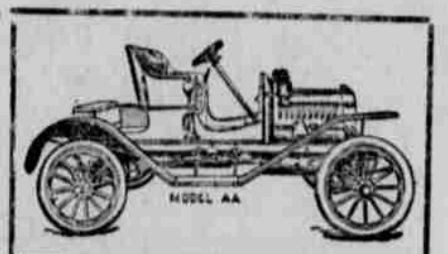


GREAT



SUBSCRIPTION CONTEST

A Maxwell Automobile Valued at \$750 to be Given Away

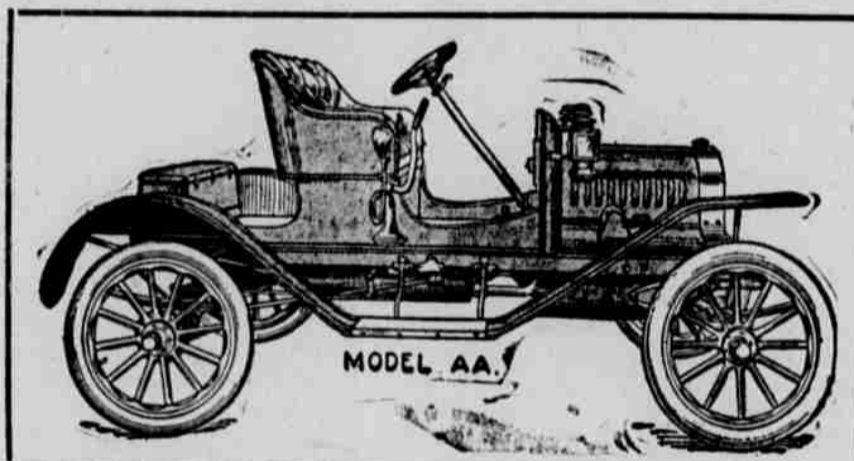
To some man, woman, boy or girl in Cass county. All you have to do to secure this magnificent prize is to get out and hustle and keep everlastingly at it. Unless you work you cannot expect to win. Get out early and start right. Send in your name at once as a contestant and we will furnish you with everything necessary. Remember this is no cheap car but the very best made. Ask any person what a "Maxwell" car is. In connection with the capital prize, other prizes will be given which will be announced later.

The Automobile is Complete With Magneto, Lamps and Chains.

Hustle For Old Ones

5000 WE WANT

Hustle For Old Ones



Hustle For New Ones

5000 WE'LL GET

Hustle For New Ones

Any Contestant can solicit anywhere he or she desires. You are not confined to the township or supervisor district in which you live in getting votes. Hundreds will pay their subscription soon. Let your friends know you are in the Contest.

Read About the Great Contest

There will be no delay. You will get just what we promise you. It makes no difference whether this contest is a financial success to the News-Herald or not. This prize offered will positively be given just as it is offered, and will be ready for you the very minute the contest is decided.

TO PROSPECTIVE CONTESTANTS.

If you think of entering this contest send us your name at once. Write us a letter and tell us you are in it and are going to hustle. Do not delay for an instant. You ought to send in a subscription or two so that the name will appear in the first voting table that we publish. This will be a guarantee that you are going to be actively, earnestly engaged in this contest. Your friends will flock to your support if they know you are in the race. Now then, GET BUSY. See your neighbors who take the paper and get them to pay their subscription at once and cast the votes for you. Those of your friends who do not take the paper, get them to subscribe at once and give you the benefit of the votes. Remember that every PAID NEW SUBSCRIBER brings you 1700 votes.

A WORD ABOUT THE NEWS-HERALD.

You can tell your friends, when you are soliciting for votes, that the News-Herald is not only the best paper in the county, but it is one of the strongest country semi-weeklies in the state of Nebraska. You can tell them that it publishes more items of county news than any other county seat paper in the state. Never in the history of the county has there been so much interest taken in matters pertaining to the county seat. People are anxious to know the latest in what is doing. You can tell them that every item of business transacted by the county board of commissioners is printed, every case tried in the district court is digested; every happening of interest in the various county offices is noted; every case of importance in the county court, every marriage license granted, every piece of real estate transferred, every road case, all are printed in the NEWS-HERALD. It gives the actual political news of the county. Its adherence to this rule for many years has made it popular with the general public. It has many reporters outside of Plattsmouth, gleaned news from every part of the county and more are to be added, for it is our intention to give our readers the news of every nook and corner of Cass county.

VOTES FOR NEW SUBSCRIPTIONS

As an inducement to the contestants to secure as many new names for our mailing list as possible, we have decided to allow 200 extra votes to the contestant for each and every new paid in advance one-year subscription or 1700 votes.

We have placed our mark at 5000 subscribers—to get them will cost the News-Herald money, but our returns will come with the natural increased advertising patronage. **WE ARE GOING TO SUCCEED REGARDLESS OF COST** and are determined to make the News-Herald the greatest semi-weekly in the state. With our own endeavors and your assistance we are bound to get there.

No subscription will be taken for a period longer than five years.

A SQUARE DEAL.

No employee of the NEWS-HERALD office will be allowed to enter this contest or to solicit votes. The management is going to make this a contest in which the contestants will not be hampered in any way. The work of themselves and their friends will determine it and it will be a square, honorable deal from start to finish. The ballots will be canvassed each week and the standing of the candidates published. No other information regarding their standing will be given out. Each voting card will be signed by A. E. QUINN, when given out and there will be no chance for unfair ballots. Cards once voted cannot be transferred. No contestant holding cards not voted, will be allowed to sell or transfer his or her voting cards to another. This is going to be a square deal all around. The judges will be Henry A. Schneider, Postmaster; Judge Beeson and Byron Clark. They are among the best known men in Cass county, and their names are a guarantee of a square deal and a fair count.

TO DELINQUENT SUBSCRIBERS.

You have a friend whom you would like to start in this contest. Do it now. Don't wait till someone else gets a start. Send in a year's subscription and get in the race from the first jump. Remember it costs nothing extra, you pay your subscription, that's all.

BASIS OF VOTING.

This is the part of the contest that you want to pay particular attention to. The subscription price to the NEWS-HERALD is the same price that it has been (\$1.50 per year—twice a week. We will give votes on subscription payment as follows:

For each cent paid the NEWS-HERALD on back subscriptions Five (5) votes will be given, or 750 votes for each \$1.50.

For each cent paid in advance on renewals Ten (10) votes will be given, or 1500 votes for each \$1.50.

(READ CAREFULLY THE PARAGRAPH RELATING TO NEW SUBSCRIBERS.)

It is not allowable for a present subscriber to cancel his subscription and have the NEWS-HERALD sent to another member of his family for the purpose of calling it a new subscription.

VOTING CARDS.

When you pay us money on subscriptions we will give you a voting card, calling for the proper number of votes. You may write the name of the party you wish to vote for on this card and deposit ballot at once, or you may hold it and vote it any time you desire before the contest closes. If the subscription payment is in the form of a remittance by mail, the party who pays may state whom he desires to vote for and we will deposit the ballot for him. If he desires the voting card sent to him, all he has to do is to say so and we will forward it and he can vote it at any time he wishes. When you send in a subscription payment by mail, please state definitely just what you want to do with the votes to which you are entitled. We are too busy to go into long correspondence in regard to the matter.

CONDITIONS.

The conditions in this contract are so simple that we hardly need to make a paragraph of them. You do not need to read over and memorize a long list of rules for fear of making a mistake, or forgetting something. Any person who desires to do so can enter the contest. It makes no difference whether young or old, handsome or homely, male or female. There will be no religious or political condition. There is no fee of any kind to be paid. The only restriction we make regarding these prizes is that every contestant who wins a prize must secure at least EIGHT NEW YEARLY subscribers. This is so small a condition that it is hardly worth telling about. During the contest we will publish, from week to week, the standing of the various contestants.

This will not be a long drawn out contest. It will take a few weeks to get the voting under good headway, and after that a couple of months ought to be long enough to enable the contestants to make a pretty good canvass of the various localities. It is our desire to make this a short, active contest.

In due time the closing date will be announced and then there will be no postponements and no delays.

It takes nerve to offer such prizes as we will give in this Contest, but we have the nerve and the prizes are waiting for the winners.

GET BUSY.

GET BUSY.

GET BUSY.

The News-Herald.

News-Herald Publishing Co.

Plattsmouth, Nebraska.