

# 25,000 EXTRA VOTES FOR A SUBSCRIPTION

News and Observer Offers Another Magnificent Opportunity to Enter the Contest. Flying Start That Places a Contestant in Position to Make Future Efforts Count.

## FEEL LASTS BUT ONE WEEK AND WILL NOT BE REPEATED

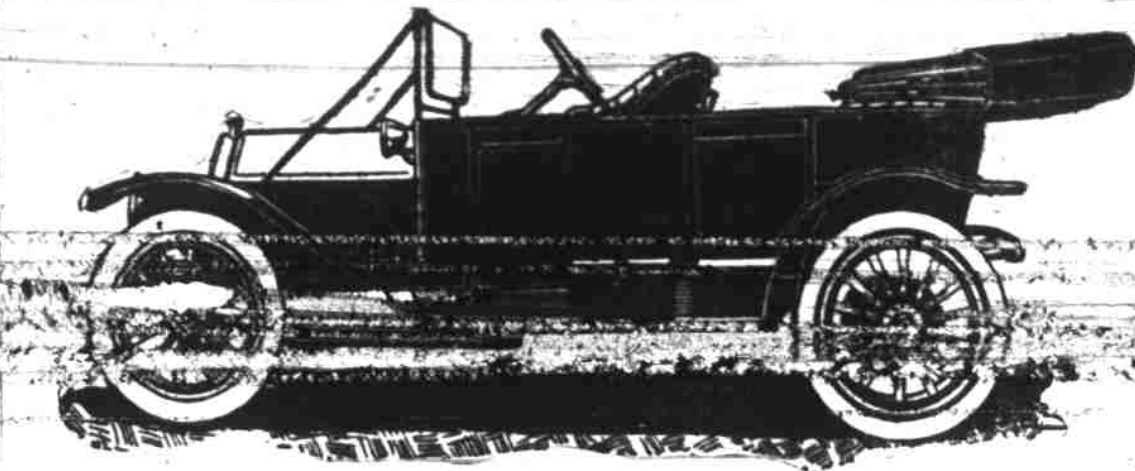
Every Candidate Who Turns in a New Yearly Subscription by Midnight, Wednesday, April 10th, Will Receive a Special Voting Certificate For 25,000 Extra Votes and Candidates Are Limited to Credit for But Two Such Subscriptions.

Immediately upon the heels of the special offer of extra votes, which closed at midnight, Wednesday, April 10th, the Contest Department of The News and Observer now makes another magnificent offer. This time it is for 25,000 extra votes, but the conditions are just as easy as in the previous offer.

The present offer begins today and closes at midnight, Wednesday, April 10. Here is what The News and Observer proposes to do: TWENTY-FIVE THOUSAND EXTRA VOTES WILL BE GIVEN FOR ONE NEW YEARLY SUBSCRIPTION TURNED IN BY MIDNIGHT APRIL 10TH.

This offer is for one week only and it positively will not be repeated. It is known as the YEARLY SUBSCRIPTION OFFER. Under this offer, any candidate who enters the contest by turning in a new yearly subscription will receive, in addition to the 12,000 votes regularly allowed on the subscription, an extra certificate good for 25,000 extra votes, or a total of 37,000 votes for one year.

Now is Time to Enter. If ever there was a splendid time to enter this gigantic competition, now is that time. By taking advantage of this marvellously generous offer during the next seven days, any one who enters now will be taking a long step in the direction of one of those forty-



FIRST GRAND PRIZE, Corbitt Touring Car—\$1,800.

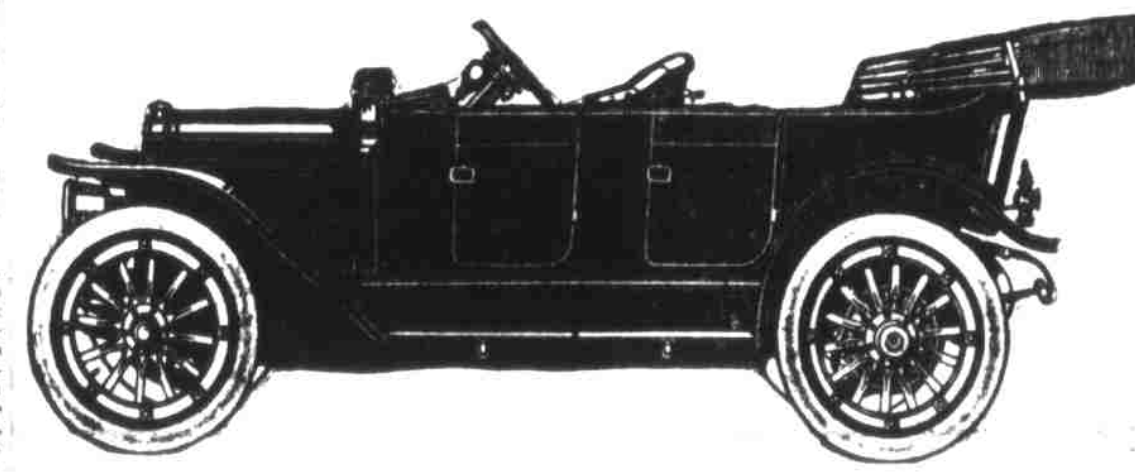
of the opinion that this is the grandest opportunity of the entire contest to enter this race with a splendid score. It should not be allowed to go unimproved. Remember, that ONE NEW YEARLY SUBSCRIPTION FOR ONE YEAR WILL WIN TWENTY-FIVE THOUSAND EXTRA VOTES.

Some More Questions. Candidates who won the extra votes on the offer just closed are advised that they will receive their certificates for the extra votes within a few days, and are asked to be patient for that length of time. The questions and answers feature of the daily contest story seems to be quite popular. Paste all the questions asked today, and the answers to them on one sheet of paper and sign it, giving the name of your town and your district number. Send this sheet to the Contest Department, and when questions are properly answered, the Contest Department will issue special voting certificates for 100 votes for each question properly answered.

Some questions are: "What are the first, second and third grand prizes, and what is the value of each?" "How many prizes must be won in each district?"

F. T. Hall, of Fayetteville, and one Lindeman, Style L., from The Sam White Piano Co., of Greenville, N. C. These prizes will be awarded to the candidates standing highest in each of the eight districts after the five automobiles and the eight pianos have been awarded. The district second prizes are eight \$200 diamond rings. Four of them were purchased from the J. W. Wynne Jewelry Co. of Raleigh, one from M. von Milgrom, of Rocky Mount, one from Bell, The Jeweler, of Tarboro, one from C. Lumston & Son, of Richmond, Va., and one from L. Pugh, of Raleigh. The district third prizes are \$150 each, and the district fourth prizes, \$100 each, are offered. Deposits of \$100 each have been made in sixteen banks of North Carolina. These prizes will be awarded to the candidates standing highest in each of the eight districts after the five automobiles and the eight pianos have been awarded. These bank deposits are in the following banks: The Raleigh Banking and Trust

nothing to enter this contest and no obligations are involved in doing so. Send in your name or that of a friend, today. Any white man or woman, boy or girl of good repute in the State of North Carolina is eligible to enter this great Voting Contest. How Votes Are Secured. Besides votes allowed on subscriptions, a coupon good for a certain number of votes will be published in each issue of The News and Observer, unless otherwise announced. Each coupon printed will be limited and must be in The News and Observer office before the expiration of the date printed thereon. Candidates are not restricted to getting votes or subscriptions in their own particular districts, but may secure subscriptions in any part of the United States, and, if cash accompanies the order, regular voting certificates will be issued. Candidates in one district are not competing with candidates in another district, except in the instance of the grand and Division prizes. The division of districts as shown here, with no equalities of competition, that every candidate has an equal chance to win. Voting certificates will be issued on each paid in advance subscription



SECOND GRAND PRIZE, Stoddard-Dayton "Savoy"—Value, \$1,500

What is the total number of prizes to be given away by The News and Observer?

Forty-five valuable prizes. Forty-five splendid prizes, worth over \$12,000, are to be distributed among the people of North Carolina within the next six weeks. It is the grandest opportunity ever offered by a newspaper in the South to become the owner of one of five automobiles, ranging in value from \$1,500 to \$1,800, one of eight \$200 diamond rings, one of eight \$150 bank accounts, or one of eight \$100 davenport beds.

A \$1,800 Corbitt touring car, purchased from The Corbitt Automobile Co. of Henderson, will go to the contestant having the greatest number of votes in the entire contest, regardless of district. A \$1,500 Stoddard-Dayton touring car, purchased from the Ideal Motor Car and Machine Co. of Raleigh, will go to the candidate having the second greatest number of votes in the entire contest, regardless of district. A \$1,000 Flanders "20" touring car, purchased from the United Motor Charlotte Co. of Charlotte, will go to the candidate having the third greatest number of votes in the entire contest, regardless of district.

Two Flanders "20" touring cars were purchased from the Studebaker Corporation of America, Charlotte branch, for the Eastern and Western Division prizes. One of these cars goes to the candidate standing highest in each of the divisions, after the three grand prizes have been awarded.

Pianos, Diamonds and Cash. Eight \$400 pianos go to the winners of the district first prizes. Four of these are Kingsbury style V, purchased from The Corley Company, successores to The Table Co., M. T. Langley, Resident Manager, Durham. Two Lauter styles 150 and 180 were purchased from Jarnell & Thomas of Raleigh, one Kimball style 15 from

Company, The Wake County Savings Bank of Raleigh. The Commercial Department of the Commercial National Bank of Raleigh, The American National Bank of Wilmington, The Citizens National Bank of Raleigh, two deposits in the Fourth National Bank of Fayetteville, The Merchants Savings Bank of Raleigh, The Merchants and Farmers Bank of Apex, The Bank of Wayne, Goldsboro, The Bank of Zebulon, Zebulon, The Rocky Mount Savings and Trust Company, Rocky Mount, The Bank of Wendell, Wendell, The Bank of Selma, Selma, The North Carolina Bank and Trust Company, Raleigh, and in the Savings Department of the Commercial National Bank of Raleigh.

The last prizes of each district are \$50 davenport beds, purchased from the Royal & Co. of Charlotte, as to Raleigh. One of these davenport beds will be awarded to the candidate standing highest in each of the eight districts, after the other prizes have been awarded.

Rules Governing The News and Observer Contest. Fill out the nomination ballot and send same to the Contest Department of The News and Observer. Each contestant is limited to one nomination coupon good for 1000 votes. Contestants may nominate themselves. They do not have to be subscribers to The News and Observer. It costs

nothing to enter this contest and no obligations are involved in doing so. Send in your name or that of a friend, today.

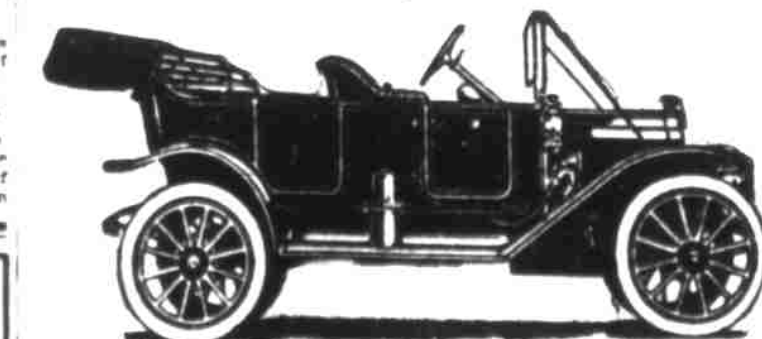
Any white man or woman, boy or girl of good repute in the State of North Carolina is eligible to enter this great Voting Contest.

How Votes Are Secured. Besides votes allowed on subscriptions, a coupon good for a certain number of votes will be published in each issue of The News and Observer, unless otherwise announced.

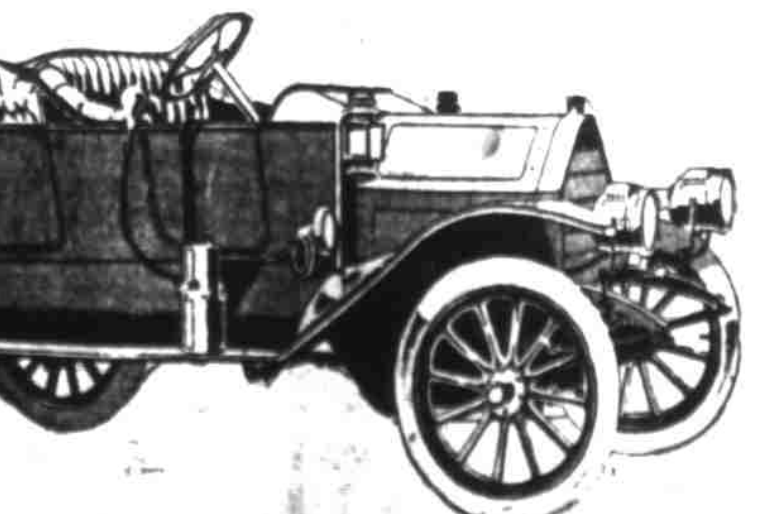
Candidates are not restricted to getting votes or subscriptions in their own particular districts, but may secure subscriptions in any part of the United States, and, if cash accompanies the order, regular voting certificates will be issued.

Candidates in one district are not competing with candidates in another district, except in the instance of the grand and Division prizes. The division of districts as shown here, with no equalities of competition, that every candidate has an equal chance to win.

Voting certificates will be issued on each paid in advance subscription



EASTERN DIVISION PRIZE, Flanders "20" Touring Car—Value, \$800



THIRD GRAND PRIZE, Maxwell Touring Car—Value, \$2,000

### YEARLY SUBSCRIPTION COUPON

Any candidate in The News and Observer Voting Contest, who brings or sends one of these Yearly Subscription Coupons to the Contest Department, together with a NEW YEARLY SUBSCRIPTION to The Daily News and Observer, before midnight, Wednesday, April 10th, will be entitled to a special voting certificate, good for

25,000 EXTRA VOTES

Candidate \_\_\_\_\_  
District \_\_\_\_\_

Each contestant may win TWO of these extra certificates by sending in TWO NEW YEARLY SUBSCRIPTIONS to The Daily News and Observer. No candidate will be entitled to more than TWO. One two-year new subscription to The Daily News and Observer will entitle the contestant to two special voting certificates, good for 25,000 extra votes each.

and sent in flat; do not roll the ballots.

13.—In sending in daily ballots it is unnecessary to fill out more than the top ballot of each package. Then write on this top ballot the total number of votes the package contains. Contestants who fail to comply with this rule must accept the count of the Contest Department as final. If your count is correct you will be credited with this number of votes in the next published score, together with any other daily ballots that have been sent in for that publication. If your count is incorrect you will be notified and the package of ballots held intact and returned to you for your inspection and account. We do not acknowledge the receipt of daily ballots unless an error is discovered in your count.

14.—The nomination ballot good for 1,000 votes is placed to the credit of each candidate in the published score. Daily ballots are also credited in the published score. Voting certificates are issued on subscriptions only.

15.—Each publication of daily ballots will be final except in case of a typographical error or mistake of the Contest Department. It is impossible to save all daily ballots and they will be destroyed three days after the date of publication in which they have been added to the score.

16.—By the filing of votes all contestants must accept and agree to all conditions.

17.—Votes once issued to one candidate cannot be transferred to the credit of another.

18.—Special bonus vote offers will be made from time to time and all properly applicable business turned in prior to the first offer will be counted on such offer; all properly applicable business turned in after the expiration of one bonus vote offer will be counted on the offer next following.

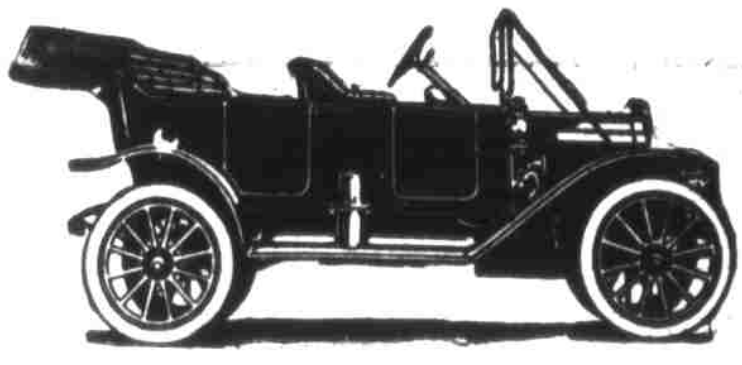
19.—Voting certificates issued in error will be cancelled by the Contest Department or thrown out by the judges.

18.—Until further notice no candidate will be permitted to cast for publication, more than enough certificate votes to raise his or her published score 5,000 votes above the leader of the preceding list.  
(Continued on Page Ten.)

#### SUGGESTIONS FOR ALL CONTESTANTS

- Much confusion has resulted from News and Observer contestants failing to comply with the rules regarding the answering of questions in each day's contest story.
- Each day's questions must be on one sheet of paper and that sheet must contain all questions for that day, or no credit will be allowed for any. This sheet must contain nothing else. It must bear no writing other than the questions and answers, the signature of the contestant and the town and district number of that contestant. If sent in any other manner no credit will be allowed and the questions and answers will be destroyed.
- Contestants are also becoming careless about sending in daily ballots. These ballots MUST NOT be rolled, or crumpled up. The number of votes in each package MUST be written on the top ballot of each package, and the ballots MUST BE SENT IN FLAT. Otherwise they will not be counted.
- The Contest Department telephone number is 1149 (one, one, four, nine). If there is anything that is not clear to candidates the Contest Department will be pleased to explain.

This Car Must Go in Eastern Half of North Carolina.



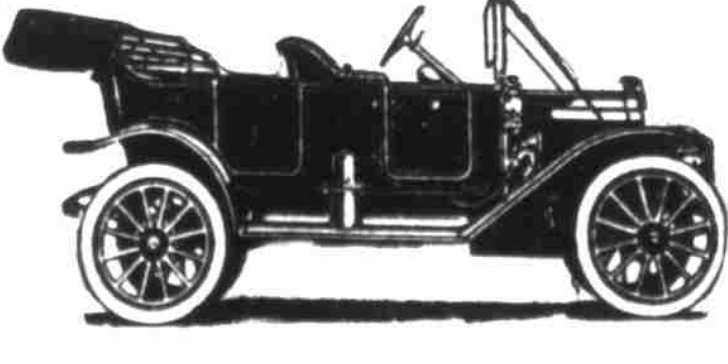
EASTERN DIVISION PRIZE, Flanders "20" Touring Car—Value, \$800

### Daily Ballot

Ten Votes For

Name \_\_\_\_\_  
Address \_\_\_\_\_  
District \_\_\_\_\_  
Subject to Rules of The News and Observer Contest. Must be received at The News and Observer Office by April 14, 1912.

This Car Must Go in Western Half of North Carolina.



EASTERN DIVISION PRIZE, Flanders "20" Touring Car—Value, \$800

### NOMINATION BALLOT

To enter the contest fill out this coupon and send to the Contest Department. Each contestant is entitled to one Nomination, good for

1,000 VOTES

in the Great Automobile Contest.

I hereby nominate  
Mr. Mrs. or Miss \_\_\_\_\_  
Street No. \_\_\_\_\_ District No. \_\_\_\_\_  
Postoffice \_\_\_\_\_ State \_\_\_\_\_  
Signed \_\_\_\_\_  
Address \_\_\_\_\_  
Profession \_\_\_\_\_ Date \_\_\_\_\_

Only one nomination will be credited to each contestant. Under no circumstances will the name of nominator be divulged.

### Spring Jewelry

OUR Quality Value Slogan

New Jewelry is as much a demand of the changing times as new gowns and hats, and we are showing some beautiful Pins and Colonial Shoe Buckles and La Valliers and things which are meant especially to go with the silks of spring, the laces and linens of summer.

Sleeves are shorter than ever, and so we have secured prettier Bracelets and more of them. We want you to join the throng of new customers that is steadily wearing a beaten path to this store.

JOLLY & WYNNE JEWELRY CO., 126 FAYETTEVILLE ST.

### LETTERS

In any quantity, in any color, delivered anywhere, prepaid if order amounts to a V or more.  
Raleigh Adv. & Letter Writing Co., F. R. CARROLL, Mgr.

### A TIP FOR TOP NOTCHERS



as well as for all who want value and sparkle new goods for their money. There is a model for every kind of dressers among Boone's De Luxe Clothes, and all we ask you is to

COME AND SEE how gracefully they hang and hug the neck and gives a young fellow that smart look and the conservative fellow that comfortable easy look that satisfies. Shoes, Shirts, Hats and all kinds of furnishings. Everything new.  
C. R. BOONE, De Luxe Clothier, 226 Fayetteville Street, All phone.