

NOW! "LET'S GO"

The Second Lap in the \$5000 Prize Race Ends Wed. June 9
 Only 12 Days More of the Big Votes - - Success Or ---?

ONLY 12 DAYS MORE—LESS THAN TWO WEEKS—ARE LEFT TO SECURE SECOND PERIOD VOTES IN THE HERALD AND NEWS' GREAT \$5,000.00 CASH AND AUTOMOBILE DISTRIBUTION; LESS THAN 12 DAYS TO REDEEM ALL PROMISES AND IN WHICH TO GARNER ENOUGH VOTES AND SUBSCRIPTIONS TO "CINCH" THE PRIZE YOU MOST DESIRE. YOUR LAST CHANCE FOR BIG VOTES—NEVER AGAIN DURING THIS CAMPAIGN WILL IT BE POSSIBLE TO SECURE AS MANY VOTES ON SUBSCRIPTIONS AS BETWEEN NOW AND 9 O'CLOCK WEDNESDAY NIGHT, JUNE 9. TO HOLD BACK SUBSCRIPTIONS OR TO RELY ON "PROMISES" TO SUBSCRIBE AT A LATER DATE, SIMPLY MEANS THAT YOU WILL HAVE TO TAKE LESS VOTES ON SUCH SUBSCRIPTIONS. WE ARE PUTTING IT SQUARELY UP TO YOU. IF YOU ENTERTAIN ANY IDEA OF WINNING ONE OF THE BIG PRIZES, YOU CANNOT POSSIBLY AFFORD TO LET THIS "PERIOD" PASS WITHOUT HAVING DONE YOUR BEST. HARD WORK NOW WILL COUNT FOR MORE THAN ALL THE REGRETS IN THE WORLD AFTER THE RACE IS OVER. MAKE THIS WEEK COUNT BIG FOR YOU.

\$200.00 IN GOLD!



FREE

READ THE SPECIAL ANNOUNCEMENT BELOW!

SPECIAL ANNOUNCEMENT

To the Candidates in The Herald and News' \$5000 Election

A whole bag of shimmering, glistening gold—in all \$200—will be the reward to the candidate who during the few short days of the second period is able to turn in the largest amount of subscription payments. This special prize of \$200 IN GOLD will in no way conflict with any of the other prizes and the candidate winning the \$200 will receive it immediately.

Twelve full days in which to DOUBLE not only your present vote standing but to add materially to your income and at the same time practically "cinch" the biggest of the prizes—the \$1379 Hudson Coach.

This special \$200 Gold offer starts today and ends June 9th at 9:00 P. M.

WARNING!

This special offer is open to all candidates who have thus far entered The Herald and News' \$5,000 Automobile and Gift election, as well as to the prospective contestants who have been planning on entering. If you are not yet in, the time is here NOW to get started. This is positively the biggest and most liberal offer ever to be made during the remaining days of the campaign and if you want to share in the big distribution June 21st, come to campaign headquarters and get your working outfit.

After June 5th "Nominations" in The Herald and News' \$5,000 Auto and Gold distribution will be closed. No one will be permitted to enter after that date.

IMPORTANT WARNING!

CANDIDATES WHO PLAN ON TAKING ADVANTAGE OF THE "\$200 IN GOLD" ARE ADVISED THAT IN ORDER TO QUALIFY AND BE ELIGIBLE TO WIN THIS SPECIAL PRIZE THEY MUST MAKE PROMPT REPORTS AND TURN IN ALL SUBSCRIPTIONS AS SOON AS THEY ARE SECURED. THIS IS IMPORTANT AND WILL BE RIGIDLY ENFORCED. THE \$200 in gold will be given to the candidate, regardless of district, who turns in the largest amount of subscription payments between May 27th and June 9th, 9:00 P. M. The gold prize is extra and in no way conflicts with the awarding of the other prizes on June 21st. NOW IS THE TIME TO EXERT YOUR VERY BEST EFFORTS. Do your best now. The gold offer is prompted by the wonderful success of the campaign thus far. It is extra reward for those who realize the importance of this FINAL BIG VOTE PERIOD and who will take advantage of it accordingly. The winner of the gold prize will receive the prize immediately after the close of the second period, June 10th, and the winner will be announced by the official judges.

YESTERDAY IS GONE FOREVER! TOMORROW MAY NEVER COME! TODAY IS THE TIME. THOSE WHO REALIZE THE ADVANTAGE OF GETTING THE LONG TERM SUBSCRIPTIONS ARE THE PROBABLE CAR WINNERS. EACH FIVE-YEAR SUBSCRIPTION COUNTS YOU MORE THAN TWENTY-FIVE TIMES AS MANY VOTES AS A SINGLE ONE YEAR'S SUBSCRIPTION DURING THE FIRST PERIOD OF THE CAMPAIGN. SOON THE VOTES WILL TAKE ANOTHER DECREASE AND WINNING WILL BE MORE DIFFICULT.

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ONLY 25 MORE DAYS
 Until the Prizes Are Awarded!

IT IS WHAT YOU DO FROM NOW UNTIL JUNE 21st THAT WILL DECIDE THE WINNERS

How Many Friends Have You?

HERE'S HOW

12 Five-Year Subscriptions.....	1,500,000 votes
If new subscriptions (in extra votes)	1,200,000 votes
This would constitute five clubs	500,000 votes
Total Vote count for twelve subscriptions	3,200,000 votes
—OR—	
Six Ten-Year Subscriptions.....	1,800,000 votes
If new subscriptions (in extra votes)	1,200,000 votes
This would constitute five clubs	500,000 votes
Total Vote count for six subscriptions	3,500,000 votes

Surely, this big possibility offers any contestant an opportunity of a winning vote total—BUT REMEMBER—only a very short time remains in which subscriptions can be turned in and credit given on this big vote schedule. IT'S NOW OR NEVER. (Then, too, if it should be a new contestant, they would have the additional advantage of the opportunity coupons which are good for 100,000 extra votes with the equivalent of every three years.)

STANDING OF CONTESTANTS

Below is given the list of folks who are making things happen. With only four weeks remaining until the prizes are awarded, the different contestants are working with an enthusiasm that bespeaks wonderful results for the Herald and News. A glance at the vote standing will convince you that several contestants have made big gains since the last list was published. Watch this group closely and see how your favorite walks up the ladder to success before June 21. Several new groups have been heard from since last week, and the coming weeks will mark the turning point of many new contestants who have entered and are out to share in the Grand \$5,000.00 Cash and Automobile Distribution.

HERE THEY ARE WATCH THEM GO!

DISTRICT No. 1	
Albert Bartlett	840,000
Florence Weber	830,000
Joseph Stevens	820,500
Mrs. J. C. Hansen	810,000
D. W. Zachiesz	800,000
Nyla Tansey	800,000
Margaret Frazier	790,500
Leslie E. Stanley	775,000
Mrs. Josephine Aber Haworth	750,000
Annorr Wilson	600,000
Mrs. B. M. Anderson	517,000
DISTRICT No. 2	
Mrs. Lewis Doll	830,000
John H. Getz	800,000
Mrs. A. E. Aspittle	790,000
W. J. Balmer	780,000
F. J. Meyers	5,000

EXTENSIONS

Ask the campaign manager about this

Don't overlook "Extensions" or "Second Subscriptions." They mean more votes. The second year is worth more votes than the first year. One year gets you 4500 votes. The second year, no matter whether you produced it or someone else did, gets you 8,500 votes.

Then, too, remember that the extra vote of 30,000 per year also counts on the extension secured on NEW subscriptions up to and including Monday night, June 21st. Remember that during the second period only 20,000 extra votes are allowed for new subscriptions and that there is a material decrease in the number of regular votes on each renewal. The ultimate success of all depends on their efforts these last few days of the SECOND BIG VOTE PERIOD. It is WIN or LOSE in the next few days.