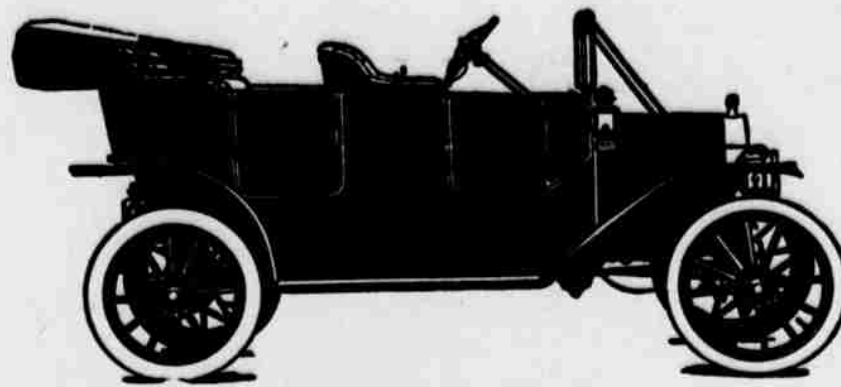


CHIEF'S BIG AUTO CONTEST



DIAMOND RING—VALUE \$100.00

This Ring is offered as the 2nd Prize in The Chief's Big Automobile Contest. It can be seen at the E. H. Newhouse Jewelry Store.



5-PASSENGER FORD TOURING CAR

This Car is offered as the 1st Prize in The Chief's Big Automobile Contest. It can be seen on exhibition at The Red Cloud Auto Co., Glen Walker, Managar.



WALTHAM WATCH—VALUE \$50.00

This Watch is offered as the 3rd Prize in The Chief's Big Automobile Contest. It can be seen at the E. H. Newhouse Jewelry Store.

General Remarks

The Chief's big automobile contest opened last week, and already much interest has been displayed by people all over the entire county.

A number of nomination blanks have been filled out and returned to this office. In looking over the list it is easily seen that the majority of the Contestants already named are of a personality sufficiently strong enough to insure us they would put up a hard fight in an effort to win one of the three handsome prizes which The Chief is offering.

On Saturday, January 11th, 1913, just one week from this coming Saturday, the votes that are cast will be counted, and a special prize of \$10.00 will be given to the young lady or gentleman having the greatest number of votes to their credit at this time.

When this prize is awarded The Chief will announce the name of the winner, together with the names of the other Contestants.

This special prize of \$10.00 is well worth trying for and it in no way prevents the winner from securing one of the three big prizes.

Again this week we publish a nomination blank and ask that you think over your list of friends and fill out this blank and return it to this office. Do not forget that each Contestant so nominated will be credited with 10,000 votes as a starter.

Perhaps the Contestant that you would nominate would prove to be the fortunate one in winning the special prize of \$10.00 when the votes are first counted on Saturday, January 11th, 1913.

Then, again, perhaps the Contestant you would nominate would be numbered among the winners of one of the three big prizes at the close of this Contest. Fill out the blank today.

NOMINATION BLANK

Date 191...

EDITOR CHIEF:—

Please Consider

As a candidate in your Automobile Contest, I give you the name of this person with the hope and belief that they may be successful in winning one of your fine prizes.

Signed _____

COMING An Opportunity to Use These Free Votes

25 Votes

Even if you are not interested in any of the Contestants at present, you surely will be before the prizes are given away. You will be sorry some day if you do not clip out these free coupons and save them.

Voted for _____

Subscriber _____

Not Good Without Subscriber's Name.

Rules and Regulations

- OBJECT.** The object of this automobile Contest is to thoroughly build up the patronage of our newspaper.
- METHOD.** Our way of accomplishing this purpose will be to interest every man, woman and child in the territory tributary to our town in the success of some relative or friend.
- PRIZES.** A list of excellent first class prizes consisting of an automobile, diamond ring and a watch.
- CANDIDATES.** A subscriber of this paper may nominate any young lady or gentleman he may wish to become a candidate in this great advertising contest, or, more directly, any young lady or gentleman wishing to become a candidate may do so by making application either in person or by letter to the publisher.
- VOTES.** As an accurate indication of the amount of business influenced by each contestant, votes will be issued in coupons upon the following basis:
 - For every \$1.50 collected upon new subscriptions, 1,000 votes.
 - For every dollar and a half collected upon back or renewals, 700 votes.
 - For every dollar collected upon new advertising or job work, 300 votes.
 - For every \$7.50 collected upon five year subscriptions, 8,000 votes.
 Other ways of obtaining votes will be announced in the ad page later on.
- RESTRICTIONS.** 1st—To encourage greater interest and activity, special prizes shall be assigned from time to time during this contest, but not more than one such prize shall be given to any contestant. 2nd—All subscription coupons must have the name of the subscriber written across the end or side. 3rd—Votes once placed in the ballot box can never be credited to any other contestant than the one for whom they were originally signed. 4th—No member of this office shall be partial to any contestant.
- INSTRUCTIONS.** Each contestant should keep a careful list of the votes they turn in each week and see that the publisher's count verifies it. After the first count all coupons should be placed in unsealed envelopes with the names of contestant and a list of the coupons contained written plainly on the outside. The votes will be counted on Saturday, January 11th, and the result published in the following issue. Three of our best business men will be appointed to make the final count and distribution of prizes. The contest will run until April 15th, and the date of closing will be announced 4 weeks in advance.

After the weekly count is made on the second Saturday before the last issue of the paper, the judges shall look or seal the ballot box and take it to the bank announced, where it shall remain unopened again, until the final count is made. During this time all voting must be done in the bank and if secrecy is desired, checks or cash, with full instructions, may be put into sealed envelopes and dropped into the box. Precisely at 3 o'clock on the day to be announced the ballot box shall be sealed and delivered to the judges.

Red Cloud Chief - Red Cloud, Nebraska