

Do Not Cheat Yourself Out of Five Hundred Dollar in Gold

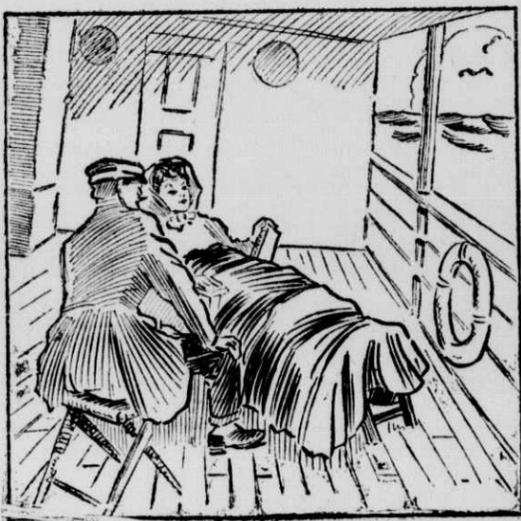
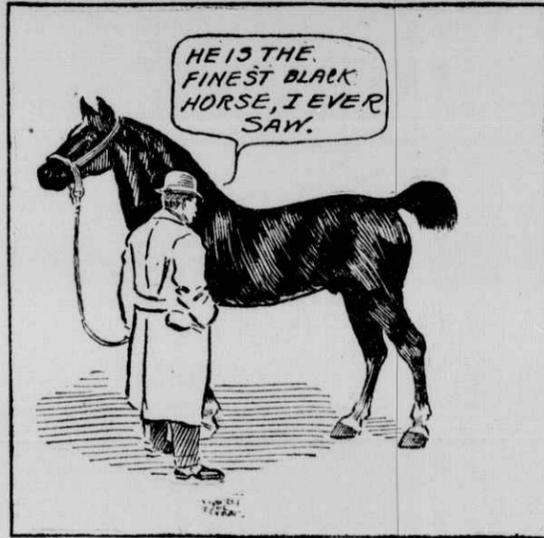
By Holding Down to One Answer on Each Picture in

Our Great \$15 00 Booklovers' Contest

NOW IS THE RIGHT TIME FOR NEW CONTESTANTS TO ENTER THE \$1500 BOOKLOVERS' CONTEST. ALL THAT YOU NEED DO TO WIN IS TO SOLVE THE MOST CORRECT TITLES TO OUR 75 PRIZE PICTURES.

The First Picture Was Published October 13, and the Last One Will Be Published December 26th.

Here Are a Few of the Prize Pictures



Surely you can give the correct answers to most of them with the right to ten answers on each picture. Our Answer Book and the official Catalogue makes it easy for you. Use the coupon under today's prize picture. We give you pictures Nos. 36 to 70 with the Answer Book. You will have plenty of time to solve the answers if you enter now. This is our last and most liberal offer in this delightful contest. Can you use \$500 in gold?

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!



How to Get Extra Pictures and Coupons.

If you have happened to miss some of the pictures and want to enter the contest now—
Or if you want to send in some extra answers on any of the pictures—
Or, if you should lose any of your pictures and coupons and should want to replace them—
If you call at the office for them, you pay there. If you send by mail, use the order blank printed every day.

The Answer Book is the Key to the \$1,500

With it you can submit ten answers to each picture—750 answers in all. Use the coupon under today's prize picture in ordering. With the Answer Book every member of the family can submit ten answers to each picture. You will need only one of each prize picture if you use the Answer book. Only a limited supply of Answer Books have been ordered. If you want to make sure of yours use the coupon today.

The Prize List

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

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.