

THE CALL'S BOOKLOVERS' CONTEST

EXTRA PICTURES-A SQUARED DEAL

AND HOW TO GET THEM FREE

The Call's Booklovers' Contest

CUT ALONG THESE LINES



What Book Does This Picture Represent?

Automobiles, Player Pianos, Libraries, Phonographs And Over 500 Prizes Without Cost to THE CALL'S 'Booklovers' Contestants

Form fields for Title, Author, Your Name, Street and Number, City or Town.

No. 20 April 28, 1911 No. 20

Wait until you have all the answers to the pictures before sending them in, for no partial lists will be considered.

CUT ALONG THESE LINES

Rules of the Booklovers' Contest:

- 1. All persons are eligible to enter the contest except employees of The San Francisco Call and members of their families. Each day, for 77 days, there will be published in The San Francisco Call a picture which will represent the name of a book. Beneath this picture there will be a blank for the contestant to fill in the name of the book and author.

Rules for Awarding Honorable Mention Prizes:

- 1. Five hundred and five prizes will be awarded to the five hundred and five contestants (those winning a grand prize excepted) sending in a complete set of answers having 25 or more correct solutions, irrespective of the extra coupons used.

Among the Prizes Which The Call Will Offer Will Be

- 1st PRIZE—VELIE, 1911 Fully Equipped 40 H. P., 5 Pass. Touring Car. \$2,100.00
2nd PRIZE—FORD, 1911 Fully Equipped 20 H. P., 5 Pass. Touring Car. \$875.00
3rd PRIZE—KOHLER & CHASE Mission Style Player Piano. \$850.00
4th PRIZE—KOHLER & CHASE Mahogany Finish Player Piano. \$750.00
5th PRIZE—KOHLER & CHASE Mahogany Finish Player Piano. \$675.00
6th PRIZE—LIBRARY of 500 Volumes, Bound in Leather. \$350.00
7th PRIZE—LIBRARY of 350 Volumes, Bound in Leather. \$245.00
8th PRIZE—LIBRARY of 300 Volumes, Bound in Leather. \$210.00
9th PRIZE—LIBRARY of 250 Volumes, Bound in Leather. \$175.00
10th PRIZE—COLUMBIA GRAFTONOLA "REGENT," Mahogany Finish. \$200.00
11th PRIZE—COLUMBIA GRAFTONOLA "MIGNON," Mahogany Finish. \$175.00
12th PRIZE—COLUMBIA GRAFTONOLA "MIGNON," Mahogany Finish. \$150.00
13th PRIZE—COLUMBIA GRAFTONOLA "ELITE," Mahogany Finish. \$125.00
14th PRIZE—COLUMBIA GRAFTONOLA "ELITE," Mahogany Finish. \$100.00
15th PRIZE—COLUMBIA GRAFTONOLA "FAVORITE," Mahogany Finish. \$85.00
16th PRIZE—COLUMBIA GRAFTONOLA "FAVORITE," Golden Oak Finish, with \$25 worth of Records. \$75.00
17th PRIZE—COLUMBIA GRAFTONOLA "FAVORITE," Golden Oak Finish, with \$15 worth of Records. \$65.00
18th PRIZE—COLUMBIA "PREMIER" GRAPHOPHONE, Mahogany Finish. \$50.00
7 PRIZES—(10 to 25 inclusive), each good for one COLUMBIA "CHAMPION" GRAPHOPHONE. \$175.00

THE HONORABLE MENTION PRIZES

- 35 PRIZES—German Silver (fine weave) Mesh Bags, \$7.50 each. \$262.50
30 PRIZES—Thirty Sets of 10 Volumes of Standard Authors, Leather Bound, \$7.00 per set. \$210.00
20 PRIZES—German Silver (fine weave) Mesh Bags, \$5.00 each. \$100.00
250 PRIZES—250 5 lb. Boxes of PIG N WHISTLE Famous Candies, \$3.75 per box. \$937.50
150 PRIZES—30 of each of the \$2.50, \$2.00, \$1.50 and \$1.00 Mercantile Self Filling Fountain Pens. Sold by leading dealers everywhere. \$450.00
20 PRIZES—Handsome Satin Lined, Gold Plated Jewel Cases, \$25.00 ea. \$500.00

FIRST PICTURE PUBLISHED APRIL 9th

A Different Picture Will Appear Each Day. Save Every One.

AN EQUAL CHANCE FOR ALL CONTESTANTS

The rules of The Call's Booklovers' Contest permit contestants to give as many as 5 answers to each picture, in case they wish to. Contestants may give 1 answer to a certain picture, 4 to another picture, 3 to another picture, 5 to another, and so on. Each answer must be upon a separate coupon. (And these extra pictures, with their coupons, will cost you nothing. Under plan No. 1, outlined below, you can obtain all you may need, free.)

Contestants may not make more than 5 answers to each picture because they must be restrained from making endless and haphazard answers. Each answer must be upon a separate coupon because otherwise answers would be returned crowded upon one coupon, scrawled over small pieces of paper, or sent in some other way that would result in extreme confusion. With each answer upon a separate coupon the results returned by each contestant can be checked rapidly and ACCURATELY.

And this is why contestants are permitted 5 answers to each picture, instead of being limited to one answer to each picture.

IF BUT ONE ANSWER TO EACH PICTURE WAS PERMITTED THE CONTEST MIGHT NOT BE FAIR TO ALL. THOSE VERSED IN THE TITLES OF BOOKS MIGHT HAVE AN ADVANTAGE OVER THE MAN AND WOMAN WITH BUT AN AVERAGE KNOWLEDGE OF BOOKS—THE EVERYDAY MAN AND WOMAN—AND WITH 5 ANSWERS TO EACH PICTURE PERMITTED THE EVERYDAY MAN AND WOMAN HAS AS MUCH CHANCE AS THE UNIVERSITY PROFESSOR OR ANY ONE ELSE. UNDER THESE CONDITIONS THE CONTEST BECOMES ONE IN WHICH INSIGHT AND SHREWDNESS COUNT—NOT SPECIALIZED EDUCATION.

With 5 answers to each picture permitted each contestant has an equal chance. There is plenty of opportunity in 5 answers to cover all the possible titles that a picture could be construed to represent.

And remember, incorrect answers do not count against contestants if the correct answer is also given.

Read below how you can get extra pictures and coupons for extra answers FREE. The Call desires that contestants may not be put to expense in securing extra pictures, with their coupons. If you buy them from time to time we must charge 5 cents each for them—the regular price of a copy of this newspaper. But you may get all you will need free. Read the announcement below:

The San Francisco Call's great Booklovers' Contest is largely based on similar contests held in the east. The Call has profited by both the successes and the mistakes of those who conducted these other contests, and is giving its readers the fairest and most fascinating one ever held.

The contest rules permit you to send in as many as 5 answers to each picture, or in all 385 pictures, with their coupons. Each answer must be upon a separate coupon. Under the rules incorrect answers will not count against you, provided that you send in the correct answer also. For instance, you might send in 5 answers to any one picture. If one of the answers was correct it would not count against you that the other four answers were incorrect. And under the rules also the contestant getting the greatest number of pictures correct will win first prize. Thus, if a contestant sends in 300 pictures and coupons and has 60 answers correct and you send in only 100 pictures and coupons and have 59 correct, that other contestant would be declared the winner, even though he used as many as 300 pictures and coupons and you used but 100.

Now, here is a hint for you—first prize winners of other contests sent in as many as 200 or 300 pictures and coupons. They availed themselves of the right to send in extra pictures and coupons, to make as sure as possible that they got the pictures correctly.

You will need extra pictures and coupons, too. Hundreds of contestants already have called or sent for extra pictures and coupons, that they might submit extra answers. Some want to submit from 2 to 5 answers to each picture. Others want to replace pictures soiled or torn or lost, and some wish to keep a duplicate set of pictures and coupons to check the awards.

And extra pictures, with their coupons, are 5 cents each, no matter how you secure them, unless you get them under the plans outlined below.

It is worth your time to read these plans.

PLAN No. 1 For Subscribers

Mail or bring \$1 to the office of The San Francisco Call, Third and Market streets, San Francisco, as a deposit on a certificate book, good for 100 pictures, with their coupons. The book contains 20 certificates, each redeemable at any time for 5 pictures, with their coupons, of any date desired.

Six months after purchasing the certificate book mail or bring to The Call office the back cover of the book, with your 6 monthly receipts from your carrier, and the \$1 deposited for the book will be returned to you.

By depositing \$2 you may obtain 200 pictures, with their coupons, and get the \$2 back 12 months later by returning to The Call office the back cover of the book and your 12 monthly receipts from your carrier.

PLAN No. 2 For Non-Subscribers

Mail or bring \$1 to the office of The San Francisco Call, Third and Market streets, San Francisco, and receive a certificate book good for 100 pictures, with their coupons. The book contains 20 certificates, each redeemable at any time during the contest for 5 pictures, with their coupons, of any date desired.

Or mail or bring \$2 to The Call office and receive a book of 40 certificates. Each certificate is redeemable at any time for 5 pictures, with their coupons, of any date desired. Thus the non-subscriber pays \$1, the regular price of 20 pictures, with their coupons, and gets 100—obtaining 80 pictures, with their coupons, free; or, pays \$2, the regular price for 40 pictures, with their coupons, and gets 200—thus obtaining 160 pictures, with their coupons, free.

But the price paid for the certificate books will not be refunded to non-subscribers.

USE THIS BLANK IN ORDERING COUPON CERTIFICATE BOOKS

Form for ordering coupon certificate books, including fields for Name and Full Address.

Booklovers' Catalogues On Sale Again

For practically two days we were out of Booklovers' catalogues, but a rush order to the printer has secured more. Do you want one? If so, hurry! Booklovers' catalogues, experience has shown, do not last forever, and it is more comforting to say, "I've got mine," than "Wish I had got mine in time." This is the catalogue used by the Booklovers' Contest Editor in selecting all the titles that have been represented in the pictures which have appeared thus far, and all the 77 titles will be selected from this catalogue.

It contains the titles of approximately 5,000 books, with their authors, and the catalogue is copyrighted.

They may be had at the San Francisco or Oakland offices of The San Francisco Call, 25 cents each, 40 cents by mail.

Form for ordering Booklovers' Contest Catalogue, including fields for Name and Full Address.

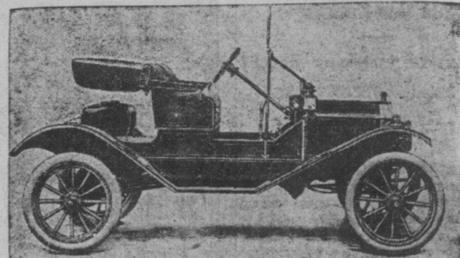
USE THIS BLANK TO OBTAIN INFORMATION

Form for obtaining information about the Booklovers' Contest, including fields for Name and Full Address.

FOURTH GRAND PRIZE

FORD OPEN RUNABOUT

Fully Equipped, \$775



MOTOR CAR QUALITY

The Ford motto is "High priced quality in a low priced car." Quality first, last and all the time, together with the lowest constituent price. A 20-horsepower car, with power equal to any car three times its price. Quality and long experience make it possible for the Ford Motor Company to build these cars at this price.

FIRST GRAND PRIZE—VELIE "40" Touring Car, fully equipped—\$2,100 SECOND GRAND PRIZE—FORD Model "T" Touring Car—Value \$875

These cars are on exhibition at the local agency.

Standard Motor Car Company VAN NESS AND GOLDEN GATE.

THIRD GRAND PRIZE

Kohler & Chase Player Piano—Value \$850

The Kohler & Chase player piano, which combines in one instrument the beautiful Kohler & Chase piano and the latest and most improved player, is undoubtedly a most enthusiastic instrument, indorsed by such great artists as Tetrazini, Campanini, Bendix, Mansfield, Frederick Zech, Herman Gensel, Otto Fleischer and scores of others. It is the favored instrument of musicians everywhere, and its popularity, among those who know is due to its liquid, yet resonant, velvety tones, and its artist's action, specially regulated and triple repeating.



This Mission art style instrument, pictured above, represents the climax of Kohler & Chase players. You are cordially invited to call and inspect it at the stores in San Francisco or Oakland.

FIFTH PRIZE—Kohler & Chase Mahogany Finish Player Piano...\$750 SIXTH PRIZE—Kohler & Chase Mahogany Finish Player Piano...\$675

All on exhibition at the warehouses of KOHLER & CHASE 26 O'FARRELL STREET, SAN FRANCISCO; 1015 BROADWAY, OAKLAND

Seventh Grand Prize

500 leather bound books, value \$350, from the world famous Everyman's library. These stand out as books regularly sold everywhere at 25 cents each, including all the master books of fiction, poetry, travel, biography, theology, history, philosophy and oratory—all the classics, and, in fact, the volumes that have been strong favorites with readers for from 15 to 5,000 years. The Everyman's Library edition contains almost every book worth while, in uniform binding.

EVERYMAN'S LIBRARY

These books are sold separately, and because the Library contains the favorite books of every English speaking person they sell by thousands every year. If you want the most remarkable book values in text, printing and binding ever offered for the money. Ask to see these books at any book store. The 500 volumes will include many books you will want to read. EIGHTH PRIZE—350 Volumes from Everyman's Library—Value \$245 NINTH PRIZE—300 Volumes from Everyman's Library—Value \$210 Sold by first class book stores everywhere, or write for particulars to the publishers, E. P. DUTTON & CO., New York.

ONE HUNDRED AND FIFTY PRIZES

Mercantile Self-Filling Fountain Pens

These famous self-filling Pens are made from the finest grade of Para rubber, highly polished and carefully tested. They are 14 kt. gold, irridium, or silver, and will give a life time of service. The Pens are constructed on the latest principle. To fill them the user turns a slide which opens the barrel, presses in the ink tube, dips the pen point in ink, releases the pressure and the pen is filled. Leading dealers everywhere carry the Mercantile Fountain Pen prominently displayed. Write for descriptive booklet to AIKEN-LAMBERT CO., NEW YORK CITY

TWO HUNDRED AND FIFTY PRIZES

Pig'n Whistle Candies

There are 250 five pound boxes of famous Pig'n Whistle Candies among the honorable mention prizes. The boxes sell at \$3.75 each, so the total value of the Candies awarded is \$937.50. Those who appreciate delicacy of flavor, purity and freshness appreciate Pig'n Whistle Candies. People of refinement readily recognize Pig'n Whistle Candies for their distinctive and subtle flavor. The Pig'n Whistle shop, indeed, is a favorite gathering place for those wishing a delicate confection in the afternoon during the shopping hours. THE PIG'N WHISTLE IS AT 130 POST STREET

Notice the superb Columbia grafonolas and graphophones described among the grand prizes listed on this page.

- 35 PRIZES—German Silver (fine weave) Mesh Bags, \$7.50 each. \$262.50
30 PRIZES—Thirty Sets of 10 Volumes of Standard Authors, Leather Bound, \$7 per set. \$210.00
20 PRIZES—German Silver (fine weave) Mesh Bags, \$5 each. \$100.00
20 PRIZES—Handsome Satin Lined, Gold Plated Jewel Cases, \$2 ea. \$40.00