

Prize Campaign

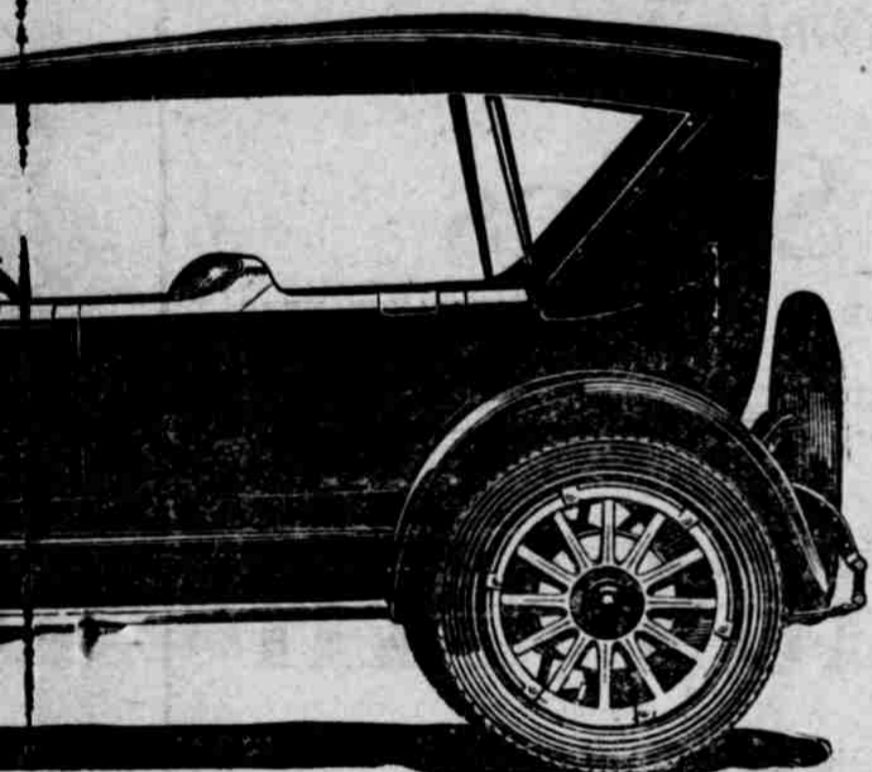
Will Be Awarded Absolutely Free

HERALD, Alliance, Nebraska

**COSTS YOU NOTHING TO ENTER. EVERYBODY WINS.
ENTER YOUR NAME IN THE RACE TODAY.**

Open to Men and Women ---married or single---and Boys and Girls of more ambitious sort territory. It costs nothing to try for the valuable prizes offered, be rewarded for his or her effort. Read this announcement coupons and send them in for yourself or friend

CAPITAL PRIZE-\$1985



Touring Car Valued at \$1,985.00

ON EXHIBITION AT THE SHOW ROOMS, MASONIC TEMPLE.

5000 VOTES

Nomination Coupon

—IN—

THE HERALD'S BIG AUTOMOBILE AND PRIZE CAMPAIGN

Please enter—

Miss (Mr. or Mrs.)

Address

as a candidate in The Alliance Herald's Automobile and Prize Campaign with 5,000 free votes as a starter. Send full information and complete working outfit.

Note—Only one nomination blank accepted for each candidate nominated.

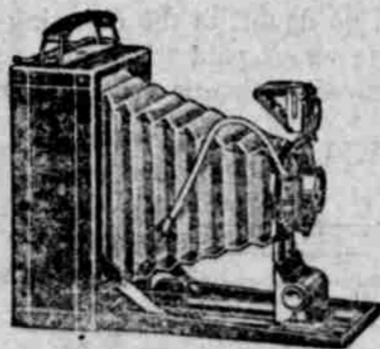
SIXTH PRIZE

EASTMAN KODAK

3 1/4 x 5 1/2. Everyone knows the Eastman quality. Purchased from and on exhibition at Holsten's.

SEVENTH PRIZE

ANSCO CAMERA 3-A



ANSCO CAMERA 3-A

A high-grade Camera, fully guaranteed. One of the best on the market. Purchased from and on exhibition at Thiele's.

EIGHTH PRIZE

SOLID GOLD PENDANT

Beautiful chain with pendant set with aqua marine stone. Purchased from and on exhibition at Holsten's.

50 -- Free Votes -- 50 Coupon

THE ALLIANCE HERALD AUTOMOBILE AND PRIZE CAMPAIGN

Must Be Voted or Mailed on or Before March 11, 1920.

Name

Address

Any number of these coupons will count 50 votes each when properly filled out and sent to the Campaign Department of The Alliance Herald on or before the above expiration date. Coupons must be trimmed and put in a package or envelope with number of votes written on top.

The Contest Plan in Brief

The object of this prize distribution is two-fold: primarily, to increase the ever-growing subscription list of The Alliance Herald; to collect advance subscription payments from present or old subscribers, and at the same time to afford our friends and readers an unparalleled opportunity to profit, and in a big way, through their spare time during the next few weeks. So, it is a plan that works both ways and to the ultimate good of all concerned.

In order to gain this end quickly and advantageously, the most attractive and valuable list of prizes ever offered by any twice-a-week newspaper in this section has been made ready for distribution among those who participate most heartily. Ambition and energy are the only requisites for success.

The plan adopted for the awarding of these prizes is the fairest and most impartial conceivable. There will be no "double votes" or "triple votes" offers, extra prizes or other inducements made during the competition. Neither will there be any long term subscriptions accepted. The plan of the campaign is straight-forward and simple, and is fully outlined in this announcement.

Let it be understood that this is not a "beauty" or "popularity" contest, but a strictly legitimate competitive proposition for wide-awake and hustling men and women, and one into which no element of chance enters. One feature of this race is the fact that there will be no losers.

encouraged or let any one try to discourage you. Some one will win the big car. Why not you? **8. GET COMPLETE INFORMATION**—Call, write or phone the campaign manager at The Herald office, Alliance, Neb., Phone 340.

Here's How to Win

It takes votes to win and votes are secured as follows: First, by clipping the coupons appearing in each issue of The Herald. Begin gathering them NOW, while they are worth 50 votes each. After next week these coupons will be reduced to 20 votes; the following week to only 10 votes and after that they will be discontinued entirely. The only restriction placed on voting these coupons is that they must be deposited at the campaign department on or before the expiration of the date appearing thereon. Get all you can, and get your friends to saving them for you, too—they're FREE.

Another and faster way to get votes is by securing new and renewal subscriptions to The Alliance Herald and for want ad and job work cards. For each subscription turned in a certain number of votes is issued, the number varying according to the amount collected and during which "period" same is received at the campaign department. (See Schedule of Votes opposite.) So, you see, the more subscriptions you secure the more votes you get and the better your chances are to capture the grand capital prize.

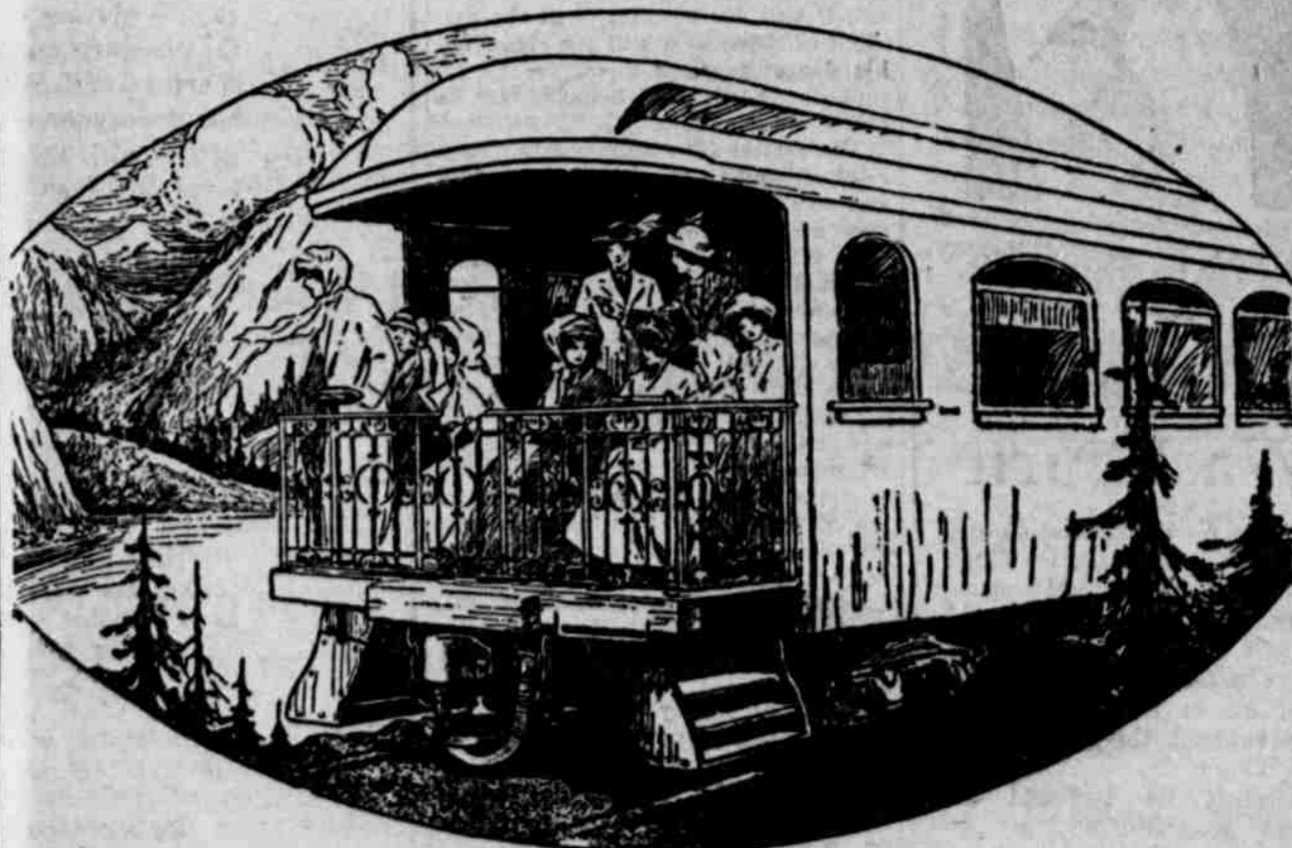
How to Enter What to do

1. SEND IN THE NOMINATION BLANK—It counts for 5,000 votes.
2. CLIP THE 50 FREE VOTE COUPON—Collect all these you can and get your friends to save them for you. Each coupon counts for 50 votes.
3. USE THE RECEIPT BOOK—As soon as we receive your nomination we will send you a receipt book so that you may take subscriptions. Every paid in advance subscription counts for votes according to schedule below.
4. CLIP "FIRST SUBSCRIPTION COUPON"—This coupon accompanied with any subscription payment for one year or more to The Herald counts for 10,000 EXTRA votes—in addition to the usual number. You do not have to be a subscriber to The Herald to compete.
5. SEE YOUR FRIENDS—Get your friends and acquaintances to subscribe. Also organize them so they will assist you to get subscriptions from their friends.
6. USE THE TELEPHONE—Call up every one you know. Tell them you are in the campaign and ask for their support.
7. ONCE IN, STAY IN—Don't get d's

Early Start Means Easy Finish

The advantages of an early start in this competition are manifest. Not only do you have, by starting at the very beginning, the FULL SEVEN WEEKS in which to secure the winning votes, but now, and for the next four weeks, you will receive the MAXIMUM schedule of votes on subscriptions. Then, too, the first in the field will undoubtedly secure the "cream" of the votes and subscriptions, while those who wait until a later date will have to take what is left.

Don't lose valuable time waiting to see "what the other fellow is going to do." But pitch right in and show the "other fellow" how to do it.



A FREE ROUND TRIP TO CALIFORNIA

NO LOSERS IN THIS CAMPAIGN

The Herald does not ask contestants to canvas for subscriptions and then take the chance of getting a reward for their efforts. The Herald agrees to pay all contestants who participate in this campaign a cash commission of 20% (\$1 out of every \$5 collected) for all subscription money turned in, provided they turn in one or more subscriptions each week after they start to work, and in the event such candidates do not win one of the eight prizes. Candidates who enter this campaign are not flirting with a game of chance, for all active participants will be fittingly rewarded.

Telephone or Write Campaign Department
Phone 340 Alliance, Nebraska