

Grand FREE Tours to Europe!

To be Given by the Fayetteville Observer to
Four Women of Fayetteville and its Territory

An offer unparalleled in liberality and magnitude by anything in newspaper history of this section of the country is here presented.

The Observer pays every Expense of whatever nature—even the “tips”—from the time its party leaves Fayetteville until it returns.

The accommodations provided for the tourists are the choicest, and any woman who wants to go can, for the guests of the Observer are to be chosen by means of a competitive voting contest in which personal efforts of one's friends alone count.

It is the golden opportunity of a lifetime to realize the ambition to visit the lands of your dreams. Read every detail of this astonishing chance.

The Division of the Districts.

In order to equalize the competition, the territory of the Observer has been divided into THREE Districts, and the woman receiving the largest number of votes from each district will be our guest on the Grand European Tour with all expenses fully paid.

DISTRICT No. 1

Embracing the entire City of Fayetteville.

DISTRICT No. 2

Embracing all the territory lying east of the Cape Fear River, which is served by the Observer.

DISTRICT No. 3

Embracing all the territory, served by the Observer, lying west of the Cape Fear River, exclusive of the City of Fayetteville.

How to Nominate

Nominations can be made by clipping out the Nomination Ballot appearing on the first page of this section, filling in the name of the party whose nomination is desired, her address and the number of the district in which she resides. It is not necessary to be a subscriber to the OBSERVER in order to be a candidate.

As soon as the nomination has been received and passed upon by the OBSERVER, a Subscription Order Book and full information necessary to start the campaign will be mailed. You can nominate yourself.

An Early Start

The importance of getting an early start in the Contest is not to be underestimated.

An old French proverb says: "The race is not to the swiftest, but to those who begin the earliest."

It is the early beginner who arouses the greatest interest in her campaign—enlists the aid of her friends—before they are enlisted in the campaign of another.

An early start assures greater success because the field is freshest for the campaign and results are secured with less efforts.

Turn to Page One, clip out, fill out, bring, send or mail to The European Tour Department at once. You can nominate yourself or a friend, but be sure you nominate some one to be a member of the European Party. No cost to nominate, no cost to vote—no cost to win.

THE NOMINATION IS SECRET, THE BALLOTING IS SECRET, AND NO ONE KNOWS WHO YOU NOMINATE OR HOW YOU VOTE.

Electing Your Chaperon

You can win a membership in the tour and take your mother, sister, daughter or friend as your companion or chaperon—FREE.

Each candidate is permitted to nominate a chaperon candidate. The chaperon candidate who receives the largest number of votes of all chaperon candidates will be sent free on the tour.

Every subscription ballot is good for its full face value for a district candidate and is also good for one-half as many votes as its face value for the district candidate's chaperon.

Chaperon candidates may secure subscription books and take subscription payments. In this case the chaperon will receive full face value of voting certificate and her principal one-half.

Candidates are urged to appoint their chaperon candidates early and both work together to secure the two trips.

No two district candidates may have or vote for same chaperon candidate, or vice-versa.

If first chaperon candidate withdraws, district candidate may nominate another to take her place and give her nominee votes belonging to first chaperon nominee.

Schedule of Votes

Following is the schedule of votes given for payments on subscriptions from old subscribers to the FAYETTEVILLE OBSERVER in its GREAT EUROPEAN TOUR CONTEST. For payment on new subscriptions three times the number of votes shown in the printed schedule will be given.

The Observer by Carrier.

Length of Subscription and rate.	First Period Ending Nov. 19.	Second Period Ending Dec. 3.	Third Period Ending Dec. 10.	Fourth Period Ending Dec. 26.
Three Years.....\$15.00	3,000	2,800	2,700	2,600
Two Years.....10.00	1,700	1,650	1,550	1,400
One Year.....5.00	725	700	600	550
Six Months.....2.50	325	300	250	200
Ten Weeks.....1.00	100	75	65	50

The Observer by Mail.

Length of Subscription and rate.	First Period Ending Nov. 19.	Second Period Ending Dec. 3.	Third Period Ending Dec. 10.	Fourth Period Ending Dec. 26.
Three Years.....\$12.00	2,200	2,100	2,000	1,850
Two Years.....8.00	1,200	1,150	1,000	950
One Year.....4.00	600	575	475	400
Six Months.....2.00	225	200	150	100
Three Months.....1.00	100	75	65	50

Weekly Observer.

Length of Subscription and rate.	First Period Ending Nov. 19.	Second Period Ending Dec. 3.	Third Period Ending Dec. 10.	Fourth Period Ending Dec. 26.
Fifteen Years.....\$15.00	3,000	2,800	2,700	2,600
Ten Years.....10.00	1,700	1,650	1,550	1,400
Five Years.....5.00	725	700	600	550
Three Years.....3.00	425	400	300	250
One Year.....1.00	100	75	65	50

Rules and Conditions

READ THESE CAREFULLY

Any woman, of good character, residing within the limits of the prescribed districts taken in by the OBSERVER between the ages of sixteen and fifty years, may become a candidate.

A membership in the tour will be awarded to the contestant in each district who receives the greatest number of votes for her district.

The balloting will be by means of the nomination and single ballots clipped from the issues of the OBSERVER and by special ballots issued on subscription payments from either old or new subscribers to the DAILY or WEEKLY OBSERVER, according to the accompanying schedule of votes.

No special ballot will be issued for less payment than a dollar.

Combinations between any contestants is prohibited.

The Contest Manager of the OBSERVER in making this offer, reserves the right to reject any contestant, and also at any time to pass final judgment upon any questions that may arise.

Votes once cast can not be changed to count for another contestant.

Candidates must be entered from the district in which they reside, and can not move from one district to another and retain the votes to their credit in the former district.

Candidates may go anywhere in the wide world for votes.

Candidates compete only against the candidates living in the same district as themselves.

Memberships in the tour are transferable to any party acceptable to the OBSERVER, providing notice in writing is given the OBSERVER at least three weeks before date of sailing of the tour.

The Contest Manager reserves the right to withdraw the tour from any district having only one candidate actively competing, or for any other good and sufficient reason.

In the event of a tie between two or more candidates in the same district prizes of equal value will be given.

No more than one hundred Nomination Ballots may be cast in any single day for any one contestant.

The returns at the closing of the contest will be canvassed by a committee of well known business and professional men.

No special ballot will be counted unless the cash accompanies the subscription order.

No employee of the OBSERVER or member of his or her immediate family may become a contestant.

No promises or agreement, either written or verbal, made by agents, solicitors or canvassers beyond those published in the OBSERVER will be recognized.

Contest to open October 31st and to close at 9 p. m. on December 26th.

VOTING BALLOT

COUNTING TEN VOTES

FOR MISS OR MRS _____

Address _____

District No. _____

In the Observer's Tour of Europe Contest, subject to conditions governing Contest.

Ballots to be counted, must be separated and carefully trimmed around border, and deposited unfolded.

Use this ballot to vote for yourself or a friend in the Tour of Europe Contest.

THIS BALLOT WILL BE VOID AFTER 4 P. M., NOVEMBER 7th.

A New Subscription

A New Subscriber is a person or firm that was not getting the paper by the week, month or year, when the contest started, from the regular carrier boys, or by mail.

An Old Subscriber is a person who is or was getting the paper and paying the boy by the week, every two weeks, month or year, or by mail, when the contest started.

SOME EXCEPTIONS

If a person has taken the OBSERVER and stopped getting it regularly one day before October 31st, then subscribes and pays in advance one dollar or more during the contest—they are new subscribers.

When Two Papers are ordered to the same address, even though it is a different name, the subscription is classed as old, unless the party subscribing is a boarder or roomer at the place and not a member of the family to which the paper is delivered regularly.

Two Papers Will Be delivered at the same place only when both are paid in advance for ten weeks or longer. This does not apply in the case of a boarder or roomer subscribing.

A Change of Address will count as a new subscription, as in the case of a business man having the paper delivered at his residence and desiring to have another copy come to his place of business if the paper is not discontinued at the old address.

A Subscriber who is new when the first payment is made during the contest will be considered new on any subsequent payments.

Square Deal to All

No papers will be sold for the coupons, and under no circumstances can votes be secured except by a payment of subscription to the OBSERVER.

Every woman entered has an equal advantage, and no one will be allowed to buy a membership in the tour. Active efforts upon the part of the candidates entered and their friends alone will make them successful. No one is handicapped. A Fair and Square Deal to all is guaranteed.

Win One of These Tours

You can. The opportunity to tour Europe absolutely free of any cost is within reach of any woman who will grasp it. Conditions are easy—and fair.

Luck or chance will not enter at all into winning these glorious tours. Determination—action—work—therein is success.

Get your friends organized—map out a campaign for them. They'll be glad to help you, but you must let them know that their help is wanted.

And bear in mind that the more heart is in this thing the harder they will work for you.

While, of course, you'll get most votes by securing payments on subscriptions, both old and new, don't forget the voting ballots—don't forget that the value of these are to be decreased and that each day's delay in getting started means the loss of a thousand votes which might otherwise have been secured.