

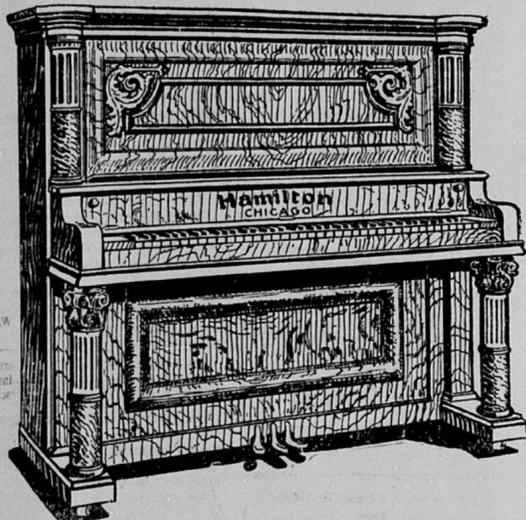
# BALDWIN'S FAMOUS MISSING WORD CONTEST

## CAN YOU SOLVE IT? FREE FOR ALL! NO EXPENSE!

One \$400 Hamilton Piano  
FIRST PRIZE

One \$150 Purchase Check  
SECOND PRIZE

And \$11,525 in Additional Prizes



Will be given away absolutely free

### Baldwin's Famous Missing Letter Contest

Can YOU solve it? Free for all—no expense. What are the full names of the following

## 10 CITIES OF THE 10 UNITED STATES 10

All have a population of 20,000 or over

- |                 |               |
|-----------------|---------------|
| 1. Ca-v-----    | 6. E---e      |
| 2. Z-----e      | 7. N-w-o--    |
| 3. l---an---l-s | 8. D.n...     |
| 4. R-c-o-o-d    | 9. P--ts....h |
| 5. A-g-t-       | 10. R.ch....  |

#### EXPLANATION..HOW TO WIN

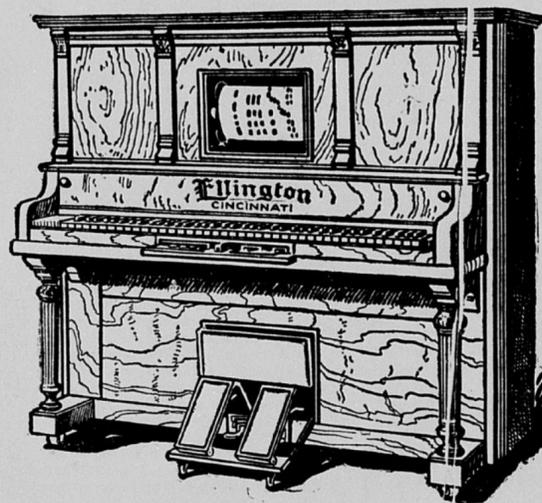
All that is necessary to do, is supply the proper and required number of deficient letters as indicated by the dashes (—) shown in each of the above 10 skeleton names of cities, each of which has a population of over 20,000. After you are SURE that you have supplied the RIGHT letters in each, write (or print) the fully spelled names one above the other, so that the first or initial letters of the entire 10 names, will spell out, when read from top to bottom one of the great honors bestowed upon the famous BALDWIN LINE OF PIANOS.

LOOKS EASY ENOUGH—DON'T IT? BE CAREFUL JUST THE SAME.

Call at Our Store 509-511 Main St.

And Examine These

### BEAUTIFUL PIANOS.



Don't Fail To Enter This Contest.

You May Regret It If You Do Not.

#### How to Win

FIND the CORRECT SOLUTION of the PUZZLE. Envelopes containing solution will be opened for record a short time previous to the date on which the awards are given away.

The answers will then be examined in the presence of the judges, and to the owner of the correct, or most nearly correct solution, will be presented a \$400 HAMILTON PIANO as First Prize, and to the next nearest, a \$150 PURCHASE CHECK as Second Prize.

To the other contestants will be awarded in order of merit Purchase Checks of the following denominations, good on any new piano of Baldwin manufacture in the stock of the undersigned:

- 10 Purchase Checks ..... \$100.00
- 15 Purchase Checks ..... 95.00
- 20 Purchase Checks ..... 90.00
- 25 Purchase Checks ..... 85.00
- 30 Purchase Checks ..... 80.00
- 35 Purchase Checks ..... 75.00

Should there be more than one correct solution, or should two or more tie in securing the most nearly correct solution, awards will then be made upon penmanship and general neatness of the tying contestants' papers.

If you are fortunate in getting one of these Purchase Checks and already have a piano, the Purchase Check may be disposed of to some one else, providing such transfer is properly endorsed by us.

#### Information Blank

This Blank to be Filled Out—Please Write Plainly.

NAME ..... DATE .....

STREET and NUMBER ..... TOWN ..... OR RURAL ROUTE .....

TELEPHONE NUMBER ..... Would You Like to Have a Piano? .....

If you are under age, give name of Father and Mother .....

Have You a Piano or Organ? ..... If so what kind and how old? .....

Give below the names of three (3) of your friends and neighbors whom you have reason to believe would consider the purchase of a Piano, Piano Player or Organ. Names and addresses MUST be correctly given.

NAME ..... ADDRESS .....

NAME ..... ADDRESS .....

NAME ..... ADDRESS .....

Additional Copies of Puzzle Can Be Had at Our Store, 509-511 MAIN STREET, KEOKUK, IOWA.

Contest closes 10 A. M., January 28, 1909.

It is the desire of The Baldwin Company to indelibly impress upon the public mind the great importance of the award of the Grand Prize to their product at the Louisiana Purchase Exposition, St. Louis, 1904, being the only American piano so honored. This award in conjunction with the Grand Prix at Paris in 1900 (an award never before conferred on an American piano industry) is official evidence by international juries, composed of the foremost musicians and mechanics of the world, of the superiority of the products of The Baldwin Company.

The House of Baldwin began business in 1862, forty-six years ago. During that time they have provided hundreds of thousands of homes with pianos and organs. They are proud to say that all of their customers will testify to their fair dealing and the absolute truthfulness of any claim they make.

The unlimited capital of the Baldwin Company, coupled with the fact that they have four of the most modernly equipped factories in the world, means that they can make absolutely the best piano in each grade for the least money. Their customers get the benefit of their buying raw materials in immense quantities. They make every part of these pianos except the hardware. Every instrument is fully warranted and this warranty is backed not only by their financial responsibility, but by their reputation as well. Products of The Baldwin Company are distributed to every part of the world.

We trust you will participate in this contest, as you will note no hampering conditions are attached and everybody has an equal chance. The decision will be made by three fair and impartial persons selected, being persons in no way interested in us or in the music industry.

This insures fairness to each and every one and we earnestly believe that this enterprise will contribute immensely to the encouragement and stimulation of interest in music, with all its refining home influences. Again we say, do not fail to participate, as this is a golden opportunity. If, for any reason, you cannot personally do so, hand this to your neighbor, who may.

With best wishes for your success in winning one of the many prizes mentioned, we remain,  
Yours very truly,

T. R. J. AYRES & SONS'

#### Directions

For Contestants

Write your solution on a plain sheet of writing paper, (complete information blank opposite), and send or bring to us.

The use of this latter blank is to enable us to know how many homes in this vicinity are without pianos. There are no limits or restrictions as to the number of contestants in a family, but only one prize will be given in a family.

None of the prizes can be awarded to any one in the family of an employee of The Baldwin Company, nor to any one of the judges in this contest, or to any one in their immediate families.

Only one coupon may be applied on the purchase of any piano.

Winners of prizes can apply same on any new piano in the entire line of Baldwin, Ellington, Hamilton, Howard Valley Gem and Monarch Pianos carried in stock.

Every piano on our floor is always marked in plain figures at the regular selling price and not only will the coupon be accepted as so much cash on a piano, but the balance of the purchase price may be arranged on easy terms if desired. Every piano is fully warranted by The Baldwin Company.

This contest will close Thursday, Jan. 28, 1909, at 10 o'clock a. m., and all answers must be delivered to us on or before that hour.

NO RESTRICTIONS--NO BINDING CONDITIONS. YOU STAND AN EQUAL CHANCE WITH YOUR NEIGHBOR

DON'T FAIL TO ENTER THIS CONTEST

You will be pleased with the result. You will find it interesting, instructive, as well as profitable.

One \$400 Hamilton Piano, One \$150 Purchase Check

and \$11,525 in additional Prizes will be given away

ABSOLUTELY FREE

THE JUDGES SELECTED ARE

C. J. BODE, Cashier State Central Savings Bank.  
JOHN COSGROVE, Vice-President A. Weber Co.  
SAM C. WESTCOTT, Merchant.

# T. R. J. AYRES & SONS'

Dealers in the Celebrated Baldwin Line of Pianos and Organs  
509-511 Main Street Keokuk Iowa Both Phones

TWO CARS OF PIANOS ON THE WAY

ADDRESS CONTEST DEPARTMENT