

THE OBSERVER.

One Hundred Dollars Given Away!

Our Competition! Old and Young, Rich and Poor, Learned and Unlearned, have an Equal Chance!
A Big Money Prize! Read Our Offer and Try It! The Chance of a Lifetime!

Nothing pays as well as a good newspaper. This is why we are able to give away

ONE HUNDRED DOLLARS

in gold to the first subscriber who will guess the nearest to the number of "E's" that will appear in our St. Valentine number.

THE LETTER "E"

appears oftener in the English language than any other letter. For this reason when Morse invented the telegraph alphabet he made "E" a dot. As it appeared oftenest it should be made the quickest. For this reason also, the box with the letter "e" in it is placed near the centre of a printer's case, under his right hand.

Now we want our subscribers to guess how often this interesting letter will appear in the St. Valentine issue of THE OBSERVER. We do not ask you to pore over the Bible to hunt up obscure bible questions. We do not want you to spoil your eyesight counting words in the dictionary. All we ask of you is to

EXERCISE YOUR INGENUITY AND GUESS.

No one knows what the number will be. We do not know ourselves, and it is impossible to tell until the paper is printed. The competition will close on FEBRUARY 10TH, 1892.

THE WAY TO GUESS IS THIS:

Take a copy of this paper. The St. Valentine number will be twelve pages. We may print a cover, or a supplement to it, but the letters on that *will not count*. Only the paper paged from 1 to 12 will count. Don't think for that reason that you are going to have an easy guess. You must remember that the paper will be made up of all kinds and sizes of type. Every letter from the heading to the last word on page twelve will be counted. When you have made an estimate write it down on one of the guessing coupons printed below. Cut out the coupon, and send it with \$1 to our office. You will get THE OBSERVER for six months. This is worth your money. If you send \$2 you are entitled to two extra guesses. If you send \$1 and put down two or more guesses, only the first will count. Remember also, if you make one guess and send \$1, and then make up your mind to try your hand again, and send \$1 to make your subscription good for one year, you will only be allowed one guess

with the last dollar. A coupon accompanied by only \$1 entitles you under no circumstances to more than *one* guess, but \$2 with a coupon gives you

THREE GUESSES.

Send your name and address in full. Guesses not sent on the "guessing coupon" will not be counted, although accompanied by a subscription.

When your subscription and coupon are received at this office a postal card will be sent to you with a receipt for your subscription, and also giving the number of your guess. The hundred dollars will be paid on presentation of the postal card with the number at our office. It gives you a check, and enables you to remember what your guess was. If the winner lives outside of Toronto the postal card can be sent by mail to us, and we will send the money by post office order.

Remember this also: We give the \$100 away for nothing. The paper is worth the price of subscription twice over. It is the

BRIGHTEST PAPER IN CANADA,

because it is edited by a board of the most accomplished journalists in the Dominion. They meet weekly the same as the editors of *Punch*, and decide what shall go in the next edition. We will give crisp reviews on municipal matters generally, and the city of Toronto in particular.

We will give essays on different topics by specialists. Among those who have already written for THE OBSERVER is Prof. Malchien, *maitre d'armes* of the Toronto Fencing Club, on "Modern Fencing," Horace Smith, and M. Dash. Other specialists have been engaged to write on given subjects.

A short story will appear every week; also a serial story.

The Musical and Dramatical Department is in charge of a writer acknowledged to be without a peer in this country and with few equals in the United States. She couples a charming, popular prose style with a thorough knowledge of musical and dramatical matters, and is entirely free from fads or bias, a thing rare in a musical critic.

Poetry from the pens of the best old and new writers will appear every week, and Canadian poets will receive special attention.

Our Secret Society News is in charge of a specialist.

The doings of Society every week will be duly chronicled.

Our Editorial matter will be from the pens of the best editorial writers. Every topic will be discussed independently from a Canadian standpoint.

Sporting events of importance will be treated by qualified writers.

Our aim is to make THE OBSERVER the brightest, wittiest, keenest, ablest and most popular weekly in America, a paper that can be read by everybody with pleasure and profit. Any article to secure a place in our columns must have "go" in it. It must be bright, and written in a popular, telling way. For such matter we offer space and, if worthy, pay.

THE OBSERVER can be had at every news-dealer's, price 5 cents; or will be sent to any address for one year for \$2, or six months for \$1.

Address,—

THE OBSERVER,

J. W. NETTLETON,

Manager,

99 Adelaide St. West, TORONTO

"THE OBSERVER"

GUESSING COUPON

Name.....

P.O.,.....

County.....

Province.....

The number of letter E's
in the St. Valentine
number will be.....

Extra Guess, }

Enclosed you will please find \$.....for
.....months' subscription for
THE OBSERVER. Yours,

P.O.,.....

Remit by Registered Letter or Money Order