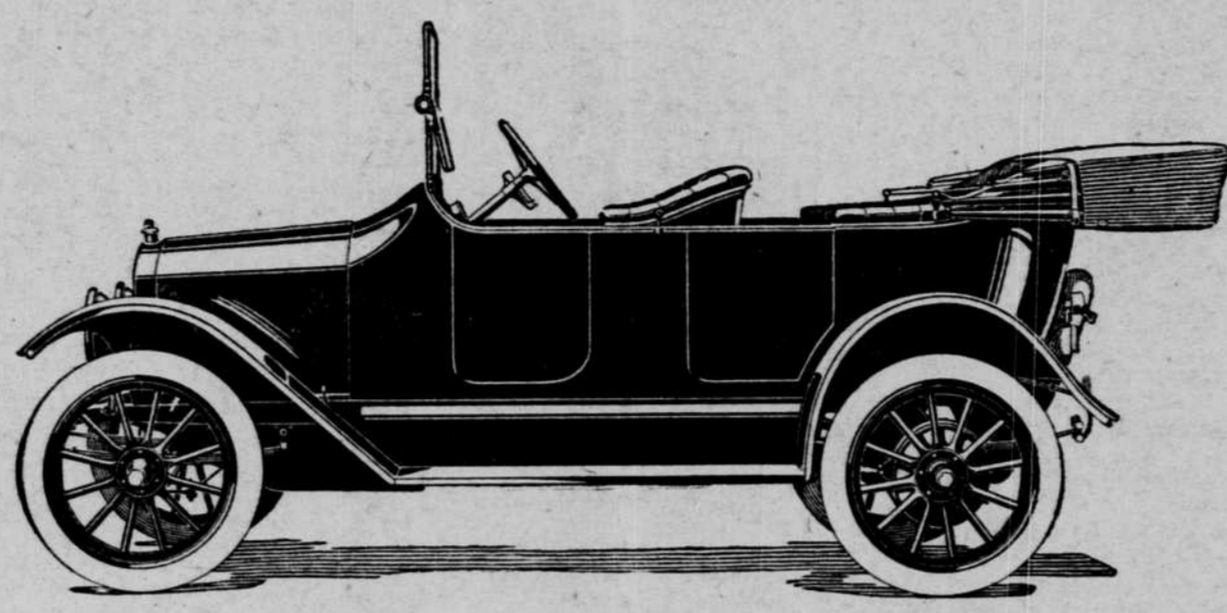


THIS IS THE AUTO YOU WANT!

The Car That the Country is Wild About
The Car We Will Be Glad to Give You

<p>Our First Prize! 1915 Five Passenger Maxwell Touring Car Electric Lights—Self Starter Purchased of John Blaska</p>		<p>Our First Prize! 1915 Five Passenger Maxwell Touring Car Electric Lights—Self Starter Purchased of John Blaska</p>
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You Are Eligible

Any person, man or woman, is eligible to enter our automobile contest, no matter where they may reside. People living any place may enter.

HOW TO START

Simply fill in the nomination blank which appears in this ad and mail to Contest Manager of The Northwestern, Loup City, Neb. You are then started with 5,000 votes, and sent the necessary supplies. All questions will be cheerfully answered and all possible help will be given interested parties.

How the Prizes Will be Given

The wonderful fully equipped 1915 Maxwell will be given to the contestant who has the most votes at the conclusion of the campaign. The contestant who has second highest number of votes will be given the \$100 diamond, etc. See the full list of prizes as they appear below. The contest will last only a few weeks—7 or 8 weeks.

HOW TO SECURE VOTES

As soon as you receive supplies after sending in your name, you will then commence to secure subscriptions to The Northwestern (cash of course), and the price of the paper remains the same. The full vote schedule, showing how much each subscription gets you, appears in the receipt book we will send you. We give twice as many votes on new subscriptions as on old. Old subscriptions are those taken from people not now taking paper. **IF YOU DON'T UNDERSTAND—ASK.** You can secure new subscriptions from any place and may employ any means you see fit in order to get subscriptions. You can write letters, make personal calls and telephone. Plan a systematic campaign and you will be sure to meet with success. It is suggested that you call on a few acquaintances right now and see what a nice start you can make. Besides getting subscriptions, you will, of course, collect the free coupons, which will appear in The Northwestern for a short time. Each coupon counts for its face value—those now being printed are good for 25 free votes. You can nominate yourself or a friend, if you wish—in fact, you can nominate more than one person if you wish. Remember that should there be any contestants who fail to win a prize, they will be given a cash commission of ten per cent of the amount they turn in if they make a cash report each week of the contest.

If You Don't Understand—Ask

FIRST SPECIAL PRIZES

To the Contestant who turns in the most money on subscriptions up to and including Wednesday, October 21, we will give a \$5.00 set of silver knives and forks or any article of that value from a jewelry store stock. This is just a little starting special prize—you get the votes as usual—so see what you can do on the first specials—a few dollars may win them.

WHAT THE PRIZES ARE

- FIRST PRIZE 1915 MAXWELL
Fully Equipped; five passenger; Purchased of John Blaska.
- SECOND PRIZE \$100 DIAMOND
Will be on Display soon.
- THIRD PRIZE BUSINESS COLLEGE SCHOLARSHIP OR A PHONOGRAPH
- 4th and 5th PRIZES HIGH-GRADE GOLD WATCHES
Ladies' or Gent's; on display soon.
- Special Prize Set of Silver Knives and Forks or any article of that value.
- COMMISSION of ten per cent to non-winners who make a cash report each week of the contest. If you don't understand—ask.

The New Rules:

The Northwestern or Contest Management is not responsible for typographical errors. No statements are authoritative unless made through The Northwestern, no matter by whom made. Subscriptions are on cash basis. Contest management rests solely in representative of Burgess, Johnson & Co. Contest manager reserves the right to reject the nomination of any objectionable parties. In any and all questions arising concerning the contest, the Contest Manager shall issue authoritative decision, and he shall be the final arbiter of all disputes. Contestants may reside any place and participate in the contest. Subordinate rules governing certain periods of the contest may be published at a later date.

Send These In Before You Lose Them

<p>Nomination Blank GOOD FOR 5,000 VOTES I hereby nominate as a candidate in The Northwestern's Great Automobile Contest:</p> <p>M</p> <p>Address</p> <p>Signed</p> <p><small>Only one of these blanks credited to each party nominated. Parties making nomination will not be obligated in any way.</small></p>	<p>Not Good After Oct. 30 25 FREE VOTES 25</p> <p>For M</p> <p>Address</p> <p><small>This coupon counts face value for party above if delivered or mailed to Contest Department of The Northwestern, Loup City, Nebr., before date printed above.</small></p>
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**ADDRESS ALL COMMUNICATIONS TO
CONTEST DEPARTMENT of THE NORTHWESTERN
LOUP CITY, NEBRASKA**

PHONE RED 138

BURGESS, JOHNSON & CO., of Brookfield, Mo., Contest Managers

PHONE RED 138