

CAN YOU USE \$500.00?

Are You a Member of the New Social Club?

The Capital News Great \$1500 Booklovers Contest Is Responsible For It! And How the Membership is Growing!

And no wonder! For this is a social club that will pay a cash dividend on your amusement. It is the most liberal and entertaining social club in the world!

How Can You Become a Member?

Send to us for all the back pictures and coupons and an official catalogue. Use the enclosed coupon for that purpose. No, the first entries have no advantage over you. No answers are to be received until the 75 pictures have been printed. So you see that gives you plenty of time to solve those already printed. You don't have to solicit or advertise, you don't have to beg your friends to vote for you. All the work you can do yourself and all that you do will count for you. If you send in the most correct answers you will receive

\$500.00 In Gold

And There Are 104 OTHER PRIZES — \$1500 Worth In All

Don't You Want Your Share? Then Come On In! You Will Enjoy It!

AND ALWAYS REMEMBER

If You Lose No One Except Yourself Will Know. - - - If You Win, We'll Tell Everybody?

First Aid to Contestants

The Official Booklovers Catalogue.
Nearly Five Thousand Titles!
And All the Prize Titles Are In It!

It Will Save You Time And Worry!

See what an advantage it is to have the titles before you all the time! Suppose, for instance, we ran a picture showing just an ordinary Eight Day Clock, nothing more. Your natural thought would be that it was intended for some book on that subject, or at least one in which the word "Clock" is used in the title. And you would be right, too!

Oh, you say you find on consulting your catalogue that there are three or four that might fit that picture.

There is where Rules 7 and 8 come to your rescue! If you are not sure which is right, use them all!

These Rules give you the right to ten answers on each picture—750 answers in all! See what that means to you! Ten chances to win on each title.

We can supply you with extra coupons at the regular price of the paper.

**Don't Cheat Yourself Out
of \$500 In Gold**

By holding down to one answer on each picture. Where you are sure you have the right one it is all right. When in doubt use the ten that you are entitled to.

READ THE RULES

Booklovers' Contest Catechism

ANSWERS TO THE QUESTIONS CONTESTANTS
MAY WANT TO ASK.

Q. What is the Capital News Booklovers' Contest?
A. It is a contest in which \$1500 in cash and prizes will be given to the persons making the best answers as to the names of books represented by seventy-five cartoons to be printed in this paper daily, beginning Sunday, Oct. 13.

Q. Who may enter the contest?
A. Any person not employed by this paper and not a member of the family of a Capital News employe.

Q. Does it cost anything to enter?
A. No.
Q. Must contestants be subscribers of the paper?
A. No.

Q. How does a contestant enter?
A. Merely cut the seventy-five cartoons out of the papers and write answer as to what books they represent, as well as your name and address in the blanks provided below the cartoons, and mail them to the Capital News.

Q. How many lists of answers may one person enter?
A. Not more than ten.
Q. How many prizes may one person win?
A. Only one.

Q. How can copies of the cartoons be obtained in case a contestant misses one, or in case he wants to make out more than one list?
A. By buying the paper containing them, or through the Capital News, which will sell single cartoons or complete sets if desired at regular price of the paper.

Q. Is it necessary to be a booklover to compete successfully?
A. No.

Q. When does the contest close?
A. DECEMBER 27, 1912.

Q. When shall the lists be mailed?
A. Not until the close of the contest.

Q. When will the prizes be awarded?
A. As soon after last picture is printed as is possible to judge answers.

Q. Who will do the judging?
A. Three prominent men of the city.
Q. Does a person have to file ten answers to every picture if he desires to submit ten on one picture?

A. No. You can file as many answers to a picture as you wish, but not more than ten to any one picture. For example: You think you are sure of No. 1, and only want to submit one answer. But on picture No. 2 you want to put in ten answers, which would be all right. Just keep answer to No. 1, then all of No. 2 together, and when contest closes bring or mail them all to the office of the Capital News in order.

Q. Can more than one member of a family compete?
A. Yes, but only one prize will be awarded to a family.
Q. Do I have to buy a catalogue?
A. No. But you will find it to be a great help to you.

The pictures for this Book Lovers' Contest are made in this way:

The General Manager and the Contest Editor decide on the titles to be used.

Now the descriptions of the pictures to be drawn to represent the titles are turned over to the artist. Each description is numbered to correspond with the number of the title to be filed away with the General Manager. The title is not given to the artist. Just a word description of the main idea of what the picture should be to represent the book he has in mind.

For example: The artist is told to draw a picture of a crowded street at noonday. A traffic officer is directing the stream of people. The description above applies to the book entitled "Traffic," by E. Temple Thurston.

The artist does not know what title he is representing in his drawing. He draws to order, according to the written instructions given him. The picture is then passed upon by the man who selected the title to be represented. If the picture does not quite fit the title, or it is faulty in any way, it is changed until it fits the title perfectly.

So that's the way the pictures are drawn. Remember that the correct title is not selected to fit the picture. The picture, in every case, is drawn to fit the title.

Now look at today's picture. Knowing how the picture was drawn, can you reason back over the process that resulted in the picture and tell what title it represents?