

A THANKSGIVING OFFER

Commencing November 26th, and continuing until midnight of December 2nd

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TO ALL OUR FRIENDS

GREAT BOOKLOVERS' CONTEST

\$1500.00 PRIZE OFFER

Commencing November 27th and continuing until midnight December 2nd

We will give every contestant who has not secured a Catalogue one free with an order for ten coupons. Ten Coupons and a Catalogue for 50 cents. To those who have catalogue we will give ten free with an order for the complete set of 75 pictures. On receipt of the coupon below and \$2.00 we will send you 85 pictures, any numbers you desire. This is a saving of \$2.25 to you and gives you nearly a month extra to solve them all. All the pictures will be ready Dec. 1st, but the supply will be limited, and if you wish to make sure of yours fill in the coupon now and mail it to us. All orders will be filled in the order received.

As we have the names and addresses of every purchaser of a catalogue, do not look for the ten extra pictures unless you tell us that you have one.

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.

Remember the complete set will be ready Dec. 1st.
See what an advantage it will be to you have the complete set on hand.
You can secure as many complete sets as you wish at this price—\$2.00 for the 75.
The extra ten only goes with the first 75.
Now is the time for new contestants to begin.

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.

Capital News,
Contest Editor:
Enclosed please find \$..... for which send me 85 pictures Nos. 1 to 75, with ten extra as per numbers marked on bottom line.

Name
Street and No.
City and State
Extra Numbers Here (Date)
I purchased my Catalogue about

Capital News,
Contest Editor:
Enclosed find 50 cents for which please send me a Booklovers' Catalogue and ten free pictures Nos.

Name
Street and No.
City and State

RULES OF THE CAPITAL NEWS BIG BOOKLOVERS' CONTEST

- All persons are eligible to enter the contest except employes of the Capital News and members of their families.
- Beginning next Sunday, and each day thereafter for 75 days, there will be published in the Capital News a picture which will represent the name of a book.
- Beneath this picture there will be a blank for the contestant to fill in with the names of the book and author.
- Cut out the picture and blank and fill in the name of the book and author.
- No restrictions will be placed on the way in which answers to the pictures may be secured.
- Each picture represents the title of only one book.
- If you are not certain of a title and wish to send in more than one answer you may do so.
- No more than ten answers will be accepted to any one picture.
- Incorrect answers will not count against contestants if correct answer is also given.
- More than one answer must not be put on the same coupon.
- Extra coupons must be used for extra answers.
- It is necessary that pictures be sent in with the answers in order that all answers may be uniform.

- Additional pictures and coupons may be obtained at the Capital News office, by mail or in person.
- It is not obligatory that contestants cut either picture or coupon from the News in order to send in solutions. An answer may be submitted in any legible manner the contestant may select, provided in every case that a picture is attached to the solution. Contestants are not compelled to cut the picture from the Capital News, but may photograph, draw or copy it in any other way they may choose. Just so there is only one answer to each picture sent and they are the same size as those in the paper coupon attached, etc.
- Each answer must be written on a separate coupon.
- When you have had 75 answers, fasten them together and bring them or mail them in a neat, flat package—not folded or rolled—to the Capital News Office, addressed to the Book Lovers Contest Editor.
- Prizes will be awarded to the contestant sending in the largest number of correct solutions.
- In the event of two or more having the same number of correct solutions, the person using the smallest number of extra coupons in his or her 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, then the value of the prize will be divided equally among the contestants tying for it.
- More than one prize will not be awarded to any one family to one address, but each member of a family may enter the contest and submit a complete set.
- Only one complete set (comprising not more than ten 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 must 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 three well known citizens, whose names will be announced later.
- The correct answer to the series of pictures will be filed in a sealed package 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.
- Contest open to all readers of the Capital News.
- The Capital News reserves the right to decide finally all questions that may arise in connection with this contest.
- Solutions will be invalidated if sent in before the 75 pictures are printed.
- All communications or letters of inquiry concerning the contest should be addressed to the Book Lovers Contest Editor, The Capital News, Boise, Idaho.
- There will be in all Seventy-five Pictures. Each will represent the name of a book.
- You are to solve the picture by fitting to it the title of the book you think it represents.
- You can get a Book Lovers Catalogue with nearly 5000 books listed in it. Among them are all the seventy-five of the Contest books with name of authors.
- These catalogues may be had of the Contest Editor for 35 cents apiece. Thirty-seven cents by mail.