCULATION CAMPAIGN

HERE'S OUR PROPOSITION

The Clackamas County News has more than one thousand subscriptions expiring between the first of this year and the close of this campaign. We feel satisfied that most of these subscribers will renew if personally solicited. This is an impossibility for the publisher, and he must get some one to act for him. He could get a high-powered salesman to go out and collect these subscriptions, but his salary would amount to a considerable part of the amount he could collect. So the News prefers to make it possible, and profitable, for some one living in your own neighborhood, some one you personally know to collect your subscription, and pay them for doing it instead of bringing someone here from the outside to do this work.

For this reason, we have decided to put on this campaign. It is fair for everyone. Those who enter the contest will be paid according to their ability to produce. The man or woman, boy or girl, who gets the most credits, under our plan fully explained in this issue of the paper, wins the Plymouth sedan, and the person who places second in the amount of business turned in, will be awarded the Chevrolet coach, and so on down through the prize list.

To those who are less active in the campaign and fail to win one of the prizes, we will pay a cash commission on the business turned in. So there is no chance for you to lose, and there is an opportunity to get paid at the rate of \$100 per week for your time in selling the News to your friends.

A newspaper does not figure to realize anything from its circulation. It's an expense to say the least. The income of a paper is from its advertising space. The rate this is sold for depends upon the number of subscribers. The amount of advertising space it can sell also depends upon the number of subscribers. The total volume of business done by the Clackamas County News during the last year is more than three times the amount the paper did in the year previous, due, of course, to the increased circulation. The idea of the publisher is to further increase the business during the coming year, by building a larger circulation, and a more complete coverage of this entire eastern end of the county.

The News has been preparing for this campaign for the past two months. We have selected a prize list that is really worth working for. We are going

to be perfectly frank with you. The progressive business firms from whom we have purchased the different prizes, realizing the advertising value to them of having the cars and other prizes advertised as purchased from them, have made concessions in the cost, and while the actual retail value is as listed, the prizes cost us considerably less. The dealers realize that they are getting advertising value from this arrangement that they could not buy at any cash price.

Now the method of conducting the contest is open to the public. The records of every dime's worth of business is accurately kept by the News and the contestant. At the close of the campaign, these records will be available for a long time for the inspection of any and all who care to go over them.

During the closing week of the campaign, only the candidate himself or herself knows what he or she is doing. No one has the advantage over another and there is no chance of anyone knowing what you do the last week. Up to the close of the second period, the standing of the candidates will be published each week.

NOMINATION BLANK

I hereby nominate and cast 10,000 votes for
M.....
Address.....
as a candidate in the Clackamas County News big
Circulation Campaign.

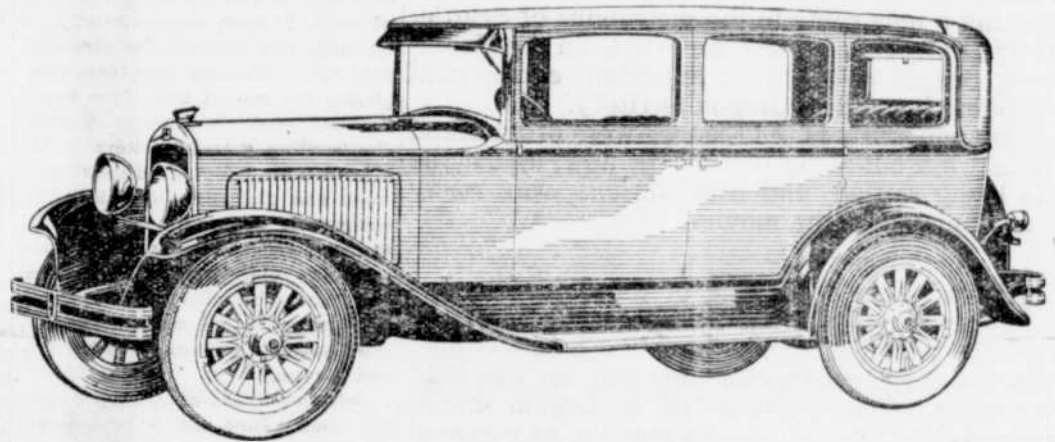
HOW TO START

If you desire to enter your name as a candidate in this contest, read over the rules carefully, and if there is anything further you would like explained, phone, write or call the News office and the information desired will be supplied immediately.

As soon as your nomination has been accepted by the News, receipt books and all necessary supplies with all the necessary instructions will be given you and you will be ready to start.

Remember, the earlier you start, the better are your chances to win. Start now before some other candidate collects the subscriptions of a number of your friends, who would rather help you.

First Prize Chrysler "Plymouth Sedan"

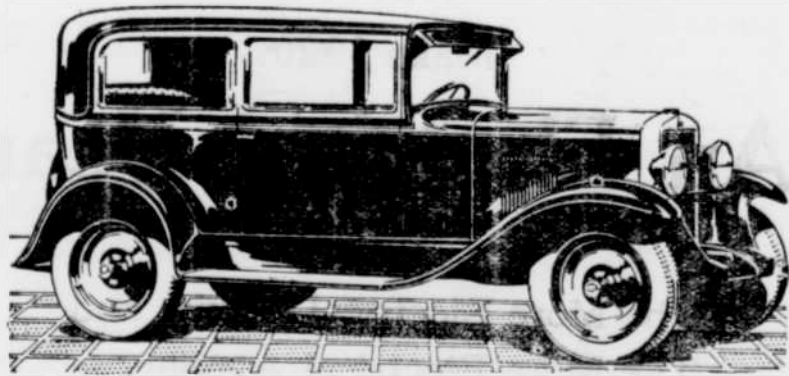


Purchased from
and on display at
**Hessel
Implement
Co.**
of Gresham

THE PRIZE LIST

CHRYSLER "PLYMOUTH" SEDAN	\$870.00
CHEVROLET COACH	\$732.00
FRIGIDAIRE	\$215.00
RADIO	\$125.00
RADIO	\$100.00
SET ROGERS SILVERWARE	\$ 60.00
ESTIMATED CASH COMMISSIONS	\$500.00

SECOND PRIZE CHEVROLET SIX COACH



Purchased from
CASCADE CHEVROLET CO.
Estacada, Oregon

VOTE SCHEDULE AND SUBSCRIPTION PRICES OF THE NEWS

FIRST PERIOD Up to Saturday Night March 9		SECOND PERIOD March 10 to Saturday Night, March 30		THIRD PERIOD March 31 to Saturday Night, April 6	
Price	Votes	Price	Votes	Price	Votes
1 year	\$ 1.50 12,000	1 year	\$ 1.50 9,000	1 year	\$ 1.50 6,000
2 years	3.00 30,000	2 years	3.00 22,500	2 years	3.00 15,000
3 years	4.50 60,000	3 years	4.50 45,000	3 years	4.50 30,000
4 years	6.00 120,000	4 years	6.00 90,000	4 years	6.00 60,000
5 years	7.50 240,000	5 years	7.50 180,000	5 years	7.50 120,000
6 years	9.00 360,000	6 years	9.00 270,000	6 years	9.00 180,000
10 years	15.00 680,000	10 years	15.00 510,000	10 years	15.00 340,000

The above declining vote schedule will positively not be changed during the campaign. A special vote ballot, good for 100,000 extra credits will be issued on every "club" of \$20 turned in. This special offer will remain in effect during the entire campaign and will be considered a part of the regular schedule.

Honor rolls will draw 10,000 extra credits. Ladies special stationery will draw the same as subscriptions but will not commence until the second period of the campaign.

RULES AND REGULATIONS

- 1—Any white person of good character residing in Clackamas county is eligible to enter and compete for a prize. Nominations may be made at any time during the campaign.
- 2—No employee or near relative of any employee of this newspaper is eligible to enter the contest. We reserve the right to reject any nomination.
- 3—The winners of the prizes will be decided by their accredited credits, said credits being represented by the ballots issued on business turned in to the News and coupons clipped from the papers.
- 4—Candidates are not confined to their own particular town or community in which to secure credits and subscriptions, but may take orders anywhere. However there is an increase in subscription rates outside of Clackamas county.
- 5—Cash must accompany all orders where credits are desired. There will be no exception to this rule. Candidates will be allowed to collect subscriptions and renewals and credits will be issued on both alike.
- 6—Credits are free. It costs the subscriber nothing extra to vote for his favorite. Subscribers should ask for credits when paying their subscription.
- 7—Credits cannot be purchased. Every cent accepted during the campaign must represent subscriptions, stationery or coupon credits.
- 8—Credits are not transferable. Candidates can not withdraw in favor of another candidate. Should a candidate withdraw from the race, his or her credits will be cancelled. Neither will it be permissible for candidates to give or transfer subscriptions to other candidates. Credits on such transferred subscriptions will be subject to disqualification at the discretion of the management.
- 9—Any conclusion on the part of the candidates to nullify competition or any other combination arrangement of effort to the detriment of candidates or this newspaper will not be tolerated. Any candidate or candidates entering into or taking part in such an agreement, arrangement or effort, will forfeit all rights to a prize or commission.
- 10—Any ballot issued on subscriptions may be held in reserve and cast at the discretion of the candidate. The printed coupons appearing from time to time in this paper must be cast before the expiration date appearing thereon.
- 11—In event of a tie for any one of the prizes a prize identical in value will be given each tying contestant.
- 12—No statement, assertion or promise, either written or verbal, made by any of the solicitors, agents, or candidates, will be recognized by the publisher or campaign manager.
- 13—In case of typographical or other error it is understood that the publisher shall not be responsible, except for the necessary correction of same.
- 14—Every candidate is an authorized agent of this newspaper, and as such may collect subscriptions from present as well as new subscribers.
- 15—A subscription once turned in by a candidate and extended at any time during the campaign beyond the time it was originally turned in for, will have the same vote value as though the full subscription had been turned in originally.
- 16—It is distinctly understood and agreed that candidates will be responsible for all monies collected and that they will remit such amounts in full at frequent intervals or on demand of the campaign department of the News.
- 17—There will be several six prizes awarded besides a ten per cent cash commission to all active non-prize winners, but it is distinctly understood that in the event any candidate becomes inactive, failing to make a weekly cash report, he or she will, at the discretion of the management, become disqualified, and thereby forfeit all rights to a prize or commissions.
- 18—To insure absolute fairness and impartiality in the awarding of the prizes, the campaign will be brought to a close under the sealed ballot box system. During the entire last week of the race, a ballot box, locked and sealed, will be placed in a bank or other public place outside the office of the News, where candidates and their friends will deposit their final cash collections and reserve credits. When the race has been declared closed a committee of Sandy and Estacada business men, who will act as the official judges in awarding the prizes, will take charge of the ballot box, break the seals, unlock the box and make the final count of the votes. In this way no one, not even the campaign manager, can possibly know the number of credits held by candidates until after the judges have made the final count, which precludes any possibility of favoritism and guarantees fairness to the minutest degree.
- 19—Candidates are allowed to organize their friends and get all the help possible in the promotion of their campaign.
- 20—The Clackamas County News guarantees fair and impartial treatment to all candidates, but should any question arise, the decision of the management will be absolute and final.
- 21—In accepting nominations, candidates must agree to abide by the above conditions.
- 22—The contest starts now, and will end on Saturday, April 6, 1929, at the hour of 9 o'clock.