

The SPRINGFIELD NEWS Announces

a Ben Franklin



Starting
April 10, 1931

Ending 8 p.m.
Wednesday,
June 3, 1931

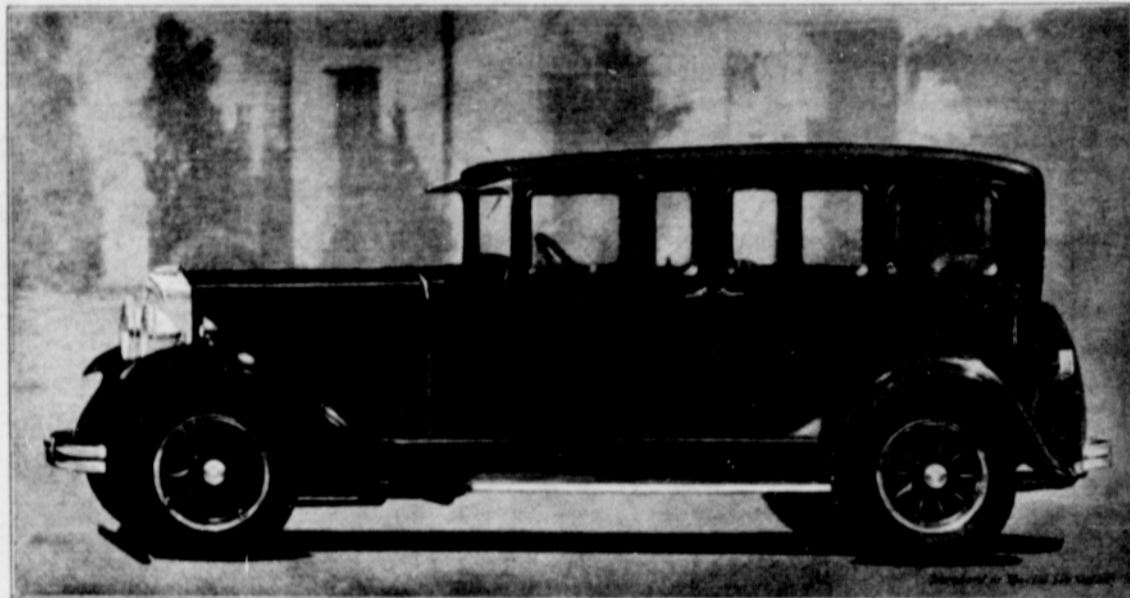
'EARN and WIN' CAMPAIGN

(For Lane County Residents Only)

\$4,000.00 in Valuable Gifts and Commissions to be Given FREE in a County-Wide, short 46-day, Subscription Drive!

FIRST GRAND PRIZE - Graham Paige Sedan

Special Six Sedan (Six windows—Four speeds)



Purchased of CHAS. TAYLOR'S GARAGE Eugene, Oregon
852 Pearl Street

LIST OF PRIZES

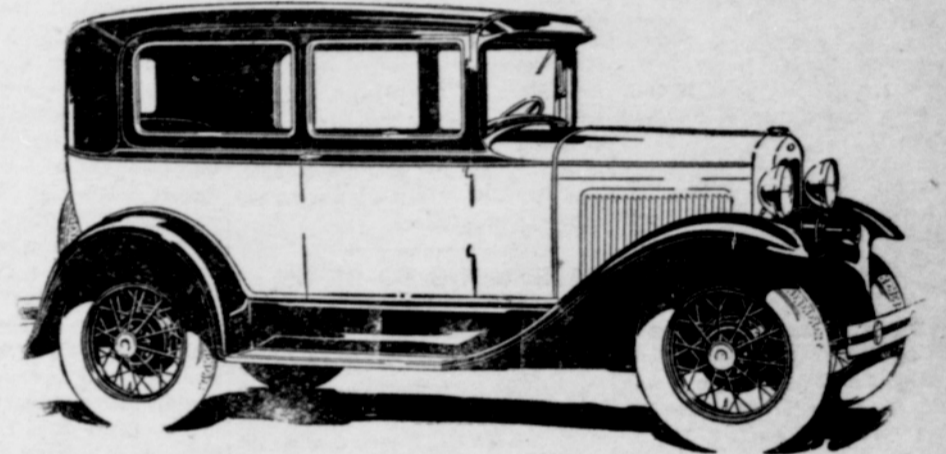
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| 1. GRAHAM-PAIGE Special Six Sedan..... | \$1335.00 |
| 2. FORD TUDOR Sedan or Coupe | 647.00 |
| 3. ALASKA TRIP for two persons | 300.00 |
| 4. ATWATER-KENT Radio | 145.00 |
| 5. Merchandise Certificate | 75.00 |
| at Fulop's Department Store, Springfield | |
| 6. Cash | 40.00 |
| Hundreds of dollars set aside to pay for cash | |
| commissions, cash prizes, etc. estimated | 1458.00 |
| Total | \$4000.00 |

THIRD GRAND PRIZE

Trip for Two People to Alaska
ALL EXPENSES PAID

SECOND GRAND PRIZE

Choice of Ford Tudor Sedan or Coupe



THE NEW FORD TUDOR SEDAN

Purchased of ANDERSON MOTORS, Inc.
Springfield Authorized Ford Agency

Everybody Receives 10% Cash Commissions Each Week based on their Subscription Sales up to 8 p.m. May 29 and an additional 10% if they do not win a prize. You can "EARN and WIN" in this Campaign - What could be fairer?

Rules of Campaign

Any person of good character, over 16 years old, residing in Lane county, except a salaried employee of this newspaper, is eligible to enter and compete for a prize. Nominations may be made at any time during the campaign up to May 29, inclusive.

Any ballot issued may be held in reserve and cast at the discretion of the candidate. No lodge, club or organization accepted as a body.

No assertion, statement or promise, either written or verbal, by candidates other than as outlined in this announcement will be recognized by the publisher or the campaign department.

Votes are not transferable. Candidates cannot withdraw in favor of another candidate. Should a candidate withdraw, then his or her votes will be cancelled.

Any collusion on the part of the candidates to nullify competition or any other combination arrangement or effort detrimental to other candidates, will not be tolerated by this newspaper. Any candidate taking part or entering into such an agreement will forfeit all right to a prize or commission.

Candidates will be responsible for all money collected and that they will remit such amounts in full at frequent intervals or on demand, to the campaign department.

There will be a cash commission given to all candidates who do not win prizes, but it is distinctly understood that in the event any candidate becomes INACTIVE by failing to make a cash report at least once each week, and have a total remittance of not less than \$25 for the entire campaign, he or she will at the discretion of the management, become disqualified and therefore forfeit all right to a prize or commission.

This newspaper guarantees fair and impartial treatment to all candidates, but should any question arise, the decision of the management will be conclusive and final.

The management reserves the right to correct any typographical errors that may occur in any of its announcements or to issue votes on advertising or job printing.

The campaign manager reserves the right to reject objectionable nominations.

In case of a tie for any of the prizes, a prize identical will be given each of the tying contestants.

In accepting nominations candidates agree to abide by the above conditions.

Campaign opens April 10, and closes at 8 p. m. Wednesday, June 3, 1931.

FOURTH PRIZE Atwater Kent Radio



New 1931 Atwater Kent matched walnut lowboy.

WRIGHT & SONS
Springfield, Oregon

Ballot Box

The campaign will be brought to a close under the sealed ballot system. During the final period of the campaign the contestants will deposit their subscriptions and remittances etc., into a locked and sealed ballot box. No one, not even the campaign manager, will know how much any contestant accomplishes during that time.

Official Judges

During the last two weeks of the campaign four prominent business men in Lane county will be selected and asked to act as official judges. They will declare the campaign closed at 8 p. m. June 3, 1931, and will then open the ballot box and count the votes earned by the contestants for the subscriptions they have deposited into the ballot box and they will check the votes issued to contestants by the campaign manager for the first and second periods. When they have completed the check they will award the prizes to the winners immediately.

How Prizes Will Be Awarded

At the close of the campaign the official judges will count the votes and the contestant having the greatest vote total for the entire campaign will be awarded the Graham-Paige automobile which is the first prize. The contestant having the next greatest amount of votes will be awarded the Ford automobile which is the second prize. The contestant having the next greatest amount of votes will be awarded the Alaska Trip for two persons, which is the third prize. Votes earned for the sale of either or both newspapers sponsoring this campaign will count toward the first three prizes.

After the first three grand prizes have been awarded the next three contestants having the greatest total of votes for the sale of The Springfield News and the next three contestants having the greatest total of votes for the sale of the Eugene Record will be awarded the three prizes given by each newspaper in advertised order in the order in which they finish in the vote standing. All others who have remained active throughout the campaign will be awarded 10% cash commission based on their total subscription sales.

Schedule of Votes

PRICE	TERM	VOTES
\$1.75	One Year	2,000
3.50	Two Years	5,000
5.00	Three Years	15,000
6.50	Four Years	30,000
7.50	Five Years	50,000

This schedule is for regular votes earned on new subscriptions during the entire campaign. Renewals will earn the full amount of votes during the first period only and after date which is May 16, renewals will count one half of the amount shown in the above schedule.

Weekly Commissions

This campaign is named "Earn and Win" because each person participating is paid ten percent cash commission weekly; based on their total subscription sales for the previous week. There is no limit to the amount of cash to be earned as the more subscriptions sold, the more commission will be paid. The more cash a contestant earns during the campaign, the greater is their opportunity to win the first prize. There are absolutely no losers in this campaign as everyone who is entered and remains active until the close will win one of the prizes or they will be paid an additional ten percent of their total subscription sales for the entire campaign.

EVERYBODY WINS—What could be Fairer?

Bonus Vote Period

There will be three periods in the campaign and bonus votes will be given on new subscriptions turned in during these periods as follows:

First Period from the beginning until 8 p. m. May 16th, each \$20 in new subscriptions earn 60,000 extra votes.

Second Period from the end of the first period until 8 p. m. May 29th, each \$20 in new subscriptions earns 40,000 extra votes.

Third Period from the end of the second period until the close of the campaign which is 8 p. m. Wednesday, June 3, 1931, each \$20 in new subscriptions earns 20,000 extra votes.

NO BONUS VOTES GIVEN ON RENEWALS

BIG TEN DAY PERIOD FOR EACH CONTESTANT—

During a contestant's first ten working days in the campaign they will earn double the amount of regular votes as shown in the vote schedule for all subscriptions turned in whether new or renewals. This is the biggest vote earning opportunity of the entire campaign.

How to Get Votes

Votes can be earned by clipping the nomination coupon below which counts 5,000 votes for the person whose name appears on same and by selling subscriptions to this newspaper or to the Eugene Record. Many extra votes can be earned by getting subscriptions early in the campaign. See explanation under Bonus Vote Periods.

Nomination Coupon

THIS COUPON TURNED IN BY MAY 20, 1931 IS GOOD FOR 5,000 FREE VOTES

I hereby enter and cast 5,000 Votes for

Miss, Mr. or Mrs.

Address

as a contestant in the Ben Franklin "Earn and Win" Campaign.

NOTE—Only one nomination coupon accepted for each contestant. Nominate yourself or a friends today.

For Full Information Inquire "CAMPAIGN DEPARTMENT" The SPRINGFIELD NEWS

Phone 2