

"Everybody-Wins"

Thousands of Dollars in Rich Prizes By THE ALLIANCE HERALD

CAMPAIGN OPENS SATURDAY MORNING, MARCH 6, 1920
CLOSES SATURDAY NIGHT, APRIL 24, 1920

In Seven Weeks' Gigantic Subscription and voting Campaign just Starting. Competition Open to all residing in Alliance, Box Butte County and Surrounding Territory and you positively cannot lose. Every participant will be treated fairly and carefully—Every Word of it Then clip the coupon.

Rules and Regulations

- Contest officially opens Saturday morning, March 6, and will extend over a period of seven weeks only—closing at 9 o'clock Saturday night, April 24, 1920.
- Any reputable man, woman or child residing in Alliance, Box Butte county and surrounding territory within a radius of one hundred miles, is eligible to enter this campaign and compete for a prize. The Herald reserves the right to reject any nomination.
- The winners of the prizes will be decided by their accredited votes, said votes being represented by ballots issued on subscriptions, job cards and by coupons clipped from the papers.
- Candidates are not confined to their own particular town or community in which to secure votes and subscriptions, but may take orders anywhere in this section or for that matter, anywhere in the state or United States.
- Cash must accompany all orders where votes are desired. There will be no exceptions to this rule. Candidates will be allowed to collect back subscriptions and renewals as well as entirely new subscriptions, and votes will be issued on both alike.
- Votes are free. Ask for them when paying your subscription, otherwise you waive this privilege. Votes will not be issued on receipts covering payments made prior to the beginning of this campaign.
- Votes cannot be purchased. Every cent accepted through the campaign department must represent a subscription or job card. No subscription will be accepted for less than one year, nor for more than five years in advance from any one candidate.
- Votes are not transferable. Candidates cannot withdraw in favor of another candidate. Should a candidate withdraw from the race his or her votes will be cancelled. Neither will it be permissible for a candidate to give, or transfer, subscriptions to another candidate. Votes on such transferred subscriptions will be subject to disqualification at the discretion of the campaign manager.
- Any collusion on the part of candidates to the detriment of other candidates, or The Alliance Herald, will not be tolerated. Any candidate or candidates entering into or taking part in such a combination will forfeit all right to a prize or a commission.
- All ballots issued for subscriptions or job cards may be held in reserve, or voted at the discretion of the candidate or subscriber, up to and including the last day of the contest; except that, at the discretion of the contest manager, no contestant may poll more votes in any one twenty-four hours, than 20,000 votes above the leader in the previous published standing. The printed coupons appearing in each issue of The Herald must be voted before the expiration of the date appearing thereon.
- In the event of a tie for any one of these prizes, a prize identical in value will be awarded each tying contestant.
- No statement or promise made by any solicitor, agent or candidate varying from the rules and statements published in The Herald will be recognized by the publishers.
- In case of typographical, or other error, it is understood that neither the publishers nor the campaign manager shall be held responsible except to make the necessary correction upon discovery of the mistake.
- Every candidate in this contest is an authorized agent of The Herald and as such may collect arrearages and advance subscription payments from present subscribers as well as from new subscribers.
- It is distinctly understood and agreed that candidates will be responsible for all money collected, and that they will remit amounts in full each day to the Campaign Department of The Herald at Alliance, Neb.
- There will be several big prizes awarded, besides 20 per cent cash commission to ACTIVE non-prize winners, but it is to be distinctly understood that in the event ANY candidate becomes INACTIVE, failing to make a cash report each week, he or she will be disqualified and thereby forfeit all rights to a prize or a commission.
- To insure absolute fairness in the awarding of prizes, the race will be brought to a close under the "sealed ballot box" system, and will be under the personal supervision of two or more judges selected from the Advisory Board. During the entire last week of the contest the box, sealed and locked and key in the hands of the judges, will repose in the vaults of a local bank where candidates and their friends will deposit their final collections. And, not until the contest has been declared closed will the seals be broken, the box unlocked, and the judges, in the presence of candidates and all other interested parties, begin the final count and make the awards. No one—not even the contest manager, can possibly know the voting strength of the respective candidates, which precludes all possibility of favoritism and insures fairness to the minutest degree.
- The Alliance Herald reserves the right to alter the rules and schedules of this contest during the competition, if necessary, for the protection of the interests of both the candidates and this newspaper.
- The Alliance Herald guarantees fair and impartial treatment of all competitors, but should any question arise the decision of the newspaper management shall be considered absolute and final.
- In accepting nominations or participating in this contest candidates agree to abide by the above conditions.

SCHEDULE OF VOTES AND SUBSCRIPTION RATES OF THE ALLIANCE HERALD

The price of the Twice-a-Week Herald up to and including April 3 is \$2.50 per year. After April 3 the price will be \$3.00 per year.

FIRST PERIOD		SECOND PERIOD		THIRD PERIOD	
Embracing the first four weeks (terminating April 3), the following number of votes will be issued for subscriptions:		Embracing the fifth and sixth weeks (terminating April 17), the following number of votes will be issued for subscriptions:		Embracing the seventh and last week (terminating April 24), the following number of votes will be issued for subscriptions:	
1 year	\$ 2.50..... 1,500	1 year	\$ 3.00..... 1,000	1 year	\$ 3.00..... 800
2 years	5.00..... 8,000	2 years	6.00..... 6,000	2 years	6.00..... 4,000
3 years	7.50..... 12,500	3 years	9.00..... 10,000	3 years	9.00..... 7,500
4 years	10.00..... 17,000	4 years	12.00..... 15,000	4 years	12.00..... 10,000
5 years	12.50..... 25,000	5 years	15.00..... 20,000	5 years	15.00..... 15,000

The above schedule of votes for subscription, which is on a declining scale basis, positively will not be changed during the competition. However, a special ballot, good for 50,000 votes, will be issued for every "club" of \$20 turned in. This arrangement will be in effect throughout the entire campaign and is to be considered a part of the regular schedule. There will be no extra vote offers during this campaign. Remember this and lay your plans accordingly. No subscription will be accepted for less than one year, nor more than five years in advance from any one contestant. Schedule of votes for Classified Ad and Job Cards will be published later.

Advisory Board

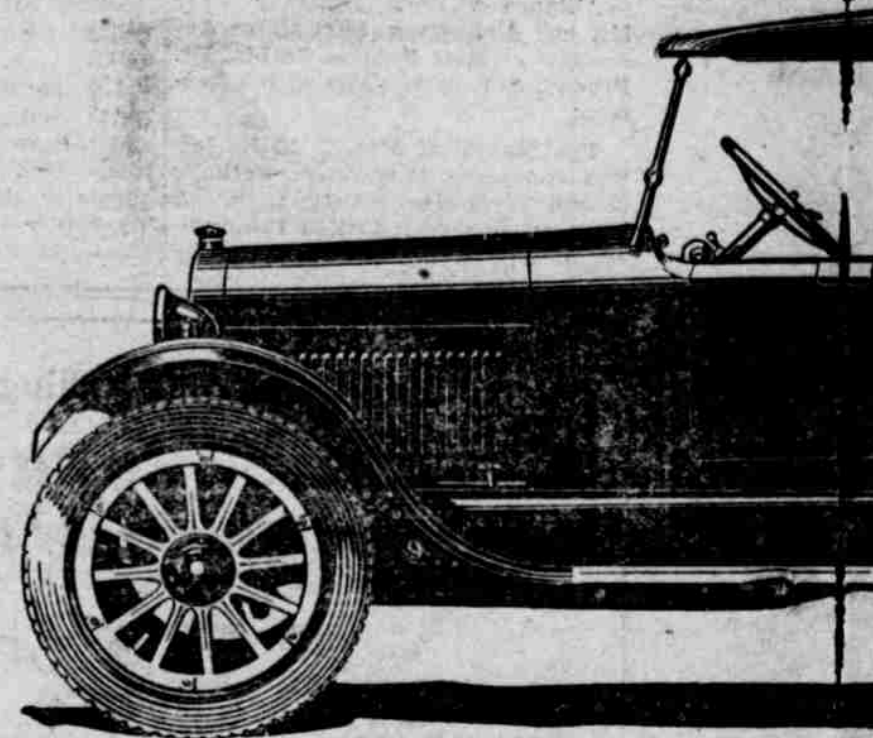
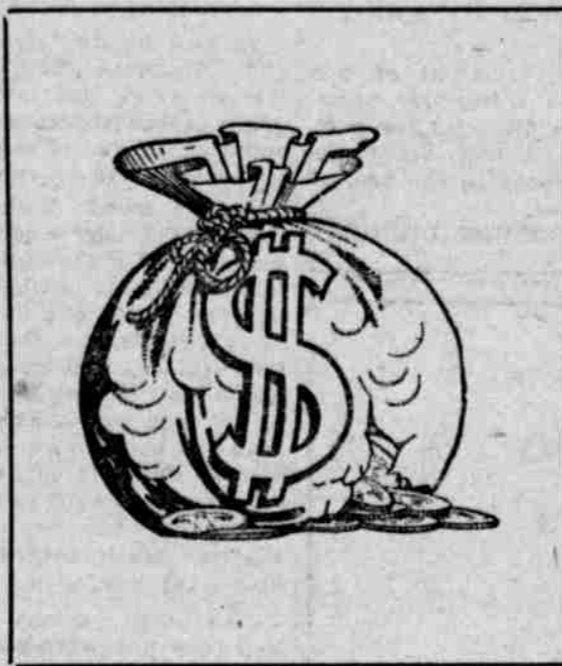
It is the sincere aim of this newspaper to conduct this contest, from start to finish, in a fair, honorable and impartial manner. Every precaution has been taken to safeguard the interests of participants and absolute honesty in all dealing is guaranteed.

However, not all wisdom lies with any one man or institution, and for that reason an Advisory Board has been decided upon, whose function shall be to decide any question of sufficient moment that might happen to arise during the competition and from which a committee shall be selected to act as judges and count the votes the last night of the contest. The personnel of this board is as follows:

MAYOR A. D. RODGERS, GLEN MILLER, President Chamber of Commerce; LEE BASYE, County Attorney; W. R. HARPER, of W. R. Harper's Department Store; CHARLES BRITTON, Cashier First State Bank.

All of these gentlemen are well known to everyone in Alliance and surrounding territory, and the final results, as given out by them, will be beyond dispute.

\$1985-GRAND CASH PRIZE



Brand New 1920 Model Reo Six T
PURCHASED FROM THE A. H. JONES COMPANY, ON EX

SECOND PRIZE FREE TRIP TO CALIFORNIA

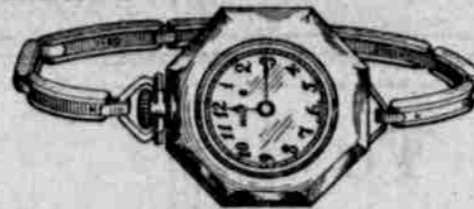
Includes first-class transportation, by direct route, and Standard Pullman accommodations to and from choice of San Diego, Los Angeles or San Francisco.

THIRD PRIZE \$50 IN GOLD

Everyone can use cash. There is nothing equal to gold coin and here you get it free.

FOURTH PRIZE \$35 GOLD WATCH

Choice of gentleman's 17-jewel, 20-year case, or lady's dependable 20-year case wristwatch. Famous Hallmark quality. Purchased from Holsten's.



FIFTH PRIZE \$25 GOLD WATCH

Choice of gentleman's Elgin open face watch, or lady's wristwatch. Fully guaranteed. Purchased from L. Moxon.



\$300 in Gold Coin

A special fund of \$300.00 in Gold has been set aside to be distributed among active non-prize winners on a 20 per cent basis. Any candidate who remains active throughout the entire campaign and makes a cash report each week but fails to win one of the regular prizes offered will participate in this commission feature. THINK OF IT! One dollar out of every five you collect goes into your pocket if you fail to win a prize. This arrangement assures compensation to every competitor and means that THERE WILL BE NO LOSERS IN THIS RACE. Could anything be FAIRER or MORE LIBERAL than this?

Receipt Books Are Ready

The Herald has printed a large number of receipt books for the use of candidates and their friends in taking subscriptions. These receipt books will be mailed out as fast as nominations are received and will be delivered to those who call for them.

Candidates are requested to turn in subscriptions each day as they are secured in order to insure prompt delivery of the papers.

First Subscription Order

TO HELP YOU GET AN EARLY START

Return this coupon with any subscription payment, either old or new, for one year or more to The Alliance Herald, and you will receive, in addition to the regular number of votes as shown in the schedule of votes—

10,000 FREE VOTES

Name of Subscriber.....

Address

Candidate's Name

This coupon accompanied by the nomination blank and a subscription starts a candidate in the race with 10,000 votes or more.

ONLY ONE OF THESE COUPONS ACCEPTED FOR EACH CANDIDATE

For Complete Information Call Telephone
The Alliance Herald 121 Box Butte