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Everybody Wins"

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A Desire to Win is all You Need

READ

- Learn All About It -

The purpose of the "Everybody Wins" Subscription Campaign is to increase the sphere of influence of this paper, so that news of local happenings will be broadcast far and near thereby giving valuable publicity to our town, which should result in increased prosperity to all. It will also increase the advertising value of your paper, bringing increased trade to local merchants thereby assuring that they can offer you better and ever better value.

Our objective will be accomplished by securing advance subscription payments from old and new subscribers, and securing payment from present subscribers who may be now in arrears.

The "Everybody Wins" Subscription Campaign invites men and women in all walks of life: boys and girls, whether employed, at school, or at leisure, to devote what time they can to the campaign with the assurance that every candidate must be successful and will be rewarded in a substantial way. There can be no losers in this campaign; everybody wins.

Please do not confuse this campaign with any other that may have come to your attention. Personal appearance, popularity, guessing or chance, have no place whatever in this campaign which will be decided entirely on results. Ability, energy, personal appeal, friendship and other factors, all may play their part, but all necessary qualifications are merely those that are possessed by everyone, so that everyone has an equal chance.

A deciding factor will undoubtedly be the DESIRE TO WIN. The person possessing this qualification in the highest degree will undoubtedly emerge the winner. It has been said that a person can get anything or do anything if he only wishes for it strongly enough, and the truth of this has been proved many, many times; so that the first thing to do on entering the campaign is to create that DESIRE TO WIN feeling. Once having created it, increase it to such an extent that your desire to win is stronger than a similar desire that others may have and if you do that, YOU WILL WIN,—nothing on earth can stop you.

After securing your first 5,000 votes by filling in the entry blank, your natural desire is to increase your number of votes as quickly as possible. This is accomplished by clipping the vote coupons which appear on every issue of your newspaper. You are not restricted in any way in the number of votes secured in this manner; your friends will gladly save them for you. Start at once, before some one else has secured them instead of you. Each of these vote coupons adds 100 votes to your total if secured from this week's issue of the newspaper; and next week these coupons will be worth only 50 votes; the week following they will be reduced to 10; and after that they will not appear again. These vote coupons must be turned in to the campaign office within one week from the date of issue of the newspaper.

After having secured all the votes you possibly can by clipping coupons, you will find that you will make much quicker progress by selling new subscriptions to your newspaper, or getting renewals, from people who are at present subscribers; these early subscriptions increase your total very rapidly, as you will see by reading the vote schedule printed herewith.

OR AWARDS

2nd Prize $200 in Cash

ons to All Other Candidates

Saturday, Sept. 9th

s your opportunity; understand it thoroughly and take immediate advantage of the is a campaign where everybody starts on an equal footing. Everybody wins; there

rs are already planning on how to win the Cash Awards. If you are not to give others will last for seven weeks, but an early start is the most important, because coupons y part of the Campaign have a much higher vote value than those secured later on; annot be secured by you at a later date.

y is with the tortoise, for he makes an immediate start and keeps on moving along, ESIRE TO WIN from start to finish, whereas, the hare allows several other desires

and keep at it. Then nothing can stop you from emerging victorious with your slogan:

e will equip you with all that is necessary to launch yourself as a full fledged rangers, too, and have them enter their names as subscribers to this newspaper. to, the more results you will secure. To put it in plainer language: the more ill receive, and a better chance you will have of emerging from the campaign st egg of cold cash—a better friend, we all know no one ever had.

as we have pointed out, on your DESIRE TO WIN.

Opportunity is for those who are privileged to enter— make the most of yours NOW.

How the Votes are Counted

FIRST PERIOD
Terminating August 19th

Term	Amount	Votes
1 year	$1.50	10,000
2 years	3.00	28,000
3 years	4.50	40,000
4 years	6.00	60,000
5 years	7.50	100,000

SECOND PERIOD
Terminating September 2nd

Term	Amount	Votes
1 year	$1.50	6,000
2 years	3.00	20,000
3 years	4.50	30,000
4 years	6.00	50,000
5 years	7.50	80,000

THIRD PERIOD
Terminating September 9th

Term	Amount	Votes
1 year	$1.50	4,000
2 years	3.00	16,000
3 years	4.50	24,000
4 years	6.00	36,000
5 years	7.50	60,000

DOUBLE VOTES WILL BE GIVEN ON NEW SUBSCRIPTIONS DURING 1st AND 2nd PERIODS.

The above schedule of votes which is on a declining scale positively will not be changed during the campaign. A special ballot, however, good for 50,000 EXTRA VOTES will be issued on each "club" of $20.00 worth of subscriptions turned in. This arrangement will be in effect throughout the campaign and be considered a part of the regular vote schedule.

WEEKLY BONUS AWARDS COUNT BIG

On Saturday nights a big MONEY BONUS BALLOT will be given each participant based on the work done by that candidiate for the week, according to the following schedule:

THE FIRST PERIOD

$ 30.00 reported for the week	150,000 votes
$ 50.00 reported for the week	300,000 votes
$ 80.00 reported for the week	600,000 votes
$100.00 reported for the week	1,000,000 votes

THE SECOND AND THIRD PERIOD

$ 30.00 reported for the week	100,000 votes
$ 50.00 reported for the week	200,000 votes
$ 80.00 reported for the week	300,000 votes
$100.00 reported for the week	600,000 votes
$150.00 reported for the week	1,000,000 votes

TURN IN SUBSCRIPTIONS DAILY

Do not hold back subscriptions to complete "clubs". An accurate record will be kept of each candidate's business and each day that a candidate reports THREE or more subscriptions a bonus of 5,000 "daily" report votes will be given. You gain by reporting each day in the week. IT IS THE VOTES THAT WIN!

Don't hesitate to ask questions if there is anything you don't understand.

SEE THE CAMPAIGN MANAGER AT ONCE

BOARD OF JUDGES

This Campaign will be conducted throughout its entire duration in an absolutely fair and equitable manner; no influence can enter into this competition but the influence of the candidate himself. Everything that can be done has been done to ensure that there can be no possible reason for anything but the most favorable comment on the manner in which the campaign is conducted.

A Board of Judges will be elected by the candidates themselves, from among men and women of known integrity residing in this district, and the names of these judges will be announced later. The Board of Judges will have complete supervision over the manner in which the awards are made.

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Campaign Conducted by--

GEORGE DURHAM