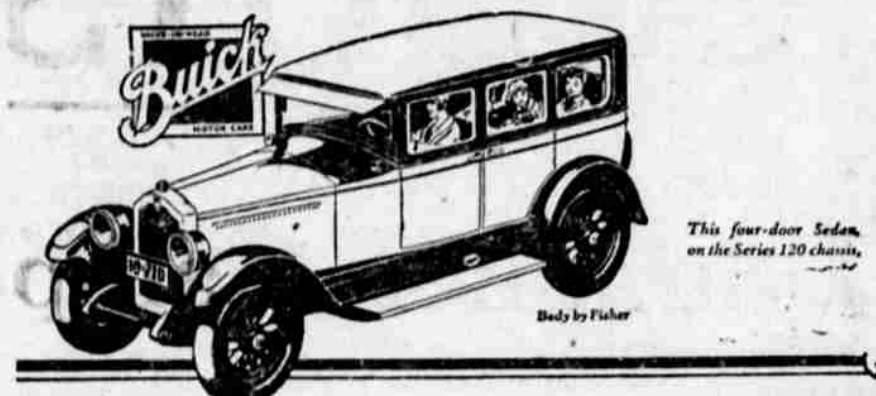


FOUR FINE AUTOMOBILES

To Be Given Away in the News and Herald's \$6,000 Prize Campaign

FIRST CAPITAL PRIZE



This four-door Sedan, on the Series 120 chassis.

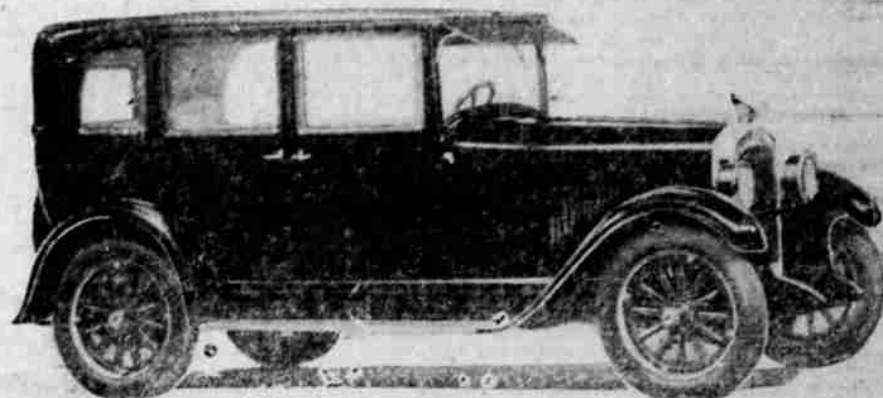
Body by Fisher

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

Win One of These Fine Prizes

On this page you see four fine automobiles—four of the finest cars built—and everyone is a gift to be awarded in The News and Herald's great prize campaign. It does not cost a cent to enter the campaign and win one of them. Votes are all you need—and votes are given on new and renewal subscriptions to The News and Herald. Start right away—make it certain that one of these splendid motor cars will belong to you. Send in the nomination blank below—it starts you with 12,000 FREE votes.

SECOND CAPITAL PRIZE



\$1,005 Chrysler '50' Sedan, purchased from and on display at Howie Motor Co., Esplanade and Pine Sts., 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 Stromberg-Carlson Radio Sets	600.00
Two \$150 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 \$6,034.00

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 standings, 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 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.

How to Get Votes and Win

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 elsewhere 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 subscriptions.

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 largest prizes.

How Territory is Divided

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

District No. 2—Comprises all territory outside the city limits of Klamath Falls, Shippinton 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 who do not win automobiles or other prizes. This offer makes the campaign doubly attractive and assures every one of success.

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

VOTE VALUE OF SUBSCRIPTIONS PAYABLE IN ADVANCE

RATES FOR NEWS OR HERALD News or Herald By Carrier in Klamath Falls			COMBINATION RATE FOR BOTH PAPERS News and Herald By Carrier in Klamath Falls		
	Price	Votes		Price	Votes
Three Months	\$ 1.95	1,500	Three Months	\$ 3.90	5,000
Six Months	3.50	3,000	Six Months	7.00	10,000
One Year	6.50	15,000	One Year	13.00	40,000
Two Years	12.00	40,000	Two Years	25.00	110,000
Three Years	19.50	70,000	Three Years	39.00	180,000
News or Herald By Mail Outside Klamath Falls			News and Herald By Mail Outside Klamath Falls		
	Price	Votes		Price	Votes
Three Months	\$ 1.75	1,500	Three Months	\$ 3.50	4,000
Six Months	2.75	4,000	Six Months	5.50	12,000
One Year	5.00	12,000	One Year	10.00	35,000
Two Years	10.00	35,000	Two Years	20.00	90,000
Three Years	15.00	60,000	Three Years	30.00	160,000

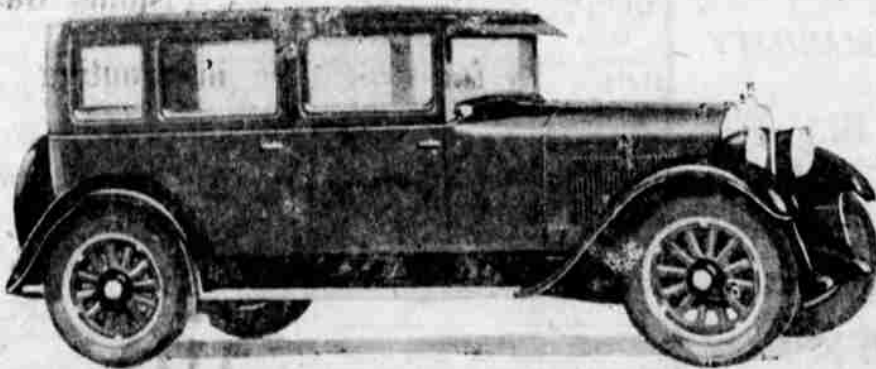
Subscriptions taken by candidates may be extended by another payment and votes will be issued accordingly. These extended subscriptions are known as Second payment.

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 23. 90,000 extra votes will be given for every \$20 worth of NEW subscribers turned in from July 25 to and including August 6. 80,000 extra votes will be given for every \$20 worth of NEW subscriptions turned in from August 8 to and including August 20. The NEW subscriptions turned in during the final week from August 22 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.

THIRD CAPITAL PRIZE

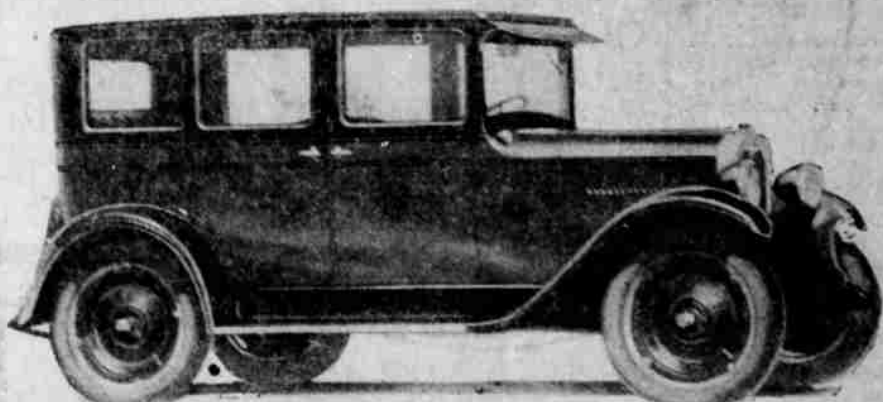


\$965.00 Essex Sedan, purchased from and on display at the Acme Motor Co., 400 So. 6th St., Klamath Falls.

START NOW!

Clip out the nomination blank to the left, write on it your name and address and bring or mail it to the Campaign Department, The News and Herald. That starts you in the race with 12,000 Free Votes. The next step is to get your first subscription, which will bring you 20,000 extra votes besides the regular votes allowed on this subscription. Remember, your nomination first. Send it in right NOW.

FOURTH CAPITAL PRIZE



\$849.00 Chevrolet Sedan, purchased from and on exhibition at the Chevrolet Sales & Service, 522 So. 6th S., K. F.

NOMINATION BLANK

Good for 2000 Votes

Please enter:
 Name _____
 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.

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

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

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 _____
 Candidate's Name _____
 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 22,000 votes PLUS the regular votes on the subscription, as shown in schedule. Only one of these blanks will be credited to each candidate.