

# FREE! 30 PICTURES AND COUPONS—FREE!

**In response to more than five hundred letters from contestants asking resumption of some Certificate Book offer, or a plan whereby they could obtain extra pictures and coupons, at less than 5c each, The Call presents a plan for obtaining FREE 30 PICTURES AND COUPONS**

Wednesday, May 31, there will go on sale a special form of certificate book, by which contestants in the Booklovers' Contest now being conducted by The San Francisco Call may obtain 50 pictures and coupons at the price of 20 pictures and coupons.

The certificate books will be sold at \$1 each. They will contain 10 certificates, each good for 5 pictures and coupons of any dates—the book of 10 certificates, then, will be good for 50 pictures and coupons, worth \$2.50.

No refund will be made on these books. They will be sold to all subscribers or nonsubscribers.

The certificate books will go on sale Wednesday, May 31, at the following offices of The San Francisco Call:

**Main Office—Third and Market Sts., San Francisco**  
**Oakland Office—952 Broadway**  
**San Jose Office—100 North First Street**

**Orders for Certificate Books, accompanied by the \$1, will be received at these offices tomorrow and Tuesday, a receipt for the money given and the certificate book mailed or delivered on Wednesday.**

## YOU CAN GET YOUR ORDER IN BY MAIL, TOO

Address The Booklovers' Contest Editor, The San Francisco Call, San Francisco, Cal. Inclose the \$1 for the book and be sure that you inclose 4 cents for postage.

When the old certificate book plans were withdrawn some time ago The Call did not intend to offer any more special plans for obtaining pictures and coupons at anything less than the regular price of 5 cents each. It was proposed to sell pictures, with their coupons, at 5 cents each throughout the balance of the contest. The Call believed that all contestants had been given plenty of opportunity to take advantage of the plans.

But orders kept piling in and when these orders were returned to the senders there came insistent calls for a reopening of some sort of certificate book plan. At the same time the old plans were objected to as not affording an opportunity for nonsubscribers to get their deposits back.

There are thousands of people, of course, who buy their Call each day from newsdealers or newsboys, and many of these constant readers of The Call are actively interested in the Booklovers' Contest. They could not get their deposits back under the old plans.

So this new plan is offered, with its equal treatment for all. The old certificate plans are abolished forever, for **UNDER THIS PLAN, TO GO ON SALE WEDNESDAY, NO REFUND IS MADE THE PURCHASER OF A CERTIFICATE BOOK. GET YOUR ORDER IN AT ONCE—BECAUSE THEY WILL ONLY BE ON SALE FOR A LIMITED PERIOD.**

**The contestant is given the opportunity to BUY a Certificate Book good for 50 pictures, with their coupons, at the price of 20 pictures and coupons. Thus you obtain FREE 30 PICTURES AND COUPONS**

## THE NEW PLAN TO OBTAIN 30 FREE PICTURES AND COUPONS

Only one kind of a certificate book is offered—a book containing 10 certificates, each of which is good for 5 pictures and coupons of any dates desired—all may be of one date, or each may be a different date.

When you want pictures, with their coupons, tear off the number of certificates necessary to fill your order, fill them out and mail them, with your order, to The Booklovers' Contest Editor, The San Francisco Call, San Francisco, Cal. Inclose 1 cent postage for every 10 pictures ordered.

The books are sold at \$1. Thus the contestant secures a book good for 50 pictures and coupons for the price of 20 pictures and coupons. In this way you obtain free 30 pictures and coupons.

It is advisable that you get your order in early, so that you may get to work early.

Under the rules you are permitted to make as many as 5 answers to each picture, but each answer must be upon a separate picture and coupon. There are 77 pictures in all to appear—surely you will want 50 extra pictures and coupons.

Even if you want to make but 30 or 50 extra answers, this certificate book plan is a good one for you. Bought at the regular price of 5 cents each 30 pictures will cost you \$1.50, and 50 pictures will cost you \$2.50. Then you are sure to soil or tear or lose some of your pictures and coupons. Be prepared to get new ones by using your certificates.

**This is the only special picture and coupon plan The Call will offer during the balance of this contest. Take advantage of it at once, because they will only be on sale a limited time.**

### USE THIS BLANK IN ORDERING CERTIFICATE BOOKS

BOOKLOVERS' CONTEST EDITOR, The San Francisco Call, San Francisco, Cal.

Inclosed find \$1, for which please send me a certificate book good for 50 pictures and coupons. I enclose 4 cents postage also.

NAME .....

STREET .....

CITY OR TOWN .....



**What Book Does This Picture Represent?**

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

Title .....

Author .....

Your Name .....

Street and Number .....

City or Town .....

**No. 50 May 28, 1911 No. 50**  
 Wait until you have all the answers to the pictures before sending them in, for no partial lists will be considered.

## Rules of the Booklovers' Contest

- 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.
- Out out the blank and fill in the name and author of the book and your name and address neatly and plainly in the space provided.
- No restrictions will be placed on the way in which answers to the pictures may be secured. Each picture represents only the title of one book. If you are not certain of a title and wish to send in more than one answer to each picture you may do so. **NO MORE THAN FIVE ANSWERS WILL BE ACCEPTED TO ANY PARTICULAR PICTURE.** Incorrect answers will not count against contestants if correct answer is also given. More than one answer should not be put on the same coupon. Extra coupons should be used for extra answers. All answers to the same picture should be kept together in sending in the answers.
- It is necessary that pictures be sent in with the answers. In order that all answers be uniform. Additional pictures and coupons may be obtained at The San Francisco Call office by mail or in person. Answers will not be accepted unless they are properly filed out on the coupon appearing beneath each picture. Each answer must be written on a separate coupon.
- When you have all 77 answers fasten them together and bring or mail them (IN A NEAT, FLAT PACKAGE—NOT FOLDED OR ROLLED) to The San Francisco Call office, addressed to the **BOOKLOVERS' CONTEST EDITOR.** Prizes will be awarded to the contestants sending in the largest number of correct solutions. In the event of two or more persons having the same number of correct solutions, the person using the smaller number of extra coupons in his set of answers will be declared the winner. In the event of two or more persons having the same number correct and using the same number of coupons, awards will be made on the basis of neatness, but if the ties can not be decided in that way the value of the prizes will be equally divided among them.
- More than one prize will not be awarded to any one family at any one address.
- Only one complete set (comprising not more than 5 answers to any one picture) of answers may be submitted by any one contestant. Awards will be made strictly according to the merit of each separate list. The names of more than one person must not be written on any one coupon.
- All answers will be considered on their merits. The first filed will have no preference over the last filed, provided only that answers to be considered must be filed within the time specified when the last picture appears.
- The awards will be made by the Contest Editor and five well known citizens, whose names will be announced later. This contest is limited to contestants residing in the states of California, Oregon and Nevada.
- The correct answers to the series of pictures will be filed with a local trust company or bank a week previous to the close of the contest.
- Entry to the contest may be made at any time.
- The first illustration was published on April 8, 1911.
- All communications or letters in inquiry concerning the contest should be addressed to the Booklovers' Contest Editor, San Francisco Call, San Francisco, Cal.

### RULES FOR AWARDING HONORABLE MENTION PRIZES:

- Five hundred and five prizes will be awarded to the five hundred and five contestants whose names (and prize accepted) sending in a complete set of answers having 25 or more correct solutions, irrespective of the extra coupons used.
- If more than 25 contestants send in complete sets of answers having 25 or more correct solutions, then the awards will be made on the basis of neatness.

## A BOOKLOVERS' CATALOGUE TO AID CONTESTANTS

THE CALL HAS ON SALE A CATALOGUE COPYRIGHTED BY THE BOOKLOVERS' CONTEST COMPANY OF NEW YORK, WHICH CONTAINS THE TITLES OF APPROXIMATELY 5,000 BOOKS, WITH THEIR AUTHORS. This is the very catalogue used by the Booklovers' Contest Editor in selecting the titles represented by the pictures that have appeared thus far, and all the 77 titles represented by the 77 pictures to appear during the contest will be taken from this catalogue.

In other words, the 77 correct titles will all be in this catalogue. As this is true, contestants feel that the catalogue is a great help to them. They decide, for instance, that a picture represents a certain book. By looking in the catalogue they can see at a glance if the title is listed there. If it is not, then they are wrong, and must consider the picture again, for all the 77 correct titles are in the catalogue.

By understanding how the pictures are conceived and drawn the contestant can better appreciate the value of a catalogue.

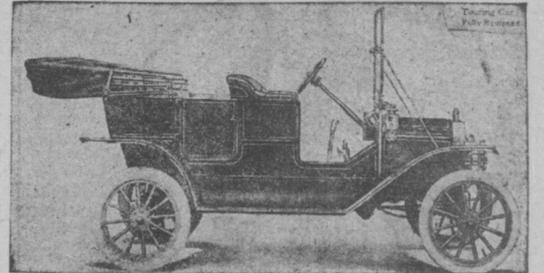
The title to be represented by a picture is thought over carefully, and finally an illustration decided upon that will exactly fit that title. The artist is told to draw this illustration. It is described to him in detail, and changes made until the illustration exactly fits the title. The artist, however, does not know the book his picture represents, or anything whatever about it; he simply draws to order.

Now, suppose that the picture shows a house on the bank of a river. With the aid of his catalogue the contestant has a pretty good chance to find the proper title. He may find what he considers the proper title listed under the "R's" in the catalogue—some title beginning with "river." Or he may find it under the "H's" in the catalogue—some title beginning with the word "house." Or he may use a little imagination, and decide that the title may be "Past the House," or "Flowing Past the House." The contestant turns to his catalogue and looks under the alphabetical headings to see if there is any book of that title.

For the correct titles are all in the catalogue, and all titles not found in the catalogue can not be among the list of correct titles.

Can be had from newsdealers or The Call. If this catalogue can not be secured from your newsdealer, get it at the San Francisco or Oakland offices of The Call. If you wish the catalogue sent you by mail address The Booklovers' Contest Editor, The San Francisco Call, San Francisco, Cal. Price, 35 cents each, 40 cents by mail.

## SECOND GRAND PRIZE FORD TOURING CAR Value \$875



### A Five Passenger Car—Fully Equipped

The Ford Motor Company is engaged solely in the manufacture of ONE GOOD CAR. All its immense resources, every man, every machine, every effort, every thought, is concentrated in the famous FORD Model T. This one standard model has been steadily and surely developed, until the FORD Model T has become the best car in the world at a price the people can pay. 20,000 FORD Model T cars were sold in 1910. 20,000 FORD Model T cars will be built and sold in 1911. FORD cars are in use everywhere, because they are generally recognized as the best cars to be had at anything near the price asked for them.

Call and examine the FORDS.  
**FIRST GRAND PRIZE—Vette 5 passenger touring car.....Value \$2,100**  
**FOURTH GRAND PRIZE—Ford racy runabout.....Value \$775**  
 These cars are on exhibition at the local agency.

**Standard Motor Car Co.**  
 Van Ness and Golden Gate Avenues.

## FIFTH GRAND PRIZE

## KOHLER & CHASE PLAYER PIANO

If you have not heard a KOHLER & CHASE player piano, you can not know how melodious they are in tone, how resonant, and with what feeling they give the simplest or the most difficult pieces of music. The KOHLER & CHASE player pianos represent the climax in the development of mechanical playing pianos. Yet they can be had at a price within the means of all.



**VALUE \$750**

Call and examine these instruments.  
**THIRD PRIZE—Kohler & Chase Mission Art Style Player—Value \$850.**  
**SIXTH PRIZE—Kohler & Chase Mahogany Finish Player—Value \$675.**  
 All on exhibition at the warerooms of

**KOHLER & CHASE**  
 26 O'FARRELL STREET, SAN FRANCISCO.  
 1015 BROADWAY, OAKLAND.

## SEVENTH PRIZE

## EVERYMAN'S LIBRARY The World's Best Books 500 LEATHER BOUND VOLUMES Value \$350

The master works of the world—all the books you have always wanted to read and own—are published by E. P. Dutton & Co. in the Everyman's library editions. Gathered in this edition, in uniform binding, and at a price every one can afford, are the best of the classics, of fiction, of reference works, of history and philosophy and theology—the best books in every department of literature and thought. The books are sold everywhere at 35 cents each in cloth binding, and at 70 cents each in leather binding. Write to the publishers for a booklet telling about the Everyman's library.

**EIGHTH PRIZE—350 Leather Bound Everyman's Library Books, value \$245**  
**NINTH PRIZE—300 Leather Bound Everyman's Library Books, value \$210**  
 To be seen at all book stores, or write to the publishers,  
**E. P. DUTTON & CO., NEW YORK CITY.**

**TENTH GRAND PRIZE—COLUMBIA GRAFONOLA—Value \$200.**  
 There are eight Columbia gramophones and eight Columbia graphophones given in this contest—all are in the Grand Prize list. If you hear one of these superb Columbia instruments you will understand why The Call selected them for awards in the Booklovers' Contest. Total value, \$1,200.

## HONORABLE MENTION PRIZES

### Mercantile Fountain Pens

Did you ever stop to think how much thought you have to give to a poor fountain pen? It interrupts your work to be filled or to be repaired. The Mercantile self-filling fountain pens write on smoothly. Write to the makers,



The Mercantile self-filling fountain pens are warranted to give a lifetime of service. They are 14k. gold, irridium pointed. Dealers everywhere carry the Mercantile; write to the makers,

**The Aiken-Lambert Co., New York City**

### Are You a Pig'n Whistler?

## PIG'N WHISTLE CANDIES

During the shopping hours drop in at the Pig'n Whistle. Delicate confections are served. Pig'n Whistle candies are noted for their delicate and delicious flavor, and those who appreciate the best have made the Pig'n Whistle their gathering place.



Two hundred and fifty five pound boxes of Pig'n Whistle candies will be awarded by The Call. The five pound boxes sell at \$3.75—total award, \$937.50.

**THE PIG'N WHISTLE**  
 Is at  
 130 POST STREET.  
**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**  
 SEE TODAY'S PICTURE ON PAGE 4