GREATEST OF ALL CONTESTS

$2,250 in Prizes to People in Eastern Oregon

A magnificent five-passenger Model F. P. '12 McIntyre Touring Car heads the list of prizes. There is now inaugurated an undertaking which for generosity, enterprise and a whole-souled desire to meet our thousands of friends and customers more than half way has never been surpassed in this section of the country. Conceived in an atmosphere of bigness, planned on a generous scale, aptly describes the Lyon & Taylor joint contest of the **Observer** and Henry & Carr, F. L. Lilly, O. E. Silverthorne and A. V. Andrews herewith announced.

Not only will there be, as first prize, the beautiful fore door, five passenger automobile, but as a second prize there will be a purchasing certificate for $800 to apply on the purchase price of another McIntyre five passenger Model F. P. '12 car There will also be other lesser prizes given certain candidates as announced in later issues of the **Observer**.

The First Prize.

The McIntyre Automobile is a car which anyone might well be proud of. "Built for Service" is the phrase which most nearly covers the many and great advantages of this machine:

All of the latest features and devices approved by the most up-to-date automobile practice are embodied in its makeup. Witness its fore doors, center control, self-starter, etc. All the most up-to-date features are included, but there is not an experiment about the car. The workmanship and quality of material used in the McIntyre are absolutely the best to be purchased. Backed by 40 years experience as one of the largest manufacturers of horse drawn vehicles in the United States and with their established reputation for quality to maintain, there is no question as to the worth of this splendid automobile manufactured by the W. H. McIntyre Co., of Auburn, Ind.

Notice the long wheel base of 114 inches; long enough to insure easy riding, yet not so long as to prove cumbersome in narrow country roads or in crowded city streets. Power to meet any and every demand is insured by the big 4x5 T Head Motor. This long stroke motor will take the hills and sand with a rush that will bring a glow of satisfaction to the cheek of the fortunate possessor. While speed was not the primary intention of the builder, the McIntyre yet has speed in plenty. The driver of this car never has to sit back in the dust for a speed of from five to fifty miles an hour on direct drive is at his command at all

The Second Prize.

As announced above, the second prize is an $800 purchasing certificate to apply on a Model F. P. McIntyre '12 touring car. This purchasing certificate may be applied on a car with top, windshield and speedometer at $1650. These are the retail prices of the Model F. P. '12 and consequently the winning of this prize will enable someone to obtain a splendid automobile at a very low figure indeed.

Competition Will Be Keen.

You can be sure that as splendid a prize as this will not be without seekers, therefore, we would advise you to use the nomination ballot printed herein. Write your name or that of a friend upon it and drop it in the ballot box at the **Observer** office.

This will credit you with 5,000 nomination votes towards the first prize. Enter now and get the boost which comes of being winning quality thus early in the game.

Anyone Is Eligible.

There is no age or sex qualifications placed on the entry of candidates. Men, women and children — all are welcome. The tow head of the baby and the gray hairs of the elder will be found side by side in this contest. You do not need to have been a subscriber to the **Observer**, nor do you have to subscribe now in order to enter. Neither is it necessary that you should have traded with Henry & Carr, A. V. Andrews, F. L. Lilly, or O. E. Silverthorne. Come you—come one and all all. This automobile goes absolutely free to the person receiving the greatest number of votes by the time announced for the close of the contest.

How to Get Votes.

Votes will be given on the following schedule:

100 votes for each dollar in cash trade at Henry & Carr's, A. V. Andrews, F. L. Lilly's, O. E. Silverthorn's.

100 votes for each dollar paid on account at Henry & Carr's, A. V. Andrew's, F. L. Lilley's O. E. Silverthorn's.

10,000 votes for each dollar of new subscriptions to the **Observer**.

5,000 votes for each dollar of renewal and each dollar paid on back accounts at the **Observer**.

Call at any of the firms who are carrying the Lyon-Taylor contest and ask for all the information you desire.

At this time it is well to announce that votes may be cast personally or by mail, but that all votes must bear the signature of one of the firms before they are valid. Votes not bearing the signature of a firm will be cast out. Vouchers calling for a certain number of votes will be issued by the **Observer** and the other firms interested in conducting this contest. These vouchers can then be taken to this office and the votes secured.

When more than one ballot is cast at the same time for some candidate the ballots should be fastened togethere with a rubber band or placed in a seal envelope. This is requested as an aid for the judges and we are sure that everyone will use every care in this regard.

Decision of the Judges.

The decision of the judges in this contest will be absolutely final. This is a fact that should be borne carefully in mind by everyone. The Rules and Regulations of this contest have been made such as to assure an absolute fair and equal race. No employes of either Henry & Carr, A. V. Andrews, F. Lilley, or O. E. Silverthorn or of the **Observer** can enter as candidates, nor can any relative of the proprietors become a candidate. No vote can be transferred from one candidate to another after they are once cast. No society or organization may enter as a candidate. In short every rule has been adopted which occurred as being to the best interests of all candidates. Under these conditions it is announced, as before, that the decision of the judges will be absolutely final.

Rules and Regulations Governing the Contest.

1. The first and second prizes will be given to the two candidates who have received the greatest number of votes at the close.

2. Ballot box will be open each Thursday afternoon at 4 o'clock and the votes therein counted and the ballot box resealed by the committee of three. The result of each week's count will be published the following day in the **Observer**, the candidate's name and standding to appear.

3. Nomination lists will remain open until official closing date is announced.

4. Any candidate of good moral character will be accepted providing nomination is made in regular form on one of the coupon ballots appearing any of the issues of the **Observer**. The Contest Manager reserves the right to reject the name of an undesirable candidate and to limit the number of entries.

5. Voting coupons may be cast by anyone providing they are obtained through any of the following sources: Coupons appearing in regular issues of the **Observer** or in letter, or card issues under the name of the **Observer** and any of the firms connected with the conduct of this contest, or coupons given out by the **Observer** or either of the firms, for trade at their store, no matter what from. All others shall be declared void and thrown out by the judges.

6. No employe of any of the firms interested or the **Observer** will be permitted to enter the contest. No relative of the proprietors of the business houses interested or the **Observer** may enter. No society lodge, church or any organization will be allowed to enter as a candidate.

7. No soliciting of votes will be allowed in the stores of Henry & Carr, A. V. Andrews, F. L. Lilly, or O. E. Silverthorne or in the office of the **Observer**. No votes will be issued directly at the above named business houses, except the **Observer**. Vouchers will be issued calling for a proper number of votes. The votes will be obtained on the voucher at the **Observer** office.

8. All votes must be deposited in the ballot box located at the **Observer** office, and in the presence of the Contest Manager or someone appointed by him. In casting a number of votes at the same time they be neatly secured by a rubber band, or be placed in a small envelope. Votes may be cast personally or by mail. All voting coupons and nomination ballots appearing in the **Observer** must be used before the next issue in order to be counted.

Save Rules and Regulations

Everyone interested in this contest should carefully save these Rules and Regulations. They cover important points of the contest and will be constantly needed as a reference. Extra copies of the Rules and Regulations will be on hand at the **Observer** office at all times and may be had on request.

They Are Off.

The candidates for the splendid prizes in this contest may properly be regarded as having started the race. The race is now on. Nobody knows who the candidates are as yet. Nobody will know all of them until later. You may be sure in the meantime, however, that there will be an immense amount of work done. Don't delay starting as a candidate.

The prizes are well worthy anyone's effort. Think of the spins down the winding country roads; remember the trips to nearby towns; recollect that this splendid automobile and the other prizes go to someone absolutely free. The ownership of these splendid prizes will be decided beyond question.

Nomination Blank

Good for 5000 votes when used to nominate a new candidate.

5000 votes for _____

_____

Henry & Carr,
A. V. Andrews.
F. L. Lilly,
O. E. Silverthorn.
The Observer.

(This is a Lyon-Taylor Contest, a company that stands on its reputtaion.)