

EXTRA PRIZES IN GOLD FOR FOUR DAYS WORK

In Addition to Giving 100,000 Bonus Votes On Every

Midnight, May 15th, \$375 in Gold Will Be Distributed.

EXTRA INCENTIVE FOR HUSTLERS TO WIN THEIR PRIZES RIGHT NOW

The Special Cash Prize Offer Is For Each of Four Days and Includes Both Old and New Subscriptions, While the Bonus Offer is On New Business Only; Together the Offers Constitute a Splendid Opportunity and Both End at Midnight, Wednesday, May 15.

Three hundred and seventy-five dollars in gold is to be distributed among The News and Observer contestants for four days' work. This money will go to the several contestants who turn in the largest remittances on both old and new subscriptions on Saturday, Monday, Tuesday and Wednesday. Three hundred and seventy-five dollars in gold will be distributed as follows:

Saturday, May 11th.—To the contestant sending in the largest remittance, \$100.00; the next largest remittance, \$25.00.

Monday, May 13th.—To the contestant sending in the largest remittance, \$75.00; the next largest remittance, \$25.00.

Tuesday, May 14th.—To the four contestants sending in the largest remittances, \$25.00 each.

Wednesday, May 15th.—To the two contestants sending in the largest remittances, \$25.00 each.

In competing for these money prizes you are not limited to work on any one day, but by turning in the largest amount of subscription money each day while the offer is effective, you can win all four of the first prizes.

SPLendid BONUS OFFER. But that isn't all there is to the News and Observer's generosity during the next few days. In addition to the ten cash prizes in gold, another splendid bonus offer is made on new subscriptions turned in by midnight, May 15th. This offer, like others that have gone before it, is the largest that will be made during the remainder of the contest.

FOR EVERY \$24.00 WORTH OF NEW SUBSCRIPTIONS TURNED IN BY MIDNIGHT OF WEDNESDAY, MAY 15TH, A CERTIFICATE FOR 100,000 BONUS VOTES WILL BE ISSUED. FOR EVERY \$24.00 WORTH OF NEW SUBSCRIPTIONS TURNED IN DURING THE SAME PERIOD, A CERTIFICATE FOR 50,000 BONUS VOTES WILL BE ISSUED.

Taken together these two offers are probably the most wonderful that have been made during the life of the contest. The special prizes in gold are extremely attractive, while the bonus offer is sufficiently attractive were there no other incentive for making advantage of it. Candidates are to remember that they are not limited in the number of bonus clubs they may win. The same conditions govern this offer as have governed all others. The business must be in the mails by midnight and the postmark must so show.

There is this distinction between the bonus offer and the cash prize offer. The largest amount of money turned in to win the cash prizes may include old as well as new subscriptions, while

MADAME RACHELLE'S ADVICE TO BEAUTY SEEKERS

They are to be had in bottles to suit all pocket purses. They are really very useful and contain the best of the French and American cosmetics. They are sold in bottles of 12, 24, 36, 48, 60, 72, 84, 96, 108, 120, 144, 168, 192, 216, 240, 264, 288, 312, 336, 360, 384, 408, 432, 456, 480, 504, 528, 552, 576, 600, 624, 648, 672, 696, 720, 744, 768, 792, 816, 840, 864, 888, 912, 936, 960, 984, 1008, 1032, 1056, 1080, 1104, 1128, 1152, 1176, 1200, 1224, 1248, 1272, 1296, 1320, 1344, 1368, 1392, 1416, 1440, 1464, 1488, 1512, 1536, 1560, 1584, 1608, 1632, 1656, 1680, 1704, 1728, 1752, 1776, 1800, 1824, 1848, 1872, 1896, 1920, 1944, 1968, 1992, 2016, 2040, 2064, 2088, 2112, 2136, 2160, 2184, 2208, 2232, 2256, 2280, 2304, 2328, 2352, 2376, 2400, 2424, 2448, 2472, 2496, 2520, 2544, 2568, 2592, 2616, 2640, 2664, 2688, 2712, 2736, 2760, 2784, 2808, 2832, 2856, 2880, 2904, 2928, 2952, 2976, 3000, 3024, 3048, 3072, 3096, 3120, 3144, 3168, 3192, 3216, 3240, 3264, 3288, 3312, 3336, 3360, 3384, 3408, 3432, 3456, 3480, 3504, 3528, 3552, 3576, 3600, 3624, 3648, 3672, 3696, 3720, 3744, 3768, 3792, 3816, 3840, 3864, 3888, 3912, 3936, 3960, 3984, 4008, 4032, 4056, 4080, 4104, 4128, 4152, 4176, 4200, 4224, 4248, 4272, 4296, 4320, 4344, 4368, 4392, 4416, 4440, 4464, 4488, 4512, 4536, 4560, 4584, 4608, 4632, 4656, 4680, 4704, 4728, 4752, 4776, 4800, 4824, 4848, 4872, 4896, 4920, 4944, 4968, 4992, 5016, 5040, 5064, 5088, 5112, 5136, 5160, 5184, 5208, 5232, 5256, 5280, 5304, 5328, 5352, 5376, 5400, 5424, 5448, 5472, 5496, 5520, 5544, 5568, 5592, 5616, 5640, 5664, 5688, 5712, 5736, 5760, 5784, 5808, 5832, 5856, 5880, 5904, 5928, 5952, 5976, 6000, 6024, 6048, 6072, 6096, 6120, 6144, 6168, 6192, 6216, 6240, 6264, 6288, 6312, 6336, 6360, 6384, 6408, 6432, 6456, 6480, 6504, 6528, 6552, 6576, 6600, 6624, 6648, 6672, 6696, 6720, 6744, 6768, 6792, 6816, 6840, 6864, 6888, 6912, 6936, 6960, 6984, 7008, 7032, 7056, 7080, 7104, 7128, 7152, 7176, 7200, 7224, 7248, 7272, 7296, 7320, 7344, 7368, 7392, 7416, 7440, 7464, 7488, 7512, 7536, 7560, 7584, 7608, 7632, 7656, 7680, 7704, 7728, 7752, 7776, 7800, 7824, 7848, 7872, 7896, 7920, 7944, 7968, 7992, 8016, 8040, 8064, 8088, 8112, 8136, 8160, 8184, 8208, 8232, 8256, 8280, 8304, 8328, 8352, 8376, 8400, 8424, 8448, 8472, 8496, 8520, 8544, 8568, 8592, 8616, 8640, 8664, 8688, 8712, 8736, 8760, 8784, 8808, 8832, 8856, 8880, 8904, 8928, 8952, 8976, 9000, 9024, 9048, 9072, 9096, 9120, 9144, 9168, 9192, 9216, 9240, 9264, 9288, 9312, 9336, 9360, 9384, 9408, 9432, 9456, 9480, 9504, 9528, 9552, 9576, 9600, 9624, 9648, 9672, 9696, 9720, 9744, 9768, 9792, 9816, 9840, 9864, 9888, 9912, 9936, 9960, 9984, 10000.

S. J. BEANLEY.

of the Grand and Division prizes. The division of districts as shown herewith, so equalizes competition that every candidate has an equal chance to win.

1.—Voting certificates will be issued on each paid-in-advance subscription to The News and Observer, according to the following schedule:

Term	Votes
\$ 4.00, One Year	12,000
1.00, Six Months	6,000
1.50, Three Months	3,000
2.00, Two Years	24,000

FARMER AND MECHANIC, AND WEEKLY NEWS AND OBSERVER.

2.—Credit for one-half the above number of votes will be given on all old subscriptions.

3.—No votes will be issued on subscription payments of less than \$1.50 on the Daily News and Observer or \$1.00 on the Weekly and Farmer and Mechanic.

4.—Votes will not be allowed on arrears unless the payment is sufficient to bring the subscription account up to date and at least three months in advance of the date on which payment is made.

5.—On payments other than those scheduled, votes will be issued according to the scheduled amount next below the amount so paid.

6.—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.

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

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

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

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

11.—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 contest as shown on the number of daily ballots may be cast.

Subscription Rules.

12.—Regular voting certificates are issued on subscription payments only. Special voting certificates are issued on corrections, or on duplicates of lost certificates, or on special offers other than bonus vote offers.

13.—Bonus voting certificates are issued covering business turned in during bonus vote offers.

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

15.—Anyone who was taking The News and Observer regularly when the contest was announced, March 1, 1912, will be classed as an OLD subscriber.

16.—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.

17.—Subscriptions will not be taken for a longer period than two years in advance.

18.—A subscription will not be counted as NEW if it is simply transferred from one member of a family, or household, to another, or from an individual to a firm or corporation, or vice versa.

19.—A second paper ordered delivered to an address to which the paper was regularly delivered at the time the contest was announced, will be considered as new, only when payment of an equal amount, or more, is made on the subscription originally going to that address. Exception may be made in the case of the case of boarders and roomers, but The News and Observer reserves the right to decide all such cases.

20.—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 subscription, whereby The News and Observer does not regard a subscriber will result in such subscription being considered old.

21.—No candidate will be allowed to enter the contest as the representative 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 candidate and work as body for the advancement of the candidate. When an affidavit is filed and satisfactory proof furnished The News and Observer that any candidate is soliciting subscriptions either in person, by mail, through friends and family members, with the intention of turning over any prize won to any lodge, club, church society, union or organization of any kind, such candidate will be deemed ineligible to any prize whatever, provided such proof is submitted prior to the awarding of the prize.

General Rules.

22.—No regular student candidate of The News and Observer, or of his or her immediate family, will be permitted to participate in this contest as a candidate.

23.—In case of a tie the value of the prizes will be equally divided.

24.—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 have not received the prize or their name appears in the RIGHT district.

25.—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.

26.—The right is reserved to reject the name of any candidate for cause, or to place them under such regulations as may be deemed best.

27.—Any question that may arise between contestants will be decided by the Contest Management and its decisions will be final.

28.—For further information call "The Contest Department" of The News and Observer, phone 1128 (Double one, four, nine).

29.—Any further payment on a subscription already turned in, on which a voting certificate has been issued, is an "addition" of that subscription. The contestant turning in the second payment will receive the votes of the additional amount of votes issued on the first payment and the scheduled number of votes allowed on the total of both payments. Contests are decided on the basis of the total number of subscriptions, whether the former business or payments were given to subscribers or to other candidates. In making prize awards all payments are counted as if they were for the same person, and all payments are counted as if they were for the same person, and all payments are counted as if they were for the same person.

Some Explanations.

Some misunderstanding seemingly has gained currency relative to the bonus offer of 100,000 votes on every \$24 worth of new business and 50,000 votes on every \$12 worth, which is closed. For the information of contestants, this offer will be figured to the best advantage of candidates.

The standing of candidates is not published today for the reason that the Contest Department is putting every energy into getting out the regular and bonus votes on the subscriptions turned in during the last bonus offer, and arranging its affairs for closing the contest. The score will appear for the last time, next Sunday morning.

It might also be well to explain that through an error in describing the Maxwell automobile, some time ago, it was stated that this car had a selective drive. This was an error, as the Maxwell people have always used a progressive transmission.

You can win your prize during the next few days if you throw the proper amount of energy into your campaign. You can win one of the cash prizes if you turn in a sufficient number of subscriptions.

Special envelopes for mailing in remittances each day of the cash prize offer may be had on request, or if you desire, you may clip the following form from the News and Observer and paste it on your own envelope:

FORWARDED BEFORE MIDNIGHT
 (As shown by postmark.)
 To Contestant's Name
 In News and Observer Contest.
 Rules Governing The News and Observer Contest.

1.—Fill out the nomination ballot 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, send in your name or that of a friend, today.

2.—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.

3.—Names Are Secured.

4.—Candidates are not restricted to getting votes or subscriptions in their own particular districts, but may secure subscriptions in any part of the State. Candidates may also accept nomination the order, regular voting certificates will be issued.

5.—Candidates in one district are not competing with candidates in another district, except in the instance

\$375 IN GOLD

THE News and Observer will distribute the above sum among contestants who send in the largest and next largest remittances before midnight on the following dates:

SATURDAY, MAY 11th.—To the two contestants sending in the largest remittances \$100.00 and \$25.00 respectively. *2100.*

MONDAY, MAY 13th.—To the two contestants sending in the largest remittances \$75.00 and \$25.00 respectively. *1789*

TUESDAY, MAY 14th.—To the four contestants sending in the largest remittances \$25.00 each. *1348*

WEDNESDAY, MAY 15th.—To the two contestants sending in the largest remittances \$25.00 each. *2700*

This offer includes remittances on both new and old subscriptions and summed up, it simply means that this paper is paying a certain number of contestants for winning extra votes.

100,000 Bonus Votes

will be given for every \$36.00 worth of NEW subscriptions sent in, or in the mails by midnight, Wednesday, May 15th. Fifty thousand bonus votes will be given for every \$24.00 worth of NEW subscriptions during the same period.

This is the Largest Offer That Will Be Made During the Remainder of the Contest

CONTEST RULE NUMBER 71

Candidates having subscriptions to apply on a bonus offer and being unable to get the letter postmarked in time, may telephone or telegraph the Contest Department before the closing hour of the offer, the exact amount of the remittance they are sending, and that amount will be counted on offer then in effect.

Contest Positively Closes May 15

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.

Profession

Address

Profession

Date

Signature