

A THANKSGIVING OFFER

Commencing November 27th, and continuing until midnight of December 9th

Commencing November 27th and continuing until midnight of December 9th

TO ALL OUR FRIENDS

IN THE

GREAT BOOKLOVERS' CONTEST

\$1500.00 PRIZE OFFER

Commencing November 27th and continuing until midnight December 9th

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 employees 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.

THE WORK

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 your name and address.

There will be Seventy-five of these pictures and coupons. One will appear every day, including Sundays, for seventy-five consecutive days.

This is what the contestant has to do:

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 the seventy-five have appeared. No answers are to be sent in until the last coupon has appeared.

Fill in the blank space with the name and author of the book you believe the picture to represent. Keep them all until the contest has closed. Send them in as directed.

In this contest there is no canvassing, no soliciting, and no voting. The whole thing is individual.

Of course, if you like, you may help some one else to solve the pictures. Families can work together, friends can help one another. The best thing about it is, that when you win a prize, it is for your own self. All the work you do counts for you.

How the pictures are made

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?

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.

Study the rules. Plan to be a contestant in this really delightful game. You have as good a chance to come out the winner as anyone else.

The First Prize is \$500 in gold.
We like this because when you have the real money you can buy whatever you like with it.

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.

Remember! This is a free contest. You don't have to enroll your name. You don't have to solicit subscriptions. You don't have to advertise. There are no strings whatever tied to the prizes. It's a contest of perfect fairness and openness, and it's going to be a great big thing!