

\$800 In Prizes!

WILL BE GIVEN AWAY ABSOLUTELY FREE!

In The Observer Voting Contest



FIRST GRAND PRIZE---Lonsdale Cabinet Grand Piano

Made and guaranteed by the Lonsdale Piano Co. of Toronto **VALUE \$800.00**

Second---Cabinet Silver-Plated Tableware, Value \$175.00

Manufactured and guaranteed by Canadian William A. Rogers Limited

Third---Six Piece Silver-Plated Tea Service, Value \$125

Manufactured and guaranteed by Canadian William A. Rogers Limited

SPECIAL PRIZES TO VALUE OF \$100.00

Guaranteed Reward to Every Contestant.

10% Cash Commission to Non-Prize-Winners

How the Prizes are to be Won

The Voting Contest will be primarily a subscription campaign in the interests of The Observer, and MacLeans' and Farmers' Magazines. Any lady living within the circulation zone of The Observer may enter the Contest and may secure subscriptions from anyone, anywhere, for any length of time. For each and every subscription obtained by the contestants, votes will be credited according to the advertised vote schedule and the contest securing the highest number of votes during the campaign will be awarded first prize, and the other prizes will be awarded in the order of standing, respectively, to those contestants who secure the next highest number of votes. At the close of the Contest, three prominent citizens of un-

questionable integrity will act as judges for the purpose of reviewing the conduct of the Contest, and deciding the winners. The names of the judges will be announced in an early issue of The Observer.

Every worker in The Observer Voting Contest will be a sure winner. To make sure that every lady who takes an active part in the Contest will receive at least fair compensation for her efforts, it has been decided to pay every contestant who continues actively in the Contest until the end, ten per cent. cash commission on all the money she collects during the Contest, in the event that she does not win a prize. No cash commissions will be paid to prize winners.

The first prize will be a beautiful Lonsdale Piano, which sells regularly throughout Canada for \$400. This instrument will constitute a truly magnificent prize, and the lady who wins it will have just cause to congratulate herself on her success. The Lonsdale Piano is one of the instruments manufactured in Canada; and it has achieved a most enviable reputation among people of cultured musical tastes who know piano values, on account of its thoroughly high class construction and tonal qualities. The winner of the Observer Voting Contest will therefore have the satisfaction of becoming the owner of an absolutely dependable, high grade piano which she will be proud to use and exhibit in her home.

Rules and Conditions of the Contest

An lady who is a resident in the circulation zone of The Observer and who is not an employee of The Observer may participate in the Contest. Contestants are not required to be subscribers.

No entrance fee, nor expenditure of any kind is required to enter this contest.

Before any lady may participate in the Contest, she must be nominated in writing, and must obtain receipt books, etc., for use in the Contest from The Observer.

Contestants may be nominated by themselves or anyone else. Nominations may be made any time before the date to be fixed for the close of nominations.

Votes will be given contestants for subscriptions secured by or for them to The Observer and MacLeans Magazine and Farmer's Magazine, according to the vote schedule advertised from time to time and for complimentary ballots.

Contestants may obtain conscriptions anywhere, either new or renewal, and no distinction will be made between the vote values of old and new conscriptions in the regular vote schedules.

Contestants must report and settle for all subscriptions secured by or from them at least once a week.

Anyone may assist contestant in securing subscrip-

tions.

All receipt books and supplies needed for use in the Contest will be supplied free of charge.

The Contest will be in charge of a Campaign Director who reserves the right to alter or abrogate any rule or condition, which to him may seem expedient for the proper conduct of the Contest. The interpretation or application of any rule or condition, shall be a matter for the Campaign Director alone to deal with and his decision on any point relating to the Contest shall be final.

Votes cannot be transferred from one contestant to another under any circumstances whatever.

Vote Schedules

Single Subscriptions

The Carleton Observer		
Two years	\$1.50	1500
Three years	3.00	4500
Six years	4.00	9000
Eight years	6.00	15000
Ten years	7.50	22500
MacLean's Magazine		
One year	\$1.50	1500
Two years	3.00	4500
Three years	4.50	9000
Four years	6.00	15000
Five years	7.50	22000
Farmer's Magazine		
One year	\$1.00	1000
Two years	2.00	3000
Three years	3.00	6000
Four years	4.00	10000
Five years	5.00	15000

Combination Subscriptions

(A combination subscription is a subscription to The Observer and one of the Magazines. The magazines together will not count as "combinations." The Observer must be a part of every combination.)

Observer and Farmers Magazine,	One year	\$2.50	5,000
do.	Two "	5.00	15,000
do.	Three "	7.50	30,000
do.	Four "	10.00	50,000
do.	Five "	12.00	75,000
Observer and MacLean's	One year	\$3.00	6,000
do.	Two "	6.00	18,000
do.	Three "	9.00	36,000
do.	Four "	12.00	60,000
do.	Five "	15.00	90,000

Address all communications

Observer Voting Contest NOMINATION FORM

Good for 5,000 Votes

Campaign Director,
The Observer, Hartland.

I hereby Nominate

Name.....

Address.....

as a contestant in The Observer Contest.

Nominator's Name.....

Address.....

Contest Director, The Observer, Hartland, N. B.