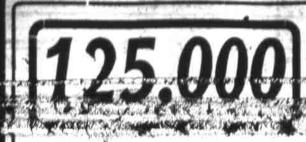
THE NEWS AND OBSERVER, TUESDAY, APRIL 30, 1912.



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. -1-

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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.



NG IU A

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 the man who reads The News and observer for three months or six age where busy candidates have no me to spend in gathering in the lago stage where busy candidates have no lime to spend in gathering in the daily ballots that have been printed in each have of the paper, and for that reason the Contest Department has discontinued their publication. Tou 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. This gives the active candidates

This gives the contest. This gives the active candidates wery minute of time to devote to the souring of subscriptions. Subscrip-lons are what candidates desire now.

are what candidates desire now. riptions mean votes and votes primes And just now the op-nities for securing votes are het-ies they will be at any other during the contest. Time to Get Busy. Security of the security for the security should be im-during the contest. Thus to Get Busy. Security of the security for the security of the security for the security should be im-d by every contestant in every fourthe affect unlaw it is backed, up rither effort unlaw it is backed, up rither effort security in the race

endidate in the race of in some abort-term spiendid apportunities

Instibated

Question No. 1 is covered by Rule No..... Question No. 2 is covered by Rule No..... stion No. 3 is covered by Rule No..... Nama.

Town or City District No. TO RECEIVE CREDIT ON THIS COUPON It must be filled in by Contestants themselves and must not be mixed in among daily ballots. But ONE coupon will be credited to each candidate for each day's questions, and ALL questions for the day must be answered to receive credit for any.

to my published score if the following answers are correct:

very club turned in by midnight of and send same to the Contest Depart-Thursday, May 2nd. This offer, like the first, is fair and impartial and for that reason it has been made to in-clude ALL the NEW business turned in since the contest started, on which no bonus votes have siready been is-No Limit to Bonus Clubs.

It will include all New three and six It will include all New three and sig months subscriptions, all new sub-scriptions 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 after that time. If he has paid his subscription for three of 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 per-hang the Preriom One himself are any number of these clubs you may win. The more certificates the Contest Department is obliged to insue, the bet-ter it will be satisfied.

If you live in one of the weak If you not there are but a few on ... didates making haphasard efforts to secure an occasional subscription, you secure an occasional subscription, you may rest assured that you have one of the best opportunities of anyone in the context to win a valuable prime by a very little effort. Some, of the dis-trict primes are going to be won for much less than the value of the time required to secure the business nec-essary. There are several such dis-tricts in this contest. If you have been watching, the published score and keeping tab on the efforts made by various candidates, you can readily determine which are the districts con-taining the greatest opportunities.

haps the Period and internet are per-haps the Period of the himself are em-battled for the Democratic nomina-tion. In addition to the very fullest political reports, The News and Ob-server will be overflowing with gen-are news of the country. It's a mina-

taining the greatest opportunities. And by the line you are in position to win the district first prise, you are then in line for one of the division or

to win the district first prime, you are then in line, for one of the division or bas of the grand primes. It's Up to You. Tour position in this great contest at the close, will depend a good bit upon what you accomplish during the next week or two. Positions are new being fixed and hustling is the only thing that will change them. Tour position depends entirely upon your self. For instance, here is an oppor-tunity to win 366 voice by answering the following questions: No. 1.-What is meant by "esten-sions" as applied to subscriptions? "No. 1.-What is meant by "esten-sions" as applied to subscriptions? "No. 1.-What is meant by "esten-sions" as applied to subscriptions? "No. 1.-What is meant by "esten-sions" as applied to subscriptions? "No. 1.-What is meant by "esten-sions" as applied to subscriptions? "No. 1.-What is meant by "esten-sions" as applied to subscriptions? "No. 1.-What is meant by "esten-sions" as applied to subscriptions? "No. 1.-What is meant by "esten-sions" as applied to subscription for the old one? "No. 1.-H as his old one? "No. 1.-H as his old one? "No. 1.-H as the mane advantages as these living in Raisings" "Inten Guyrantes The Herms and Ob

ment of The News and Observer. Each contestant is entitled to one nomina-tion 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. Send in your name or that of a friend, today

today. A.—Any white man or woman, boy or girl of good reputs in the State of North C wollna is eligible to enter this Great Voting Context. How Votes Are Socured.

4 .--- Candidates are not restricted to getting votes or subscriptions in their own particular districts. But may so-cure subscriptions in any part of the United States, and, if cash accom-panies the order, regular voting carwill be issued.

not competing with candidates in an-other district, except in the instance of the Grand and Division prises. The division of districts as shown here-with, so equalizes competition that overy candidate has an equal chance to win.

G-Voting certificates will be to on each paid-in-advance subscrip to The News and Observer, accord to the following schedule:

THE NEWS AND OPSERVER. (New Subscribers.) Vote

	OFY brourus
1.50.	Three Months 1.800
12.00	Two Teats
77777	Three Months
a contract	WEEKLY NEWS AND
23625	
911222	OBSERVER

old subscriptions. 5. No votes will be insued on sub-scription payments of less than \$1.50 on the Daily News and Ohsever or \$1.69 on the Weekly and Farmer and Machanic.

1.60 on the Weekly and Parmet and Sachanic.
3. Jorden will not be allowed on arrearages, unless the payment is sufficient to bring the subscription account up to date and al lass three bounts in advance of the date on which payment is made.
3. An official sector of the date on which payment is made.
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-Special bonus vote offers will made from time to time and all properly applicable business turned in prior to the first offer will be 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 follow-

to a prise, 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. 53.—The News and Observer will recognize no promises, either written or verbal, made by agents, solicitors or 18 .--- Voting certificates issued in er-

ror will be cancelled by the Contem Department or thrown out by the

date will be permitted to cast for pub-lication, more than enough certifi-cate votes to raise his or her publish-ed score 5,000 votes above the leader of the preceding list. Any num-ber of daily ballots may be cast. Subscription Rules.

-Regular voting certificates are sued on subscription payments only. Special voting certificates are issued on corrections; or as duplicates of lost certificates; or on special offers other than bonus vote offers.

Bonus voting certificates are insued covering business turned in during onus vote offers.

Special voting certificates and benus voling certificates are not issued and mailed to candidates until the close of the period covered by the special offer.

52.—Anyone who was taking The News and Observer regularly when the contest was announced, March 3, tensions" of subscriptions, whether the former payment or payments were given to themselves or to other con-1912. will be classed as an OLD subscriber, considered as new, only when pay-

ment of an equal amount, or more, is 83.—No subscriptions will be taken to start later than one week from the date on which they are turned in to The News and Observer. 34.—Subscriptions will not be taken tended years. 58 .--- This contest closes May 18.

for a longer period than two years in

advance. 85 - A subscription will not be count-35.—A subscription will not be counted as NEW if it is simply transferred from sine membar of a family, or household, to another, or from an individual to a firm or corporation, or

Individual to a firm or corporation, or vice versa. 36.—A second paper ordered deliv-ered to an address to which the paper was regularly delivered at the time the contest was announced, will be made on the subscription originally roing to that address. Exception may be made to the rule in the case of boarders and roomers, but The News and Observer reserves the right to

boarders and roomers, but The News and Observer reserves the right to double all such cases. 37.--A subscription that is new, when the first payment is made, will be considered new on any subsequent payment during the contest. Any set of circumstances regarding a subscrip-tion, whereby The News and Observer does not gain a subscriber will result in such subscription being considered old.

Bit-No candidate will be allowed to enter the contest as the representa-tive of a lodge, club, church society, union or organization of any kind, and no lodge, club, church society, union or organization of any kind will be permitted to nominate a can-didate and, work as a body for the avoured benefit of the organization. When an allidaxis the field and astistant ory press, furnished, the News and these that any candidate is collect-ing subscriptions, clubs means and these that any candidate is collect-ing autocriptions, clubs and form and or through friends and follow members, with the intention of argani-tion, durch ascisty, unlos or organi-ation of any hind, such candidate will be declared tening the and candidate No candidate will be allowed

50 .- In case of a tie the value of ALL questions for one day are the prizes will be equally divided. 51.—Contestants will not be eligible to a prize, if they allow their names to ber of the contestants.

65.—Questions and Answers Coupons may be sent in the same letter with daily ballots, but no credit will be al-lowed on them if they are not placed on top of the package.

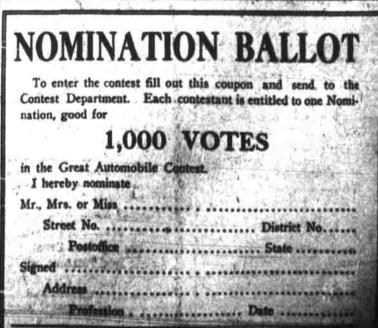
64 .--- To receive credit, the Que rules and regulations governing the by contestants themselves.

rules and regulations governing the contest. 54.—The right is reserved to reject the name of any candidate for cause, or to alter these rules and regulations should occasion de..and. 55.—Any question that may arise between contestants will be decided by the Contest Management and its de-claion will be final. 56.—For any further information call "The Contest Department" of The

56.—For any further information call "The Contest Department" of The News and Observer, phone 1149 (Double-one, four, nine.) 57.—Any further payment on a sub-scription already turned in, on which a vooting certificate has been insued, is an "Extension" of that subscription. The constituting the difference between the constituting the difference between the constituting the difference between the scheduled number of votes insued on the first payment and the scheduled number of votes allowed on the total be allowed on such payments on the weekly if the subscription account is paid three months in advance. of both payments. Contestants are en-titled to votes under this rule, on "Ex-

paid three months in advance. 70. If postimark proves that emb-scriptions mailed direct to contestants were so mailed before the expitation of a bonus offer, such subscriptions will be counted under the terms of that offer. This rule will not be of-fective on the last day of the contest. 71. Candidates having subscriptions to apply on a bonus offer and being unable to get the letter postmarked in time, may telephons or telegraph the Contest Department the exact amount of the remittance they are sending. (Continued on Page Eight.) stream to the matter of the other con-testants. To insure proper credit on "Extensions" make a new start slip for the amount of meney you are sending and write on the "start slip" the length of the "Extension," as "Exfrom three months to two

61 .--- Until further notice the standing of Contestants will be published Thursday of each week. All votes in-tended for publication in Thursday's (Continued on Page Eight.)



considuation will be credited to each contest stances will the name of seminator by stances will the m

Your Doctor

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If a short-term subscription has been given to you, you may as well get the benefit of the extension by securing the further payment your subscriber is almost certain to make at the expiration of his present sub-scription. These extensions will mean thousands of extra votes for the con-testants who do hot overlook them. Just now, the all important thing is the NEW subscriptions. New sub-scriptions of every class turned in since the beginning of the contest, which were not included in the first bonus offer will be counted in the present offer. Get your mind firmly set on \$20

eral news of the country. It's a s

criptions

If

To

did time for candidates to secure new

Dresent offer. Get your mind firmly set on \$20 worth of new subscriptions. Get as many of these 530 clubs as you can. Tow are not limited. A certificate for 125,000 bonus votes will be issued on

Keep After Extensions. a short-term subscription