

WIN a fine motor car!

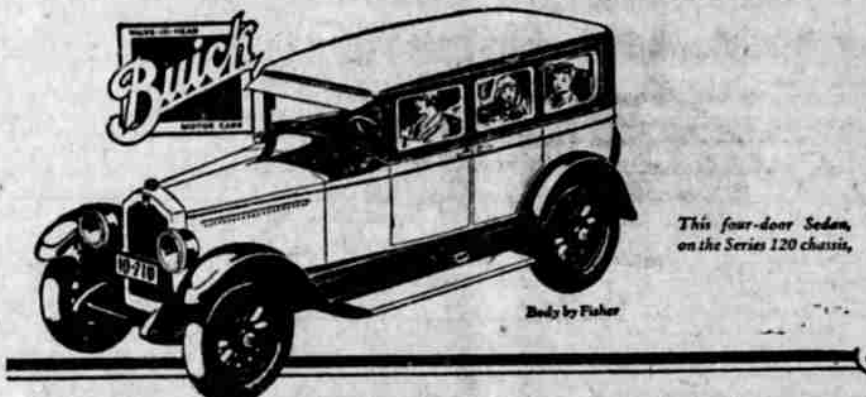
4 GIVEN AWAY~

Enter Now—Get an Early Start

YOU TOO, can share in this extraordinary prize distribution, simply by making use of your spare time during the next few weeks. The Klamath News and Evening Herald's great prize campaign is just starting. Subscriptions (old and new) to The Klamath News and Evening Herald get votes—Votes win the awards. It costs nothing whatever to enter or to win.

Enter NOW—Get an early start—Send in the nomination blank below.

FIRST CAPITAL PRIZE



\$1,515 Buick 5-pass. Standard Sedan, purchased from and on display at Buick Garage, 1330 Main St. 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 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 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 who do not win automobiles or other prizes. This offer makes the campaign doubly attractive and assures every one of success.

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			
News or Herald		By Carrier in Klamath Falls		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		5,000	Six Months	7.00		15,000
One Year	6.50		15,000	One Year	12.00		40,000
Two Years	13.00		40,000	Two Years	24.00		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

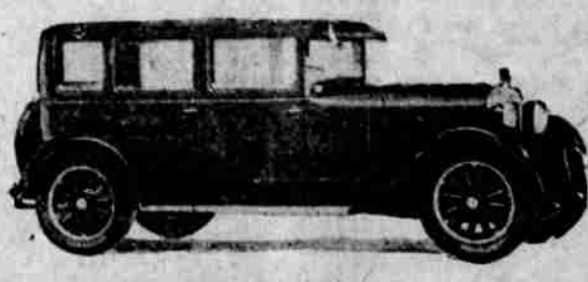
Extra votes as follows will be given during the campaign: 100,000 extra votes will be given for every \$20 worth of NEW subscriptions turned in from the beginning of the campaign up to and including July 23. 90,000 extra votes will be given for every \$20 worth of NEW subscribers turned in from July 23 to and including August 6. 80,000 extra votes will be given for every \$20 worth of NEW subscriptions turned in from August 6 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.



FOURTH CAPITAL PRIZE

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



THIRD CAPITAL PRIZE

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



SECOND CAPITAL PRIZE

\$1,005 Chrysler '50' Sedan, purchased from and on display at Howie Motor Co., Esplanade and Pine Sts., 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 6:30 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 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.