

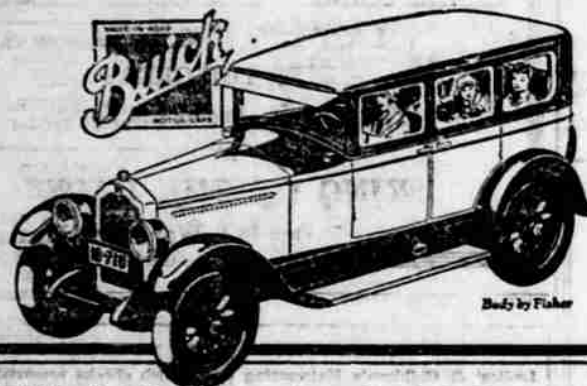
# ITS UP TO YOU!

## FOUR AUTOMOBILES

### FOUR RADIOS—FOUR CASH AWARDS

### WIN ONE OF THESE FINE PRIZES

### 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.**

#### 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, Shippington and Pelican City.

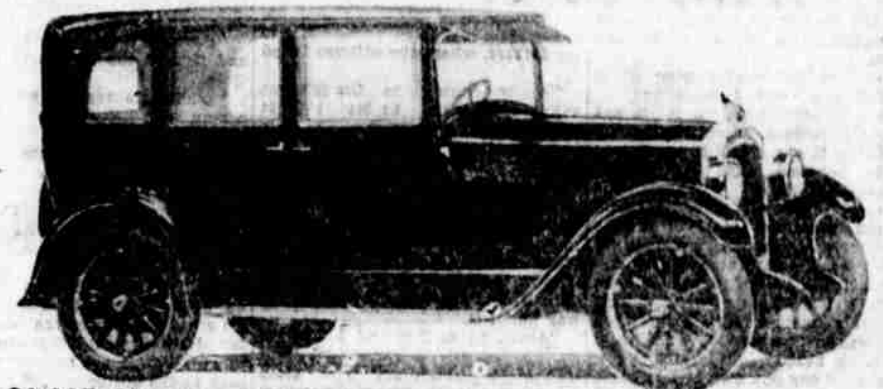
District No. 2—Comprises all territory outside the city limits of Klamath Falls, Shippington and Pelican City.

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

#### Go In and Win

The Klamath News and Evening Herald is going to award \$6,000 in premiums in its great circulation prize campaign. No matter what you are doing now, you can quickly become one of the leading candidates in this campaign by starting to gather votes in your spare time. That's all you need—VOTES. Subscriptions to The News or Herald bring thousands of votes and votes may bring you a prize worth over a thousand dollars. Make your decision now—go in and win—IT'S UP TO YOU.

### 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 standings, in each of the two campaign districts will receive district prizes in the following order: \$300.00 Stewart-Warner 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.

#### Vote Value of Subscriptions Payable in Advance

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.

#### RATES FOR NEWS OR HERALD

News or Herald		
By Carrier in Klamath Falls		
	Price	Votes
Three Months	\$ 1.95	1,500
Six Months	3.50	5,000
One Year	6.50	15,000
Two Years	13.00	40,000
Three Years	19.50	70,000

News or Herald		
By Mail Outside Klamath Falls		
	Price	Votes
Three Months	\$ 1.75	1,500
Six Months	2.75	4,000
One Year	5.00	12,000
Two Years	10.00	35,000
Three Years	15.00	60,000

#### COMBINATION RATE FOR BOTH PAPERS

News and Herald		
By Carrier in Klamath Falls		
	Price	Votes
Three Months	\$ 3.90	5,000
Six Months	7.00	15,000
One Year	13.00	40,000
Two Years	26.00	110,000
Three Years	39.00	180,000

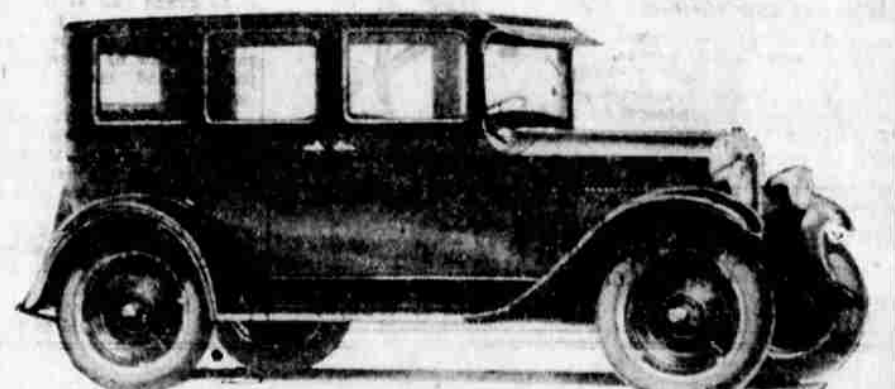
News and Herald		
By Mail Outside Klamath Falls		
	Price	Votes
Three Months	\$ 3.50	4,000
Six Months	5.50	12,000
One Year	10.00	35,000
Two Years	20.00	90,000
Three Years	30.00	160,000

### THIRD CAPITAL PRIZE



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

### 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 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.