





# SIX POINTS to REMEMBER

## 100,000

extra votes are given away with every fifteen dollars worth of subscriptions, new or old.

As close as the race for the big motor cars stands, much importance is attached to the results secured while the big "Second Period" vote schedule is in effect.

### SECOND PAYMENTS

Second payments on subscriptions given earlier in the campaign will count for thousands of votes while the second period schedule is in effect.

Contestants and subscribers alike should keep in mind the fact that second payments on subscriptions will NOT count for extra votes later in the campaign. The next 5 days is the time to benefit by the "second payment" schedule.

### IMPORTANT DATES

The "Second Period" vote offer, the biggest of the remainder of the campaign, ends Saturday night, April 15th, at 10:00 p. m. The \$200.00 in Gold ends at 10 p. m. Thursday, April 13th. The entire campaign ends two weeks later.

### NEW SUBSCRIPTIONS

In the \$200 IN GOLD Campaign, a NEW subscription is a person who was NOT a News subscriber on April 5, 1922.

During the \$200 IN GOLD Campaign (the next 3 days), NEW Subscriptions to the Daily News for any length of time from six-months to six-years will each count one point towards the awarding of the special \$100.00 cash prizes, Thursday night, April 3. All subscriptions secured also count votes on the two Essex Automobiles.

This the coward who quits to Misfortune,  
This the knave who changes each day;  
This the fool who starts like a whirlwind,  
Then throws all his chances away.  
The time to succeed is when others,  
Discouraged, show trace of tire;  
The battle is fought on the home stretch,  
And WON 'twixt the flag and the wire.

The next 5 days subscriptions will count for almost double the number of votes that they will the final week of the campaign.

This is the LAST CHANCE candidates have to secure BIG votes. For this reason the winning votes for the automobiles as well as the gold can be and will be gotten during this period.

Six-year-Subscriptions count 590,000 votes; these next 5 days, 10 six-year subscriptions count 5,900,000 votes.

## Circulation Campaign to finish Second Period on Saturday Night, April 15

Honors So Far Evenly Divided; Candidates Prepare to Make Final Stand Before 10 o'clock Saturday Night of This Week; Don't Wait Until Next Period Because Votes Are Greatly Reduced After April 15th.

With honors thus far about evenly divided, candidates in the News' now famous automobile prize campaign are preparing with feverish haste and intensity to make their final stand for victory before 10 o'clock Saturday night of this week—the close of the second period schedule of votes.

Surging forward at the rate of several thousand votes at a clip, all of the leading candidates are dashing through the final day at top speed—straining every nerve in the final efforts for supremacy.

### ACTION GROWS FASTER.

More general and concerted action should take place during the next few days than at any other time since the contest began and with the race narrowing down to a limited few each of the favorites are more determined than ever to be declared winners of first honors.

Interest in the competition is running high and strong. And it has not been confined alone to this locality, but has reached out until there are hundreds, yes, thousands of eager friends who are awaiting the final outcome with intense interest.

A striking feature of the past few days is the personal pride that is becoming so noticeable. Several of the candidates who have voiced their determination to win at all hazards, one declared that to accept defeat would be a disgrace. Another said she owed it to her friends who have helped her so loyally up to now to put forth every effort and draw on every resource to the extent that when the final day of reckoning comes everything will have been done and nothing left undone to better her chances to win.

### FALSE STORIES.

It is no doubt natural, with such intense interest being shown in the great race that some candidates would attempt to discourage others by circulating rumors more ingenious than accurate. One hears of immense vote reserves stored "away" to dumfounded participants in the end, etc. But the tales that one hears are so highly embellished with frills, so utterly inconceivable, that their untruthfulness is readily apparent. These exaggerated stories hurt no one but those who attempt to circulate them. The REAL contestants are those who are too busy either to listen or to be baffled by those who would-be buffers.

So on the basis of personal honor the competition is being waged zealously. Shedding lustre on this inspiring sight is the civic pride manifesting itself. This mighty factor is the bulwark behind the various candidates; in short, each community and each "set" is solidly behind their favorite and no community that values its reputation for doing things is going to let someone else walk off with the most desirable prize when a little concerted effort will "bring it home."

For this reason and for the reason that the differences in value between the grand capital prizes of the campaign and the secondary award is approximately \$800.00 (quite a tidy little sum itself) you can expect to see a desperate struggle on all sides before the big prize is finally awarded.

With but five more days in which to turn in subscriptions and secure "second period" votes, and then but two weeks more to go before the final day and hour of the election, the race is steadily being brought to a close and the end may now be said to be in sight.

Ten o'clock this Saturday night is positively your last chance to enter subscriptions and secure "second period" votes. Make every day, yec, every hour, count while the time counts.

## PERSONAL PRIDE IS A STRIKING FEATURE!

### 3 Days Remain in Which to Win Your Share of the Extra Special \$200 in Gold Awards

#### Offer Closes April 13

Seventeen Days Remain in Which to Win One of the Regular Listed Grand Capital Prizes.

Owing to the wonderful values of the awards which are offered by the News in its "Everybody Wins Something" grand prize and popularity election, there ought to be new candidates entering right now. The work that the old candidates do, as well as the new candidates, during the next three days will decide who will receive the two extra special \$100 IN GOLD awards. These new candidates will appreciate the wonderful opportunity which is offered and ought to be competent to go out and win the special award.

### ENTER NOW—WIN BIG.

When people realize that they have an opportunity of entering at this time and obtaining an automobile worth up to \$1,300 as well as a PURSE OF GOLD for the next seventeen days' work, it is enough to make them sit up and take notice. There are many sections of Cisco and many towns and localities in Western Texas which have not been touched in the way of solicitations for subscriptions. These territories are virgin, and persons residing in them should know that they are passing up one of the best opportunities that has ever been offered by any newspaper in Western Texas.

Two hundred dollars in GOLD—\$100 in each of the two districts—will be awarded to the two candidates turning in the largest number of NEW subscriptions from April 5 to April 13 at 10 p. m. There are opportunities held out in this offer that people do not dream of. If you are not a candidate now and enter the campaign today, it is possible for you to win one of the two new Essex Touring Cars as well as one of the \$100 IN GOLD extra special awards. The total value of these two awards is \$1,400. It is possible to win both, and if you do you are compensated at the rate of OVER \$500.00 a week for your efforts. Can you beat this in any line of business? Enter your name today and start obtaining subscriptions, as subscription payments are required to win the special awards as well as one of the regular awards.

### YOU CAN WIN.

By entering your name today, you will never have done a more telling days' work. Do not assume that the other fellow is going to win them—convince yourself that you are going to

win, and half the battle is won. The advantage of working hard for this special award is that you are all the time increasing your vote score. You are going up in the list, you are passing your competitors, and you are gradually qualifying for one of the two automobiles, the \$500 in Gold or one of the big cash awards.

Understand, if you win one of the \$100 in GOLD, which are offered at this time, you can also win one of the two regularly listed automobiles. Do your maximum work this week; the 100,000 extra vote offer and extra special purse of GOLD offer are to your advantage. The EXTRA PURSES OF GOLD offer close this Thursday night. With the "club" vote—100,000 extra free votes for each \$15 in subscriptions turned in—a 6-year subscription is worth 590,000 votes to you. Ten of these are worth five million (5,900,000) votes to you.

### WHERE TO WORK.

You are NOT restricted as to where to go to secure subscription payments. The territory was divided into two districts in order to assure candidates that a certain set of prizes must go in their immediate vicinity, irrespective of votes in the other district.

### SUPPLIES.

Persons who are desirous of entering the "Everybody Wins something" election should call phone No. 600 or at the News which is open from 8:00 a. m. until 9:00 p. m.

If you live outside of Cisco, call on long distance telephone at our expense. We suggest that you do this in order that we may send supplies at once, so that you may not lose any time. Candidates should watch their supplies closely. Do not wait until you run out, but anticipate your needs far enough in advance to enable you to notify us and give us time to get them to you.

### VERY CLOSE RACE.

The entire race is so close that any of the candidates can forge to the front and clinch the coveted honors while the present big vote schedule is in force. Indeed the income of the whole battle depends almost entirely upon what each individual contestant accomplishes during the next few days.

Some hard work and real hustling will undoubtedly be seen this week. And is it any wonder? Some two of the hustlers are going to make thousands of dollars for their efforts these days. Another life wire contestant will make \$500 in gold. Isn't that sufficient compensation for the very best hustling almost "night and day" that one can make for so short a period of time.

## 3

### Days Remain

OF THE

## \$200 Prize Offer

The all-important day of the News' automobile prize campaign "looms up" in full before every candidate who is striving for one of the beautiful cars. The important day is Saturday, April 15 at 10:00 p. m. At that hour the best offer of the remainder of the campaign closes. Any of the prizes may be won or lost from effort or lack of effort this week. This week may put you across victory line. It is all with the candidates themselves.

Every subscription counts more now than they will later. They also get the EXTRA votes—100,000 on every club of \$15. And there are two special gold prizes of \$100 each to be awarded Thursday night, April 13th.

Every day counts VITALLY from now on. Thursday night, April 13 at 10:00 o'clock is the day and hour. You can win the gold and extra votes which will capture the automobile for you April 29.

### HOW TO GAIN OVER MILLION

Up until Saturday night, April 15, every new six-year subscription to the News counts a total of 650,000 votes. Just four of these would count 2,600,000 votes.

Subscriptions count fast these days—but the vote schedule will be reduced again Saturday night, April 15. The attention of contestants is again called to the big vote value of SECOND PAYMENTS on subscriptions—that is, extensions of subscriptions received earlier in the campaign. In securing these, contestants should be certain that the receipt stub is plainly marked "second subscription," and the amount of the first subscription shown.

# \$200.00 IN GOLD FREE!

## Thursday, April 13

A WHOLE stack of gold absolutely free to candidates in the News' 2-Automobile and Gold Campaign who turn in NEW subscriptions these next 7 days. Seven days in which to win \$200 as EXTRA rewards. You can even enter this campaign today and still be a winner. BESIDES, you win 100,000 EXTRA free votes with every \$15 you turn in—and all these are in addition to the big votes issued regularly on the "second period" vote schedule. WHILE you are winning one of the two \$100 IN GOLD awards these next few days, you are also increasing your chances by thousands and thousands of votes for one of the big motor cars. THE NEWS' famous prize race is nearing the home stretch. Three important dates stand on the horizon — April 15th, the expiration of the big "second period" vote offer, April 13th, the date of distribution of the \$200.00 IN GOLD; and April 29th, when the big campaign

ends, and the grand array of cars and cash gifts will be awarded. WONDERFUL results can be achieved NOW. Remember, this "second period" vote offer is your last chance for BIG votes. Coupled with the \$200 offer, it is a fitting climax to a momentous campaign. Throw your full force into the race NOW; let the present big vote schedule be your means of victory. AMBITION and determination will recognize this as the knock of opportunity. YOU can get the same benefit that other candidates will. IF your name is not yet in the list, send it in before it is too late. If you are late in starting this special \$200.00 IN GOLD offer and the present big "Second Period" Vote Schedule will place you at the top in very little time. Think of winning a splendid automobile this month. It CAN be done. It WILL be done. You might as well be one of the winners.

