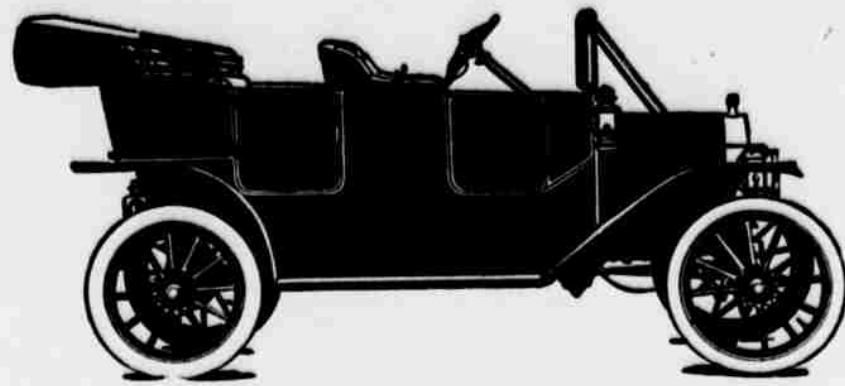


CHIEF'S BIG AUTO CONTEST



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, Manager.



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.

Red Cloud Girl Wins Prize

Miss Elnora Gilham of Red Cloud Wins The Chief's Special Prize of \$10.00

The following is the standing of the different Contestants at the time of the first count, last Saturday, January 11, 1913, at 4 o'clock:

Elnora Gilham.....	38,100
Miss Gertrude Coon..	18,750
Miss Rose McGwire..	14,500
Mrs. Clara Copley....	11,725
Miss Maude Hayes...	11,700
Gertie Cartwright....	11,000
Mrs. Ida Worden.....	10,000
Mrs. L. H. Matkins....	10,000

In looking over the above list of Contestants and their standing it is not hard to see that not one of them is so far ahead as yet to make it impossible for any new Contestant, who would get out and work hard, to overtake them.

For this reason we again publish the nomination blank, and if you have a friend in mind, or even if you, yourself, was thinking of entering the contest, it is not hard to see that you have as good a chance, if you get out and work hard, as any of the above Contestants.

While we know that several of the Contestants have a good many votes which they have not turned in, saying that they intended holding back their votes until they seen the standing of some of the other Contestants, yet we do not feel that any one of them is so far in the lead that they can afford to let a single day go past that does not find them out working.

The Chief will publish the list of Contestants and their standing from week to week. We would suggest, however, that the Contestants do not hold back their votes too long as it deprives the new subscriber of his paper.

Watch this column.

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

1. **OBJECT.** The object of this automobile Contest is to thoroughly build up the patronage of our newspaper.
2. **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.
3. **PRIZES.** A list of excellent first class prizes consisting of an automobile, diamond ring and a watch.
4. **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.
5. **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.
6. **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. 2th—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.
7. **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 lock 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