

EFFORT WILL WIN

Go to the Ant.

NO DOUBT you remember the fable of the ant and the cricket. You will recall that the cricket went alms-gathering, and, having acquainted the ant with his financial difficulty, was advised that, inasmuch as he had sung all summer he might as well dance all winter. The parallel is found in everyday life. How often do you encounter some unfortunate (?) individual, who, being unarméd with the weapons of energy, determination, inclination, has made no provision for the future, and who has a story to tell which is well calculated to bring tears to the eyes of a graven image. Listen to his story, and mark its utter absurdity. Take a lesson from it. You are the architect of your own fate. If you fail, there is no one to blame but yourself. There are rare exceptions to this rule. *Don't despair.* Remember that as long as there is breath in your body you are alive; and as long as there is life there is hope; hope lost, all is lost. There are a thousand other quotations which might well be used here; but it is presumed that a few suggestions may set you to thinking. When you have begun to think for yourself, you have achieved something, anyway. You're started, then. *Keep going.* You shouldn't have to drive yourself to it. *Reason* with yourself. You have brains; use them.

How the Grand Prizes Will Be Distributed.

The City of Washington and the surrounding territory have been divided into eighteen districts, as follows:

Eleven districts in the City of Washington and seven districts outside. The Grand Capital Prize, a \$5,850 House and Lot, will be awarded to the contestant who secures the largest number of votes in the entire contest, irrespective of districts.

A White Steamer Touring Car will be awarded as the Second Grand Capital Prize to the contestant receiving the second greatest number of votes in the entire contest, irrespective of districts.

A Victoria Electric will be awarded as the Third Grand Capital Prize to the contestant receiving the third greatest number of votes in the entire contest, irrespective of districts.

A Building Lot, valued at \$1,000, will be awarded as the Fourth Grand Capital Prize to the contestant receiving the fourth greatest number of votes in the entire contest, irrespective of districts.

Two Trips to Europe, with all expenses paid, will be awarded to the contestant receiving the fifth greatest number of votes in the entire contest, irrespective of districts.

The District Prizes Will Be Distributed as Follows:

The Capital Prize in each of the eighteen districts will be a Beautiful Piano, valued at \$450. One of these Pianos will be awarded to each of the contestants securing the largest number of votes in their respective districts.

The contestant securing the second largest number of votes in each of their respective districts will receive a beautiful Bedroom Suite, valued at \$75.

The contestants standing third in each of their respective districts at the close of the contest will each receive a beautiful Solid Gold Watch, man or ladies', valued at \$35 each.

Any contestant winning one of the Five Grand Capital Prizes cannot win any of the district prizes.

The fact that there are three prizes for each district besides the five Grand Capital Prizes makes it a certainty that there will be at least three winners in each of the districts, and should one of the Grand Capital Prizes be won by you or any other candidate in your district, there will be four or more prizes awarded to your district.

There will be eighteen more prizes, to be announced later, for district prizes, making four prizes in each district.

Other Prizes Will Be Announced from Time to Time.

How to Secure Special Votes.

Votes are secured in this contest by paying subscriptions to The Washington Herald in advance. Contestants are not restricted to getting subscriptions or votes in their own district, **BUT MAY SECURE SUBSCRIPTIONS IN ANY PART OF THE UNITED STATES**, and if cash accompanies the order special votes will be issued. Contestants in one district are not competing with contestants in other districts, except for the Capital Prizes. The division of districts, as shown on this page, so equalizes competition that every contestant has an equal chance to win the prize of his or her choice.

Besides the votes allowed on prepaid subscriptions, a coupon will be published in The Washington Herald every day during the first six weeks of the contest, good for the number of votes printed thereon. These coupons must be neatly trimmed around the border, properly filled out, and brought or mailed to the Contest Department of The Washington Herald before the expiration date printed thereon. Any one may vote these coupons in this contest, regardless of subscriptions. Each coupon printed will be good for only seven days.

BALLOTS CANNOT BE BOUGHT. THEY CAN ONLY BE OBTAINED BY SUBSCRIBING AND PREPAYING A SUBSCRIPTION TO THE WASHINGTON HERALD OR BY CUTTING THEM FROM THE PAPER.

OUR FIRST PRIZE.

Purchased from Middaugh & Shannon.



A "Home of a Hundred Ideas."

This Home

is situated at 24 Bryant street (two squares north of W street) on top of a hill overlooking the entire city. A more desirable location could not be found in Washington. It is within 300 feet of the second largest park in the District, and is within fifteen minutes' ride of the business center. The section is populated entirely by home owners, no apartment houses, flats, or boarding houses being in the vicinity. This particular section has steadily increased in value, and because of its proximity to the parks will continue to do so. The homes and improvements in this section are of the finest, nothing but three-story houses being permitted. This particular home was purchased from the real estate firm of Middaugh & Shannon, "The Home of a Hundred Ideas," and this fact alone should be sufficient guarantee of its excellence.

Contest Closes July 3.

Our Proposition.

It may be that you have not thought seriously about this contest. Perhaps you are laboring under the false impression that it may take some of your time away from your business. Disabuse your mind at once of such an opinion. The prizes may be won during your leisure time. It is not like working with a pick and shovel. It's "dead" easy (if we may use the word). You'll enjoy it, if you'll only persuade yourself to get into the race. That's what we're trying to help you do. When we have succeeded in this, no further argument is necessary—as far as you are concerned. The proposition is so absurdly simple, and yet without so stupendous, that it is little wonder that you at once jump at the conclusion that there is something behind it all with which the public is not supposed to be acquainted. But there is not. Here is the proposition in a nutshell: The Washington Herald wants to increase its circulation; to secure new subscribers. We figure that it can be done cheaper by having our friends do it, even though we give them in return a number of prizes aggregating more than \$21,000 in value, than to bear the enormous expense of advertising and help which would necessarily follow if we attempt to increase the subscription in any other way. It's very simple when you have it explained to you. We'll be glad to explain it further if there is anything about it you don't thoroughly understand.

OUR FIVE GRAND PRIZES.

- FIRST GRAND PRIZE,
HOUSE AND LOT, Valued at \$5,850.
Bought of Middaugh & Shannon, "The Home of a Hundred Ideas."
 - SECOND GRAND PRIZE,
WHITE STEAMER AUTOMOBILE, Valued at \$2,250.
 - THIRD GRAND PRIZE,
COLUMBIA VICTORIA ELECTRIC, Valued at \$1,600.
Purchased from Dupont Garage Company.
 - FOURTH GRAND PRIZE,
A BUILDING LOT, Valued at \$1,000.
 - FIFTH GRAND PRIZE,
A EUROPEAN TOUR, Valued at \$1,000.
With privilege of selecting a friend.
- Seventy-two Other Valuable Prizes.

The Division of Districts.

In order to equalize competition so that each and every contestant will have an equal show to win one of the Grand Capital Prizes, the territory covered by The Washington Herald has been divided into eighteen (18) districts, as follows—eleven districts in the City of Washington and seven outside districts:

- DISTRICT NO. 1.**
District No. 1 includes all the City of Georgetown, known as that section west of Rock Creek, south of Massachusetts avenue, east of the District line, and north of the Potomac River.
- DISTRICT NO. 2.**
District No. 2 includes all that territory bounded by the north side of S street northwest and the west side of Fourteenth street northwest to the extremity and the east bank of Rock Creek.
- DISTRICT NO. 3.**
District No. 3 includes all that territory bounded by the north side of L street northwest and the west side of Fourteenth street, the south side of S street northwest, and the east bank of Rock Creek.
- DISTRICT NO. 4.**
District No. 4 includes all that territory bounded by the north side of B street northwest, the west side of Fourteenth street northwest, and the south side of L street northwest and Rock Creek, and the Potomac River.
- DISTRICT NO. 5.**
District No. 5 includes all that territory bounded by the west side of South Capitol street and the south side of B street southwest, and the Speedway and Washington Channel.
- DISTRICT NO. 6.**
District No. 6 includes all that territory bounded by an imaginary line through them all from the Capitol to Fourteenth street on the south, the west side of North Capitol street, the south side of L street northwest, and the east side of Fourteenth street northwest.
- DISTRICT NO. 7.**
District No. 7 includes all that territory bounded by the north side of L street northwest, and the west side of North Capitol street, and the south side of S street northwest, and the east side of Fourteenth street.
- DISTRICT NO. 8.**
District No. 8 includes all that territory bounded by the north side of S street northwest and the west side of North Capitol street, on Michigan avenue, and the south side of Spring road and the east side of Fourteenth street.
- DISTRICT NO. 9.**
District No. 9 includes all that territory bounded by the north side of H street northeast and the west side of Bladensburg road, and the east side of North Capitol street, including Eckington suburb.
- DISTRICT NO. 10.**
District No. 10 includes all that territory bounded by the north side of East Capitol street, Eastern Branch, and the south side of Benning road, and H street northeast, and the east side of North Capitol street.
- DISTRICT NO. 11.**
District No. 11 includes all that territory bounded on the south and east by the Eastern Branch and on the south side of East Capitol street and the east side of South Capitol street.
- DISTRICT NO. 12.**
District No. 12 includes the City of Alexandria, Anacostia, Congress Heights, and Good Hope, and all rural territory from the above cities.
- DISTRICT NO. 13.**
District No. 13 includes Petworth, Brightwood, Takoma Park, Silver Springs, Sligo, Brookland, Langdon, North Langdon, Woodridge, and rural territory from the above named places.
- DISTRICT NO. 14.**
District No. 14 includes Tennyaltown, Somerset Heights, Friendship Heights, Derwood, and Chevy Chase, in the District of Columbia and Maryland, Cleveland Park, Cathedral Heights, and Woodley Park, and all rural territory from the above named places.
- DISTRICT NO. 15.**
District No. 15 includes Hyattsville, Riverdale, College Park, Mount Rainier, Vienna, Clarendon, Del Ray, Braddock Heights, Arlington, St. Elmo, West Falls Church, Rosslyn, Ballston, and all rural territory from the above named places.
- DISTRICT NO. 16.**
District No. 16 includes Kensington, Woodside, Forest Glen, Laurel, Perwyn, and all rural territory from the above named places.
- DISTRICT NO. 17.**
District No. 17 includes all towns in the State of Virginia and West Virginia, with the exception of Alexandria in Virginia.
- DISTRICT NO. 18.**
District No. 18 includes the State of Maryland and territory not mentioned in the other named districts.

Declining Vote Scale.

Votes will be allowed on all prepaid subscriptions during the three voting periods, as follows:

FIRST PERIOD—From March 27 to May 1, 1909.

BY MAIL OR CARRIER.	Price.	No. of votes.	
		New	Old
1 month's subscription Daily & Sunday Herald.....	\$0.50	300	100
3 months' subscription Daily & Sunday Herald.....	1.50	1,200	400
6 months' subscription Daily & Sunday Herald.....	3.00	3,000	1,000
1 year's subscription Daily & Sunday Herald.....	6.00	9,000	3,000
2 years' subscription Daily & Sunday Herald.....	12.00	24,000	8,000
3 years' subscription Daily & Sunday Herald.....	18.00	40,000	13,000

Daily Herald, without Sunday edition, at 40 cents per month, or \$4.80 a year. Twenty per cent less votes will be issued from the above scale.

SECOND PERIOD—From May 3 to June 15, 1909.

BY MAIL OR CARRIER.	Price.	No. of votes.	
		New	Old
1 month's subscription Daily & Sunday Herald.....	\$0.50	225	75
3 months' subscription Daily & Sunday Herald.....	1.50	900	300
6 months' subscription Daily & Sunday Herald.....	3.00	2,250	750
1 year's subscription Daily & Sunday Herald.....	6.00	6,750	2,250
2 years' subscription Daily & Sunday Herald.....	12.00	18,000	6,000
3 years' subscription Daily & Sunday Herald.....	18.00	30,000	10,000

THIRD PERIOD—From June 16 to July 3, 1909.

BY MAIL OR CARRIER.	Price.	No. of votes.	
		New	Old
1 month's subscription Daily & Sunday Herald.....	\$0.50	150	50
3 months' subscription Daily & Sunday Herald.....	1.50	450	150
6 months' subscription Daily & Sunday Herald.....	3.00	1,500	500
1 year's subscription Daily & Sunday Herald.....	6.00	4,500	1,500
2 years' subscription Daily & Sunday Herald.....	12.00	12,000	4,000
3 years' subscription Daily & Sunday Herald.....	18.00	20,000	6,500

Twenty per cent less votes will be issued where subscriptions are received for the Daily Herald, at \$4.80 a year.

THE WASHINGTON HERALD'S GREAT HOME CONTEST.

NOMINATION BLANK.

I hereby nominate

Mr., Mrs., or Miss.....

Name of Contestant.....

Street No.....

Town or City.....

As a candidate in The Herald's \$20,000 Contest.

Signed.....

Name of Sender.....

Address.....

Town.....

Date..... Hour.....

THIS NOMINATION COUNTS 1,000 VOTES—Only one nomination to be credited to each contestant. Under no circumstances will the nominator's name be divulged, except the nominator of the winner of the First Grand Capital Prize.

How Votes Will Be Issued.

Votes are secured in this contest by paying your subscription in advance. New subscriptions to count three times as many votes as old ones. (See schedule below.)

Candidates are not restricted to getting subscriptions or votes in their own particular district, **BUT MAY SECURE SUBSCRIPTIONS IN ANY PART OF THE UNITED STATES**, and if cash accompanies the order, special votes will be issued. Candidates in one district are not competing with candidates in other districts, except in the instance of the capital prize. The division of districts, as shown on the opposite page, so equalizes competition that every contestant has an equal chance to win a first prize.

Besides votes allowed on subscriptions, a coupon good for a certain number of votes will be published in each issue of The Washington Herald, unless otherwise notified. The first week these coupons will be good for 10 votes, the second week, 5 votes, the third week 1 vote. The votes must be neatly trimmed and placed in flat packages of 100 votes each, pinned together and the number of votes marked in the upper right-hand corner of each package. These votes can be mailed or brought to the Contest Department of The Washington Herald.

Any one may vote these coupons in this contest, regardless of subscriptions. Each coupon printed will be limited to seven days, and must be in The Washington Herald office before the expiration of the date printed upon each coupon.

BalLOTS cannot be purchased in this contest, but can only be secured on paid-in-advance subscriptions or by clipping the daily coupons.

SPECIAL NOTICE.

Owing to the large number of coupons sent in, the nominations received after Thursday, April 8, will not appear in the first list published on Sunday, April 11, but will appear in the issue of Thursday, April 15.