

125,000

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For every \$30.00 worth of NEW subscriptions turned in to the Contest Department of The News and Observer by midnight, Thursday, May 2nd, a certificate for 125,000 bonus votes, additional to the regular scale, will be issued. This is positively the greatest offer that will be made during the remainder of the Contest.

125,000 BONUS VOTES

This offer includes all NEW business not included in the first bonus offer, turned in from the beginning of the Contest. It includes all three and six months subscriptions, all yearly and two-year business over and above a regular club on the last offer, and all NEW subscriptions to The Weekly News and Observer and The Farmer and Mechanic.

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SECOND BONUS OFFER DRAWING TO A CLOSE

Splendid Opportunity to Win 125,000 Bonus Votes in News and Observer's Gigantic Contest Ends at Midnight, Thursday, and No Such Chance Will Exist During Remainder of Race.

HEAVY WORK SHOULD BE DONE DURING THE NEXT FEW DAYS

Now is the Time for Candidates to Establish Their Positions in the Greatest Friendly Rivalry Ever Conducted by a Southern Newspaper and Add to the Reserve Strength They Have Already Stored Away—No More Daily Ballots.

The News and Observer's gigantic voting contest is now reaching the stage where busy candidates have no time to spend in gathering in the daily ballots that have been printed in each issue of the paper, and for that reason the Contest Department has discontinued their publication. You will find no daily ballot in this issue of The News and Observer, nor will such a ballot be printed again during the life of the contest.

The man who reads The News and Observer for three months or six months is going to continue taking it after that time. If he has paid his subscription for three or six months he is going to be reading the paper during the important period when President Taft and the Colonel are fighting it out for the Republican nomination for the presidency; when Woodrow Wilson, Underwood, Champ Clark, "Uncle Jud" Harmon and perhaps the Peters One himself are embattled for the Democratic nomination. In addition to the very fullest political reports, The News and Observer will be overflowing with general news of the country. It's a splendid time for candidates to secure new subscriptions.

There isn't a candidate in the race who hasn't turned in some short-term subscriptions. Splendid opportunities are found in this short-term business. Practically all of it can be extended. For instance, it is pretty certain that

the splendid bonus offer of 125,000 extra votes for every \$30 worth of new subscriptions turned in by midnight, Thursday, May 2nd, is positively the largest offer that will be made during the remainder of the contest. When you consider that this contest has just about three weeks to run, this opportunity should be improved by every contestant in every way possible. There is growing short and the work already done will have but little effect unless it is backed up by further efforts.

Constipated? Go To Your Doctor. It is impossible to be well, happy, energetic, if the bowels are constipated. Waste products, poisonous substances, must be removed from the body at least once each day, or there will be trouble. Ask your doctor about Ayer's Pills, gently laxative, all vegetable.

QUESTIONS AND ANSWERS COUPON

CONTEST DEPARTMENT: Please add 300 VOTES to my published score if the following answers are correct: In your issue of... 1912. Question No. 1 is covered by Rule No... Question No. 2 is covered by Rule No... Question No. 3 is covered by Rule No... Name... Town or City... District No...

every club turned in by midnight of Thursday, May 2nd. This offer, like the first, is fair and impartial and for that reason it has been made to include ALL the NEW business turned in since the contest started, on which no bonus votes have already been issued.

and send same to the Contest Department of The News and Observer. Each contestant is entitled to one nomination coupon good for 1,000 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.

No Limit to Bonus Clubs. It will include all New three and six months subscriptions, all new subscriptions to the weekly and all new yearly and two-year business over and above a full club turned in on the last offer. Any combination of new business amounting to \$30 on which no bonus votes have been issued, will win a certificate for 125,000 bonus votes. And there is no limit to the number of these clubs you may win.

How Votes Are Secured. 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.

of publication in which they have been added to the score. 11.—By the filing of votes all contestants must accept and agree to all conditions. 12.—Votes once issued to one candidate cannot be transferred to the credit of another. 13.—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. 14.—Voting certificates issued in error will be cancelled by the Contest Department or thrown out by the Judges.

General Rules. 49.—No regular salaried employee of The News and Observer, or of his or her immediate family, will be permitted to participate in this contest as a candidate. 50.—In case of a tie the value of the prizes will be equally divided. 51.—Contestants will not be eligible to a prize, if they allow their names to continue in the published lists after May 1, 1912, in a district in which they do not reside. Be SURE your name appears in the RIGHT district. 52.—The News and Observer will recognize no promises, either written or verbal, made by agents, solicitors or canvassers, contrary to the published rules and regulations governing the contest.

News and Observer must reach the Contest Department by Monday noon of each week. Votes received after 11 o'clock Monday will be held over and credited in the second publication of scores after that date. 63.—Credit will be allowed on Questions and Answers Coupons only when ALL questions for one day are properly answered, and the coupon signed with the name, town and district number of the contestants. 64.—To receive credit, the Questions and Answers coupons must be sent in by contestants themselves.

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 disclosed.