

# in Awards! BE A PACEMAKER!

A steady stream of votes is pouring in that increases in size every day. The Advocate is the busiest person in the city, which shows that contestants are hard at work.

The Advocate's display headquarters, the contest store, and the demonstrations of merchandise and awards have aroused the interest of the whole city. The contest is on a healthy boom—see that you make the most of the increased interest. Get your friends interested—every vote counts.

## Everybody's Interested in the Display of Awards and Merchandise.

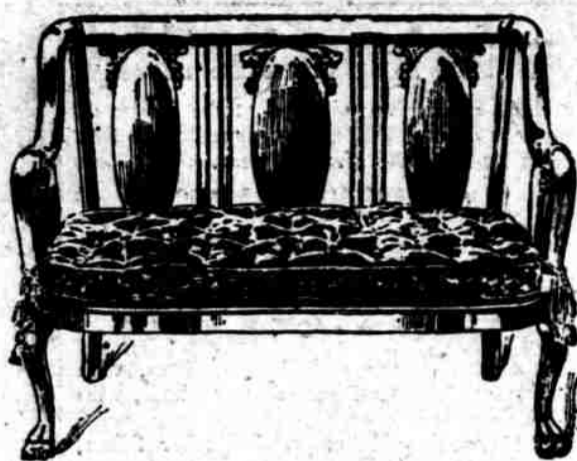
Washington has never seen a more interesting exhibit. The products on display and for sale cover practically every need. The value and beauty of awards are exciting favorable comment on every hand. The \$25,000 Contest is so unusual—so big and so interesting—that it's no wonder it has become the talk of the city.

Contestants are on the jump—planning, working—the contest gets keener every day. Manufacturers and retailers co-operating in the contest report an ever-increasing demand for votes all over the city.

## Wide-awake Contestants Are Making Big Gains

Even the Presidential race is subordinated to The Herald's \$25,000 contest. Everybody in Washington can vote for their favorites. Men, women, and children have equal privileges. It's a free-for-all contest, in which the hardest workers and best organizers will win.

It's an unusual contest, in that contestants and their supporters are not required to spend an extra penny in furthering their interest. Everything you need is included in the contest, and your standing increases on strictly necessary purchases.



Extra  
Award  
To Be  
Given  
By The



THE GRAND AWARD IS A \$5,000. HOUSE AND LOT.

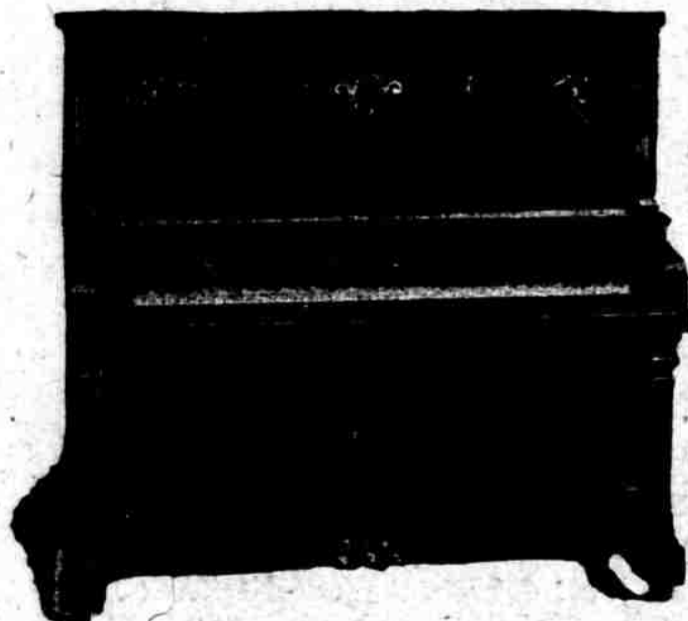


FOUR \$1,250 AUTOMOBILES.

## LANSBURGH FURNITURE and CARPET COMPANY

512 Ninth Street N. W.

The winner of the \$5,000 house and lot will receive this magnificent Parlor Set as a special award from the Lansburgh Furniture and Carpet Company. This set is being exhibited at the contest headquarters, 714 Thirteenth Street, Northwest. To be eligible for this additional award it is necessary that you register your name at the Lansburgh store.



Four \$400 Upright Pianos from Joseph Hall Chase Piano Co., 1307 G St.

### The Four Voting Districts—Each District Will Have Like Awards.

The city has been divided into four voting districts, and each will have its own set of awards. This is for the purpose of equalizing the distribution of awards among the people of the different sections of the city.

The four sets of awards will be identical, and will be given to the contestants in the various districts procuring the greatest number of votes. This makes the contest practically four separate competitions. In addition to these awards there will be a grand award of a \$5,000 house and lot to the contestant with the greatest number of votes in the entire District of Columbia, irrespective of voting districts.

The district divisions have reference merely to the awards and in no way relate to the methods of obtaining votes. Contestants may procure votes in any part of the city, irrespective of whether the merchants which they patronize are in their voting districts or not.

**THE FOLLOWING ARE THE CONTEST DISTRICTS:**  
DISTRICT No. 1 comprises the entire territory west of Eighteenth Street. This includes the houses along the west side of the street.

DISTRICT No. 2 is bounded by and includes the east side of Eighteenth Street, the District line on the north, the north side of U Street, the west side of North Capitol Street, north to Michigan Avenue; the north side of Michigan Avenue to Maryland Road, the west side of Maryland Road, north to Third Street Northwest, and the west side of that street.

DISTRICT No. 3 comprises the territory directly south of District No. 2, and is bounded by and includes the east side of Eighteenth Street, south of U Street; the south side of U Street, the west side

of North Capitol Street, south of U Street, and the west side of South Capitol Street, down the river.

DISTRICT No. 4 comprises the entire territory east of and including the east side of North Capitol and South Capitol streets, the east side of Maryland Road, and the east side of Third Street Northeast, from the intersection of Maryland Road northward. This district embraces Brookland and Bandle Highlands.

The object of the contest is to stimulate business and to direct the purchasing public to those concerns where they can get the best returns for their money. The object of the competition will be to increase newspaper advertising, to make the public acquainted with the leading retail merchants and manufacturers operating in the city, and to educate the public to patronize these enterprising establishments. The Herald recommends every establishment and product which will be advertised in connection with the contest.

No skill is required in the contest. No special qualifications are necessary to enter. If you have enough spirit to desire any of the 20 articles which are to be awarded, you have the making of a winner in you. It is astonishing what a person can really do, when he sets his mind upon accomplishing a certain end.

You are not asked to spend a cent in the contest. You are not a head to collect a single thing. All that is required of you is to read The Herald carefully every day, patronize the special merchants and manufacturers who advertise to give votes in this contest, and obtain the co-operation of your friends in your personal campaign. Does that require any special gift from the gods?

You cannot afford to delay in the matter. The contest is now started. Start early on your quest for votes. Send in

your nomination blank at once, so that you may be registered as a contestant and you may receive 1,000 votes as a "starter."

Always patronize merchants whose advertisements appear in connection with the contest. It is only by a strict adherence to this principle that you will come to success. Whoever you are you have just as good a chance now for one of the 20 articles as your neighbor. It is altogether a question of who takes the greatest interest in the contest. The man who sets in his mind upon winning a certain article and backs up his desire by honest effort should be among the victorious at the end of the six months' competition.



Four \$750 Converter Baby Grand Pianos from Henry & Foster Piano Co., 1330 G St. N. W.

### Nomination Blank.

THE ADVOCATE, .....1912.  
THE WASHINGTON HERALD:  
Dear Sir—Please enter below as a candidate in The Washington Herald \$25,000 Voting Contest.

Name ..... Dist. No. ....  
Address ..... Tel. No. ....

Nominated by .....

Upon acceptance of this nomination, the nominee will be credited with 1,000 votes in the contest as a "starter." Only one nomination accepted for each nominee.

Cut out this blank and mail to The Washington Herald Contest. Note that each entrant will be credited with 1,000 votes as a "starter."

Vin and Vigor Can Be Yours

START NOW—

**PURE BREW**

It's a natural tonic of matchless flavor. Save the caps with the letter "W." Good for 10 votes in The Herald contest.

MONUMENTAL BREWING COMPANY, Washington Branch, 9th St. and Rhode Island Ave.

**The Big 5c Can**

AMANDALE DAIRY J.W. Castle

These caps redeemable for 10 votes each in The Herald \$25,000 contest.

EVERY L.B. ELK GROVE CARTON GOOD FOR 5 VOTES IN HERALD CONTEST.

**ELK GROVE BUTTER**

The butter that pleases all tastes. Pure and delicious.

GOLDEN & CO., 922-928 L. Ave.

ASK FOR "Society" Chocolates

"THIS SIGN MEANS PURITY"

Box tops redeemable for one vote for each penny of retail sale price.

Frederick W. Lippe, Baltimore, Md. Makers.

Special Blend Coffee, 25c lb. Bag Good for 25 Votes.

W. B. Breakfast Coffee, 25c lb. Bag Good for 25 Votes.

The Coffee Par Excellence. Save the Bags and Get Votes.

Archer's Mince Special Buttermilk, 25c, the highest grade manufactured.

**Washington Dairy Company,**  
940 LOUISIANA AVENUE.  
Phone Main 5906.

We Deliver Goods to All Parts of City. We give Herald \$25,000 contest votes.

**UNIVERSITY CLUB GINGER ALE**

Demand it for purity and taste. Bottle Caps good for 10 votes.

**Marce MACARONI**

Carton Redeemable at Herald Office. 10c also, 5 votes; 10c also, 10 votes.

**E. S. LEADBEATER & SONS**  
ALEXANDRIA, VA. Established 1792

1792 1 1  
7 2 7  
9 2 9

10c and 25c Bottles, and 8 Other Flavors of Unexcelled Richness and Delicacy.

Labels Redeemable in The Herald Contest. 10c also, 5 votes; 10c also, 10 votes; 25c also, 25 votes.

Carton Redeemable at Herald Office for 50 votes.

**START NOW**

Saving These Labels Also These on

**PRITCHARD'S**

Baking Soda. Indian Corn Starch.

Labels Redeemable at Herald Office. 10c also, 5 votes; 10c also, 10 votes; 25c also, 25 votes.

**BABER for Chills Fever**

CONTAINS NO QUININE.

**WHEN YOU BUY White House Brand Macaroni or Spaghetti**

In Packages at Your Store, You Get a Home Product Made in Washington.

We give Herald \$25,000 contest votes.

**THIS BAND**

Insures you an extraordinary smoke for 1c, and you get 5 votes in The Herald Contest.

**AFTER-DINNER**

**THIS BAND**

Insures you an extraordinary cigar for 10c, and you get 10 votes in The Herald contest, at The Herald office.

**OFFERDINGER QUALITY SHOP**  
608 Ninth Street Northwest.  
Sold Everywhere. Herald Contest Votes given with all purchases.