

Are You a Booklover

Maybe it would get more swiftly to the point to ask you:

How Would You Like to Win Five Hundred Dollars in Gold

Or perhaps this would strike you better: "What will you do with the big cash prize the Capital News is going to give away, in case you win it?"

These are the questions the Booklovers are most interested in these days.

And Who Are the Booklovers?

Their name is legion. They are the thousands of men and women, boys and girls, who will solve the daily pictures that appear in the Capital News, giving to their pictures the names of the books the contestants believe the pictures to represent. They live, these Booklovers, in all this wonderful Western country that the Capital News covers so well. The interest in this Contest will be great, and we hope you will not miss a single picture.

Everybody Will Be Interested — and no wonder! For this Contest is one of real quality. There's no chasing around hither and yon after votes. There's no running after subscriptions. There's no soliciting. There's no outside work to be done. The most shut-in person can engage successfully in the Booklovers' Contest. The most modest and retiring can do the necessary work in the seclusion of home and stand quite as good a chance to land the prize as anyone else.

It is Simply a Battle of Brains, a War of Wits, That's All

What You Can Do With \$500

FIRST PRIZE IN CAPITAL NEWS \$1500 BOOK-LOVERS CONTEST.

- Pay your tuition in a good college.
 - Pay for a musical education.
 - Pay all expenses on a trip to Europe.
 - Pay all expenses on your wedding tour.
 - Pay your way from San Francisco to New York and back and then across to Japan and back.
 - Pay for ten thousand street car rides.
 - Pay for a Christmas present for every child in Boise.
 - Pay for your groceries for a year.
 - Pay your board for a year.
 - Pay up all those old debts.
 - Pay your way anywhere except to Heaven.
- Now surely you can see in all these uses for \$500 one good reason why you should go after the big prize. You will find it easy. Now is the time to begin.

Here is the whole thing boiled down for easy understanding.

Every day, beginning Sunday, Oct. 13, the Capital News will print a picture and a coupon. The picture will represent the name of a book. The coupon will contain blank spaces for the name of the book, the name of the author, and the name and address of the contestant. There will be seventy-five of these pictures and coupons. One will appear every day, including Sundays, for seventy-five consecutive days.

The contestant has only this to do: Be sure to secure the complete set of pictures and coupons. Cut them from the Capital News as they appear from day to day and save them until all of the seventy-five have appeared. No answers are to be sent in until the last coupon has appeared. Fill in the blank spaces on the coupon with the name and author of the book you believe the picture to represent. Keep them all until the contest has closed. Then send them in as directed.

This is a contest that will give pleasure to every member of the family. You don't have to be the possessor of a college education to be successful in fitting the names of the pictures and books together. You simply have to study the pictures, use your wits, select the answer you think most appropriate and keep it until you have named all the seventy-five. It will really be lots of fun. Get suggestions from your friends. Get into the spirit of the game and you will be amazed at the good time you will have. And then think of the prizes.

First Aid to Contestants

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

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

If you lose no one will know it but yourself.
If you WIN we will TELL EVERYBODY.

Now is the time!

Get Busy!

Here Is the Plan

Each day there will appear a picture in The Capital News. This picture will represent the title of a book. You are to put in the blank below the picture the name of the book you think it represents, together with the name of the author, and your own name and address. There are to be Seventy-Five of these pictures in all. They will appear daily, including Sunday.

Remember, the first prize is \$500 in gold and the second a \$325 Piano, with 103 other valuable prizes—\$1500 worth of prizes—and you surely ought to get one of them!

BUT WHY NOT WIN? ALL THAT GOLD LOOKS MIGHTY GOOD!

THE PRIZE LIST—JUST READ IT!

Everything from \$500.00 in real money to a one-pound box of candy.

Piano, Parlor Suite, Diamond Ring, Victrola, and a hundred others!

Think what you can do with that \$500.00! Surely you can win something in this big list of valuable prizes.

Study this list. Then read the rules. See how simple the whole plan is. Open to everybody except employes of the Capital News. Get busy. You'll enjoy the work. You'll be glad to go into the game even if you should not win out.

1st—Gold	\$ 500.00
2nd—Concord Piano	325.00
3rd—Diamond Ring	175.00
4th—Parlor Suite	125.00
5th—Victrola	100.00
6th—Watch	50.00
7th—Watch	30.00
8th—Watch	20.00
9th—Watch	15.00
10th to 13th inclusive—4 Watches, value \$10 each ..	40.00
14th—1 Watch	7.50
15th to 17th inclusive, 3 German Silver Hand Bags, value \$5.00 each	15.00
18th and 19th—2 German Silver Hand Bags, value \$3.00 each	6.00
20th to 55th, inclusive—36 boxes Idanha Chocolates, value \$1.50 each	54.00
56th to 105th—50 boxes Idanha Candy Co.'s Chocolates, value 75 cents each	37.50
Total	\$1500.00