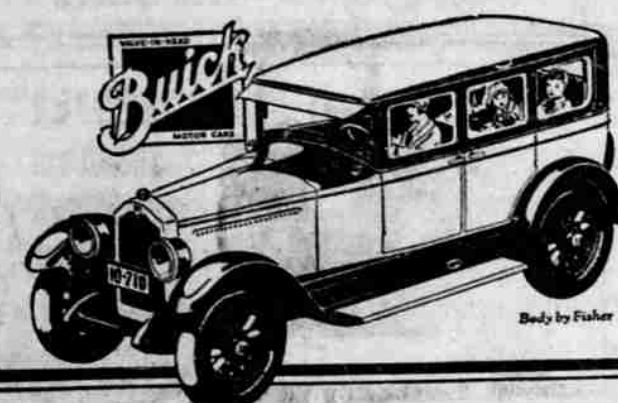


Announcing the News and Herald's \$6,000 Automobile and Prize Campaign 4 MOTOR CARS GIVEN AWAY

2 \$300 Stromberg-Carlson Radio Sets—2 \$150 Stewart-Warner Radio Sets—2 \$75 Cash Awards—2 \$50 Cash Awards—Cash Commissions, All Free!

FIRST CAPITAL PRIZE



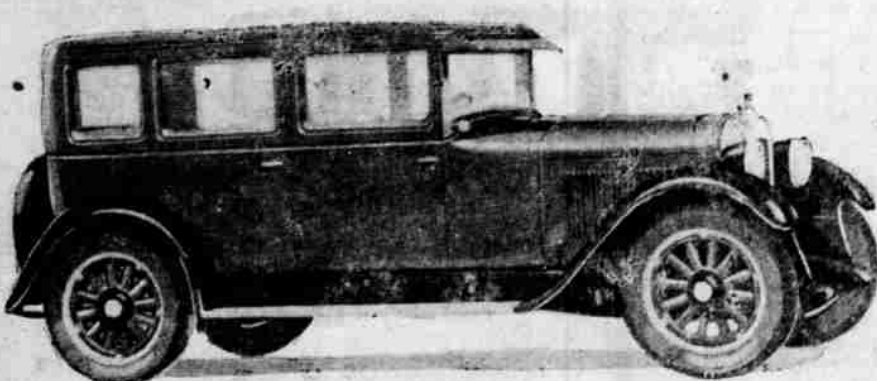
This four-door Sedan,
on the Series 120 chassis,
Body by Fisher

\$1,515 Buick 5-pass. Standard Sedan, purchased from and on display at Buick Garage, 1330 Main St. Klamath Falls.

COMPLETE LIST OF PRIZES

CAPITAL PRIZES	
Buick 5 Passenger Sedan	\$1,515.00
Chrysler "50" Sedan	1,005.00
Essex Sedan	965.00
Chevrolet Sedan	849.00
DISTRICT PRIZES	
Two \$300.00 Stromberg-Carlson Radio Sets	600.00
Two \$150.00 Stewart-Warner Radio Sets	300.00
Two \$75.00 Cash Awards	150.00
Two \$50.00 Cash Awards	100.00
Cash Commission Appropriation	550.00
Total	\$6,134.00

THIRD CAPITAL PRIZE



\$965.00 Essex Sedan, purchased from and on display at the Acme Motor Co., 400 So. 6th St., Klamath Falls.

ENTER AT ONCE
With This Coupon

NOMINATION BLANK
Good for 2000 Votes

Please enter:
As a Candidate in The Klamath Falls News and Herald
Automobile and Prize Campaign

Street and No. _____

Town or City _____ Dist. No. _____

Signed _____

Address _____

10,000 Extra Votes

If you enter during first six weeks of the campaign. Only one nomination blank credited to each candidate. You can enter yourself or nominate any other person.

Rules and Regulations—How to Enter

Any man or woman over 16 years of age (or younger, if approved by the parents and The Klamath Falls News and Herald, excepting employees, members of employees' immediate families, of The Klamath Falls News or Herald, may become a candidate in the campaign.

No candidate will be allowed to transfer votes to another after having received them. Subscriptions cannot be transferred. Candidates are entered in the district they reside.

The campaign manager reserves the right to reject objectionable nomination. Any questions or controversies that arise are to be settled by the campaign manager, and his decision will be final and conclusive.

Subscriptions must be paid in cash before votes are issued. No subscriptions for a period of more than five years or less than three months will be counted.

Prizes are to be delivered to the winners in Klamath Falls as soon as the Judges have made a complete count of the votes. In case of a tie for any of the prizes, the losing candidates will receive duplicate prizes or their equivalents.

The campaign opens MONDAY, JUNE 20, 1927, and closes at 9 p. m., Saturday, August 27, 1927.

No agreements or promises, either written or verbal, made by solicitors or candidates, other than those published in The Klamath Falls News or Herald will be recognized.

In accepting entrance all candidates abide by the conditions named.

The Klamath Falls News and Herald reserves the right to place additional prizes on the list, and to correct any typographical errors that may occur in any of its announcements.

Here's the most astounding news in years—\$6,000 worth of prizes, including four splendid enclosed cars and other valuable awards, are to be given away for a few weeks spare time effort. The super-liberal prize list includes the greatest array of motor cars ever offered by any newspaper in this part of Oregon.

Not a cent of cost! These magnificent prizes will be the reward for those who participate in a short and thrilling effort for votes. Just get votes in your spare time during the next few weeks, and one of these smart motor cars you see pictured here may be YOURS! What an event! What an opportunity! Four beautiful enclosed cars—all of standard make and exceptional popularity—of world renown for beauty and performance! Radio Sets! Cash Prizes! And cash commissions for all active candidates who do not share in the distribution of the bigger prizes! An abundance of rich rewards in which ambitious men and women, in Klamath Falls and surrounding territory, will find their golden opportunity to profit in an immensely big way by spare-time effort.

You have always wanted an automobile of your own. You have always longed for the opportunity to win one without the months of saving and sacrifice generally necessary. Here, then, is an opportunity for you to get one for spare-time effort without the cost of a cent. Make your start right now. Obtaining subscriptions to The Klamath Falls News and The Klamath Falls Herald is just a matter of securing support among your friends and acquaintances in your spare time, for most everybody like and admires these popular progressive newspapers. They will be glad to assist you if you will acquaint them with your desire. You can get your subscriptions anywhere, regardless of the district in which you reside.

An early start is the surest door to victory. The magnitude and value of the prize list is the goal. And your own ambition completes the winning combination. Clip out and send in your own (or a friend's) nomination today. As soon as your nomination is received you will be furnished with necessary supplies for your campaign for votes.

MAKE YOUR ENTRY TODAY—IT DOES NOT COST A CENT TO ENTER AND WIN—SEND IN THE NOMINATION BLANK BELOW

VOTE VALUE OF SUBSCRIPTIONS

The subscription rates of THE KLAMATH FALLS MORNING NEWS and THE KLAMATH FALLS EVENING HERALD are shown below, together with the regular number of votes allowed on each subscription payment. The votes shown here apply on both Old and New subscriptions.

VOTE VALUE OF SUBSCRIPTIONS PAYABLE IN ADVANCE	
RATES FOR NEWS OR HERALD	COMBINATION RATE FOR BOTH PAPERS
By Carrier in Klamath Falls	By Carrier in Klamath Falls
Price	Price
Three Months \$1.95	Three Months \$3.90
Six Months 3.50	Six Months 7.00
One Year 6.50	One Year 12.00
Two Years 12.00	Two Years 24.00
Three Years 19.50	Three Years 36.00
By Mail Outside Klamath Falls	By Mail Outside Klamath Falls
Price	Price
Three Months \$1.75	Three Months \$3.50
Six Months 3.25	Six Months 6.50
One Year 5.00	One Year 10.00
Two Years 9.00	Two Years 18.00
Three Years 13.00	Three Years 27.00

Subscriptions taken by candidates may be extended by another payment and votes will be issued accordingly. These extended subscriptions are known as Second payments.

Extra Votes Given For New Subscriptions

Extra votes as follows will be given during the campaign: 100,000 extra votes will be given for every \$20 worth of NEW subscriptions turned in from the beginning of the campaign up to and including July 22. 90,000 extra votes will be given for every \$20 worth of NEW subscriptions turned in from July 23 to and including August 6. 80,000 extra votes will be given for every \$20 worth of NEW subscriptions turned in from August 7 to and including August 20. The NEW subscriptions turned in during the final week from August 21 to 27 inclusive will earn votes equal to 70,000 on each and every \$20 worth of NEW subscriptions.

These EXTRA votes are given in addition to the regular votes as shown in the vote schedule. It is not at all necessary or advisable to hold subscriptions until the \$20 worth are secured. Turn in the subscriptions as soon as possible after obtaining and after the extra votes offered there a ballot will be mailed to the candidates to cover the extra votes earned on the offers.

How to Determine New and Old Subscriptions

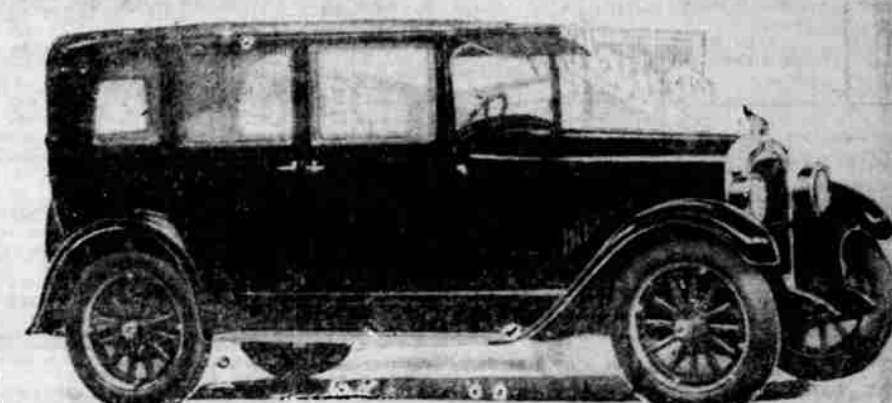
If the subscription is taken for only one of the papers, either The News or The Herald and the subscriber was taking The News or The Herald on June 20, the day the campaign was announced, then the subscription will be OLD. If the subscriber was not taking The News or The Herald on June 20, the subscription will be NEW.

If the subscription is for both The News and The Herald (see vote schedule under combination rate) and the subscriber was taking both papers, The News and The Herald, on June 20, then the subscription will all be OLD. If the subscriber was not taking either The News or The Herald on June 20, then the subscription will all be NEW.

If the subscription is for both papers, The News and The Herald, and the subscriber was taking only one of the papers on June 20, then one-half the amount paid will be NEW and one-half the amount will be OLD.

Changing the name of a subscriber from one member of the household, or family, to another, does not make a new subscriber out of an old one.

SECOND CAPITAL PRIZE



\$1,005 Chrysler '50' Sedan, purchased from and on display at Howie Motor Co., Esplanade and Pine Sts, Klamath Falls.

HOW PRIZES WILL BE AWARDED

FIRST CAPITAL PRIZE—\$1,515.00 Buick Sedan will be awarded to the candidate, regardless of district, who polls the GREATEST number of votes during the campaign. SECOND CAPITAL PRIZE—\$1,005.00 Chrysler '50' Sedan will be awarded to the candidate, regardless of district, who polls the SECOND GREATEST number of votes during the campaign. THIRD CAPITAL PRIZE—\$965.00 Essex Sedan will be awarded to the candidate, regardless of district, who polls the THIRD GREATEST number of votes during the campaign. FOURTH CAPITAL PRIZE—\$849.00 Chevrolet Sedan will be awarded to the candidate, regardless of district, who polls the FOURTH GREATEST number of votes during the campaign. UNDER THE ARRANGEMENT EVERY CANDIDATE HAS AN EQUAL OPPORTUNITY OF WINNING ONE OF THE CAPITAL AWARDS, REGARDLESS OF DISTRICT.

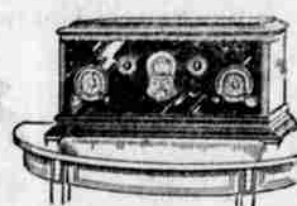
DISTRICT PRIZES

The awarding of the district prizes will be made after eliminating the CAPITAL prize winners, and as follows: The next four candidates, in vote standing, in each of the two campaign districts will receive district prizes in the following order: \$300.00 Stromberg-Carlson Radio Set, \$150.00 Stewart-Warner Radio Set, \$75.00 in cash, \$50.00 in cash. All candidates who do not win one of the above prizes, but remain active from the time they enter until the campaign closes, will be paid a cash commission of ten per cent of all new subscription money they turn in during the campaign.

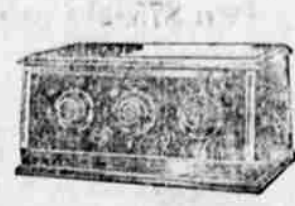
10 pct. Cash Commissions For Non-Prize Winners

DISTRICT PRIZES

Two \$300.00 Stromberg-Carlson Radios
Two \$150.00 Stewart-Warner Radios



Two \$300.00 Stromberg-Carlson Radios sets, fully equipped, one for each of the two districts, purchased from and on display at the Earl Shepherd Co., 507 Main street, Klamath Falls.



Two \$150.00 Stewart-Warner Radios sets, fully equipped, one for each of the two districts, purchased from and on display at the Earl Shepherd Co., 507 Main street, Klamath Falls.

How Territory Is Divided

District No. 1—Comprises all territory within the city limits of Klamath Falls, Shippington and Pelican City.

District No. 2—Comprises all territory outside the city limits of Klamath Falls, Shippington and Pelican City.

Candidates can secure subscriptions anywhere, regardless of the district in which they are entered.

Subscriptions can be secured from old as well as new subscribers to The News and The Herald.

YOU can't lose in this campaign. You have everything to gain. A liberal appropriation has been set aside to pay cash commissions to candidates who do not win automobiles or other prizes. This offer makes the campaign doubly attractive and assures everyone of success.

YOU CAN SHARE IN THIS LIBERAL PRIZE GIVING EVENT

It doesn't cost a cent to enter this amazingly generous campaign—to compete for a share in the \$6,000 prize distribution—or to win any of the automobiles or other awards! You don't even have to be a subscriber to The News or The Herald, that's how liberal the offer is. Votes alone will determine the winners, and votes will be issued to candidates on paid-in-advance subscriptions they secure for The News or The Herald according to the vote schedule shown in this advertisement. These votes are easy to accumulate; for instance, your nomination starts you in the race with 12,000 votes—and 20,000 extra bonus votes will be issued to you on receipt of the first subscription you turn in—these extra votes are in addition to the regular votes given on each subscription you turn in.

For Further Information, Subscription Books, etc., Call, Write or Phone

Automobile and Prize Campaign Department

The Klamath Falls News and Herald

Phone 89

119 North Eighth Street

Klamath Falls, Ore.

Campaign office is located in business office of Herald open every day except Sunday, 8:30 a.m. to 7:30 p.m.

10 pct. Cash Commissions For Non-Prize Winners

DISTRICT PRIZES

Two \$75.00 Cash Awards
Two \$50.00 Cash Awards



Two \$75.00 cash awards, one for each of the two districts.
Two \$50.00 cash awards, one for each of the two districts.

How To Get Votes and Win A Prize

It costs absolutely nothing to compete for these prizes, either now or later. Votes—and votes alone—will decide the winners. Votes are obtained by securing new and renewal subscriptions to The Klamath Falls News or The Herald, or both papers, which may be secured anywhere.

Start your campaign at once and get the advantage of an early start. After having sent in the nomination blank, good for 12,000 votes, which will be found checked in this announcement, the next step is to tell your friends that you are out to win one of the biggest prizes offered by The News and Herald, and start right out to get their subscription.

The FIRST subscription you secure will entitle you to 20,000 EXTRA votes. These votes are in addition to the regular votes given on subscriptions, as shown in the vote schedule.

Once the start is made, votes will accumulate rapidly. The arrangement of the prize list is such that candidates in all sections of the territory are sure to share in the prize distribution, each entrant having an equal opportunity, no matter where they may live, of winning one of the biggest prizes.

Extra votes as follows will be given during the campaign: 100,000 extra votes will be given for each and every \$20 club of new subscriptions turned in from the beginning of the campaign up to and including Saturday, July 22. 90,000 extra votes will be given for every \$20 club of new subscriptions turned in from July 23 to and including August 6. 80,000 extra votes will be given for every \$20 club of new subscriptions turned in from August 7 to and including Saturday, August 20. The new subscriptions turned in during the final week from August 21 to 27 inclusive will earn votes equal to 70,000 on each and every \$20 in new subscriptions.

GET AN EARLY START With This Coupon

FIRST SUBSCRIPTION COUPON
Good for 20,000 Extra Votes

During first six weeks of campaign only

Return this coupon to the Campaign Manager, The Klamath Falls News and Herald, with your first subscription payment, either old or new, of three months or longer, and you will receive 20,000 votes in addition to the votes allowed on the regular vote schedule, providing you act during the first six weeks of the campaign.

Name of Subscriber _____

Address _____

District No. _____ Amount One, \$ _____ (old or new)

This coupon, accompanied by the nomination blank and your first subscription, will start you during the first six weeks of the campaign with 20,000 votes PLUS the regular votes on the subscription, as shown in schedule. Only one of these blanks will be credited to each candidate.