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In order to give our subscribers and friends the best of everything obtainable, we have made arrangements to offer them the **MOST WONDERFUL CLUBBING OFFER EVER MADE, NO MATTER WHAT THEIR PRICE MAY HAVE BEEN.** This is the age of popular enlightenment through the products of the printing press. The family which is supplied with an abundance of good, clean, informing and entertaining literature is always in the process of self-education. The man, woman or child who is reading good newspapers and magazines is going to school as truly as if enrolled in an institution of learning. Happy is the family which has an abundance of attractive reading matter always at hand to make home pleasant, and quiet the restlessness incident to childhood. To supply the demand for high class periodical literature we have made arrangements with several publishers whereby we can present you the greatest club offers ever made.

Two Special Extraordinary Offers Until October 20th. Greatest Clubbing Offer Ever Put Out by Any Newspaper. Offer Open to EVERY Old and New Subscriber.

CHOICE OF TWO CLUBS:

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The leading "Quality Fiction" Magazine of the Twentieth Century. None excel it for Short Stories, Special Articles and Rich Humor. It is refined, entertaining and a first-class, "Up-to-date," Popular Magazine, superbly illustrated in rich Half-Tone Engravings. It is the "Peer" of all 15-cent publications.

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Human Life is a handsome 40-page Magazine, edited by Alfred Henry Lewis, the highest priced magazine writer in the world. Each month it contains from 40 to 60 pages brim full of classical reading.

The Mother's Magazine

The Mother's Magazine is the only Magazine exclusively for mothers and children. Fills a long felt want and meets the needs of the most important class of people in the world.

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Paris Modes is the best Woman's Magazine published to-day. It has 64 pages of the World's Fashions. The cover is printed in colors, a new one for each month, drawn by some of the best artists in the world.

Spare Moments

Every year or so some one magazine comes to the front. This year it is "Spare Moments." This Magazine has had a meteoric career and made a record in the publishing field. There is absolutely no other Magazine like "Spare Moments."

Until October 20th:

Special Short Time Offer Number 1

Order Now or You May Be Too Late. Here is the Remarkable Club We Offer:

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A year's subscription to HUMAN LIFE, 36 to 48 pages.
A year's subscription to PARIS MODES, 80 to 120 pages.
A year's subscription to SPARE MOMENTS, 28 to 40 pages.
A year's subscription to MOTHER'S MAGAZINE, 70 to 104 pages.
A year's subscription to NATIONAL HOME JOURNAL, 40 pages.

\$1.75 pays for one year's subscription to all Six Magazines, if you are now a subscriber to The Observer and your subscription is paid one month in advance.
It is also open to all new subscribers at \$1.75 by agreeing to take The Observer who pay one month in advance.

All subscribers that have paid in advance for one or more months are entitled to the Club at \$1.75.

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The Following Rates Are Given Until October 20th.

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THE OBSERVER 6 months and all Six Magazines 12 months, \$5.75 Cash, with order.
THE OBSERVER 1 year and all Six Magazines 1 year, \$9.75 Cash, with order.

Club Number 2--\$3.00

OUTING--Regular Price \$3.00

25 Cents Per Month.

The OUTING MAGAZINE, edited by Casper Whitney, is one of America's most popular magazines. It is a high grade publication, numbering among its contributors such well-known authors as Emerson Hough, George W. Wingate, Robert Dunn, A. E. Marr, C. M. Russell, Ralph D. Paine, Vance Thompson, H. P. Burchell, Frank Presbury, equally well known and brilliant writers, who make the Outing Magazine one of particular interest to intelligent readers everywhere. It appeals to the very highest class of readers and interest old and young alike because it presents each month an array of reading matter that arrests and holds attention. This Magazine is for the man who loves the earth under his foot and the hum of the earth close to his ear, and for the reader who delights in high class fiction. The power of description, declination and character-drawing presented in its pages each month causes you to love this Magazine and to recommend it to your friends.

METROPOLITAN--Regular Price \$1.50

15 Cents Per Month.

The METROPOLITAN MAGAZINE, issued monthly by the Metropolitan Magazine Company, is replete with Short and Serial Stories that hold the interest of its readers throughout. It is seldom that magazine readers find as strong and varied a collection of articles and fiction as is found in the Metropolitan. Among the contributors to the Metropolitan are George Gregory, Lieut. Hugh M. Kelly, U. S. A.; Charles H. Cochrane, Both Starer Whitson, Robert Alexander Mason, Margaret Fay Coughlin, Herbert Vanderhoof and other writers of national repute.

One of the special features of the Metropolitan each month is an article under the caption of the "World at Large," which gives the important news of the month condensed and illustrated. Another feature is a high grade frontpiece, in colors, reproduced from some famous painting.

In addition to its clever fiction department the Metropolitan discusses in its pages every question of national importance that is of interest to the general reading public.

BOHEMIAN--Regular Price \$1.50

15 Cents Per Month.

The BOHEMIAN MAGAZINE is full of reading matter that is clever and bright. It is the aim of the publishers to secure only the very best fiction that can be written. Among the many writers who contribute to its pages are found such authors as Aubrey Lanston, Rem. A. Johnston, Warwick James Price, Robert Coulton Brown, Berta Hart Nance, John Barton Oxford and James L. Masson.

The Bohemian regularly publishes Short Stories, Special Articles, Anecdotes, Verse and Satire. Fully one-third of the Magazine is devoted to illustrations, which are the best that contemporary photography and draughtsmanship can produce. This Magazine is published solely to entertain, and is designed to interest men and women during their hours of recreation from the cares of the day.

The Bohemian is a Magazine of quality and is always reaching out for even better fiction, more interesting special articles and superior drawings.

Until October 20th

Special Short Time Offer Number 2

ORDER NOW OR YOU MAY BE TOO LATE. HERE IS THE REMARKABLE CLUB WE OFFER:

A year's subscription to the OUTING MAGAZINE, 132 to 164 pages.
A year's subscription to the METROPOLITAN MAGAZINE, 120 to 143 pages.
A year's subscription to the BOHEMIAN MAGAZINE, 120 to 143 pages.

\$3.00 pays for one year's subscription to all Three Magazines if you are now a subscriber to THE OBSERVER and have paid at least one month in advance.
It is also open to all new subscribers at \$3.00 by agreeing to take THE OBSERVER and pay for at least one month in advance.
All subscribers that have paid in advance for one month or more are entitled to the club at \$3.00 a year.

Out-of-Town Offers Until October 20th

THE FOLLOWING SPECIAL RATES ARE GIVEN:

THE OBSERVER three months and all Three Magazines 12 months, \$5.00 Cash, with order.
THE OBSERVER six months and all Three Magazines 12 months, \$7.00 Cash, with order.
THE OBSERVER one year and all Three Magazines one year, \$11.00 Cash, with order.

GREAT MAGAZINE OFFERS!

These Offers Are Open to Both Old and New Subscribers. Phone 78. Ask For Magazine Department and Our Solicitors Will Be Glad to Call With Sample Copies.

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If you change your address, your magazine can be changed from old to new address.

REMEMBER

Each Magazine we offer is as good as you buy of its kind. All of the magazines contain stories and reading matter for each member of the family, from the youngest child to the oldest grandparent. All departments of the home, business, etc., are fully covered by the best writers. You will see thousands of new pictures and illustrations in these publications during the year that you will be unable to find elsewhere. If you live out of Charlotte, send in your orders by first mail, as this offer is for a short time.

OPPORTUNITY IS PRESENTING ITSELF TO YOU. DON'T LET IT PASS. SUBSCRIBE NOW!

THESE CLUBS CAN BE SECURED IN NORTH CAROLINA ONLY THROUGH THE OBSERVER PUBLICATION.

DON'T FORGET, YOUR ORDER MUST BE RECEIVED AT OUR OFFICE BY OCTOBER 20TH.

ADDRESS MAGAZINE DEPARTMENT

THE OBSERVER

PHONE 78.

Observer Building, Charlotte, N. C.

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