

Speed Up, Contestants! You Must Work to Win

Again The Advocate has implanted fresh enthusiasm in the hearts of contestants by a distribution of free votes at the Contest Building, 714 Thirteenth Street N. W.

Let the extra votes you got spur you on to greater endeavors. Don't rest on your oars for a moment. The race is keen, and your rivals are setting a swift pace.

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.

RULES OF THE CONTEST.

Every contestant should be familiarly acquainted with the rules and conditions governing the contest. They should be strictly adhered to. Read them carefully and observe them in letter and spirit. They are as follows:

1. Any reader of The Herald may nominate himself or another person by filling out the nomination blank and sending it to The Advocate; or, if he has not the nomination blank at hand, by forwarding the name, address, and telephone number, if any, of the person placed in nomination. Upon acceptance, proper notification will be made, and 1,000 votes will be credited to the contestant as a "starter."
2. Merchants and manufacturers co-operating in the contest, employees of the firms, members of their families, and employees of The Washington Herald and members of their families are barred from competing.
3. In case of tie votes, the article involved will be sold and the proceeds equally divided among the contestants tying.
4. Contestants are requested to send their votes to The Advocate as often as possible. Persons may cast votes for any of the contestants, but those once sent

in cannot be transferred to the credit of another person.

5. Votes can be obtained only by patronizing the firms and products advertised in connection with the contest.

6. The Washington Herald reserves the right to introduce new advertisers at any time during the contest. Contestants should watch the paper every day for these changes. The advertisement of any retail merchant or manufacturer's product may be withdrawn at any time by The Washington Herald for good reason. In such event votes will not be counted for the firm after the date that the advertisement is dropped.

7. Contestants may compete only for the articles to be awarded in their respective districts.

8. Candidates are not restricted to their districts, however, in the matter of securing votes. Votes may be procured in any section of the city and cast for any contestant, regardless of districts.

9. The contest is now on and continues until 12 o'clock (midnight), February 25, 1913.

10. The relative standing of contestants, as well as any change in the rules governing the contest, will appear in The Washington Herald from time to time.

Washington's Newest and Most Interesting Establishment

The Herald Contest Store

714 Thirteenth St.
Northwest



THE Advocate has transformed the first floor of the new headquarters of The Herald's \$25,000 contest into a live, hustling store, where practically all the products advertised in connection with the contest will be on sale.

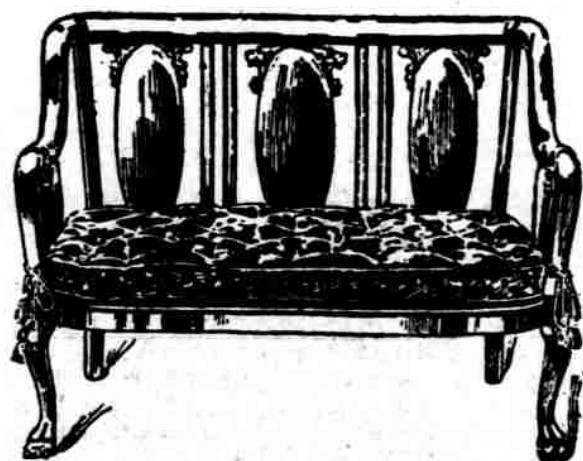
The object is not to compete with the merchants of the city, but to insure contestants and their supporters of one place where ALL the manufactured products with which votes are given can be found. It is for the convenience of those who have difficulty in getting these goods at their regular dealers.

The Advocate will conduct a wholesale as well as a retail business. Merchants are invited to bring or send in their orders. Immediate delivery is assured.

THE CONTEST STORE IS GROWING FAST

It's the Liveliest, Busiest, Most
Interesting Spot in This City.

Such a variety of products on sale that the store is a real wonderland for shoppers. Merchants who give The Advocate their wholesale orders are assured of prompt delivery.



Extra
Award
To Be
Given
By The



LANSBURGH
FURNITURE and CARPET
COMPANY

512 Ninth Street N. W.

The winner of the \$5,000 house and lot will receive this magnificent \$150 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.

Bohemian Style
"PERFECT BREW"
"The Beer for You"

The rich flavor and muscle-building properties of choicest hops and grains make Perfect Brew the best par excellence.

Caps with letter "W" redeemable for 10 votes in The Herald contest. All first-class bars, cafes, and hotels. Family trade supplied at \$1.75 case. 50c rebate on bottles.

MONUMENTAL BREWING COMPANY,
Washington Branch, 7th St. and Rhode Island Ave.

The Big 5c Can
Excellent quality.

Labels redeemable at Herald office for 5 votes in \$25,000 contest.

ANANDALE DAIRY
J. Wm. CASTLE
1400 G. ST. N. W.

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

EVERY 1-LB. ELK GROVE CARTON GOOD FOR 40 VOTES IN HERALD CONTEST.

ORDER ELK GROVE BUTTER

At your grocer's. It's the ideal Butter for the table.

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. D. Breakfast Coffee, 25c lb.
Bag Good for 25 Votes.

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

COFFEE

Armour's Illinois Special Butterine, 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.

Marco 5 AND 10 MACARONI

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

E. S. LEADBEATER & SONS ALEXANDRIA, VA.

Established 1792

1	Vanilla and Lemon, 10c and 25c Bottles, and 8 Other Flavors of Unexcelled Richness and Delicacy.	1
7		7
9		9
2		2

Labels redeemable in The Herald Contest. 10c also, 5 votes; 20c also, 10 votes; 30c also, 15 votes; 50c also, 25 votes.

Carton Redeemable at Herald Office for 50 votes.

START NOW

PRITCHARD'S BAKING POWDER

Saving These Labels Also Those on PRITCHARD'S Baking Soda, Indian Corn Starch.

Labels Redeemable at Herald Office. 5c also, 5 votes; 10c also, 10 votes; 15c also, 15 votes; 20c also, 20 votes; 30c also, 30 votes.

BABEK for Chills and Fever

CONTAINS NO QUININE.

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 5c, 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.

OFFTET DINGER QUALITY SHOP
508 Ninth Street Northwest.
Sold Everywhere.
Herald Contest Votes given with all purchased.

Conover Baby Grand Pianos from Percy S. Foster Piano Co., 1330 G St. N. W.