MAXIM & GAY CO.

(Incorporated under the laws of the State of eNw York.)

Established Three Years CAPITAL, $50,000. Before the Public Every Day.

NEW YORK, NEW ORLEANS, CHICAGO, SARATOGA, WASHINGTON.

REFERENCES: Any Bank or Banker in New York, New Orleans, Chicago, Saratoga or Washington.

WIN AT NEW ORLEANS

No greater opportunity has ever been afforded the American racing public to earn a steady income with a small capital than does the Maxim & Gay Co. offer you at New Orleans, beginning Thanksgiving Day, Nov. 26.

Everybody conversant with the history of the Maxim & Gay Co. knows that at New Orleans it has scored those sensational successes which have made its name a household word among patrons of the turf. No record approaches ours for the number of winners named at long prices at the Crescent City. Our experts are already on the ground preparing for the opening. Every indication points to us surpassing our best efforts in furnishing information from that track, and we are again certain we will enable patrons of the Company to win steady incomes on small investments there.

$50 netted $201.75

Here is a complete statement, showing the result of a $10 play on each horse given in our "Discretionary Series" during October. (Note: A capital to begin with of $50 is required by us, as a matter of conservatism, to make a $10 play on each horse that is considered by us a good betting proposition.)

OCTOBER MEETINGS--MORRIS PARK AND BRIGHTON.

Day.	FIRST WEEK.	Net Daily Result. Won.	Lost.
1	Bobadil, 7 to 5, won; Castalian, 9-5 won; Duelist lost	$22	
2	Oarsman, 5 to 2, won; 3 losers		$5
3	Juvenal Maxim, 6 to 1, won; M. Theo, lost; Wealth, lost	40	
4	S. Protect., 1 to 2, won; M. Brant, 7 to 2, won; 3 losers	10	
5	Auriesville, 6 to 5, won; 3 losers		18
6	Land of Clover, 5 to 2, won; 2 losers	5	
	SECOND WEEK		
1	Faulconbridge, lost		10
2	Surmise, lost		10
3	No play (track conditions unfavorable)		
4	Medal, 7 to 1, won; 4 losers	30	
5	Charawind, 4 to 5, won; Duelist, 11 to 5, won; 3 losers		—
6	Outcome, 9 to 10, won; Tepee, 3 to 5, won	15	
		$122	$43

Day.	THIRD WEEK	Net Daily Result. Won. [Forw'd $122	Lost. $43
1	Astarita, 8 to 5, won; Pol Rogers, lost	6	
2	P. Stone, 13 to 10, won; Hermis, 7 to 10, 1 loser	10	
3	Damon, 3 to 1, won; Emergency, 9 to 2, won; 3 losers	45	
4	Canuhnawaga, 6 to 5, won; 2 losers		8
5	River Pirate, 3 to 1, won; Moharib lost	20	
6	Enright, 9 to 5, won; 3 losers		12
	FOURTH WEEK		
1	Mamie Worth, 2 to 5, won; Piquet 9 to 2, won; 1 loser	39	
2	Woodshade, 12 to 1, won; 3 losers	90	
		$332	$63
	Less Losses	63	
	Net winnings	$269	
	Less our Commission, 25 per cent	67.25	
	Net profits on $10 play for month	$201.75	

WE PICK THE WINNERS.

The system we employ to locate winners is identical with that used by "Pittsburg Phil," John A. Drake, John Gates, W. Langdon, Joe Yeager, and other famous plungers who win hundreds of thousands on the turf every year, and it proves just as successful.

We gather our information of prospective winners through a force of expert horsemen who hold a watch on the horses in their early-morning trials, and in that way learn when they are ready to win.

The money that is played into the game by persistent losers, such as the large mass of uninformed players are bound to be, goes into the pockets of the big operators, of which the Maxim & Gay Co., representing a large clientele, stands at the head. The work of the Maxim & Gay Co. is to place the general public upon a level with the winning plungers, and our success in this accomplishment has made us famous on two continents.

We do business only on the great racetracks of the U. S. We number among our clients some of the best known sportsmen, financiers and merchants in the country. Investment on the turf is now deemed as legitimate as any other high class form of speculation. The present high standard to which racing has been brought, and the absolute good faith in which turf affairs are conducted under the auspices of the Jockey Club in the East, and the Western Jockey Club in the West, has inspired millionaire capitalists and business men all over the country with as much confidence in racing as in the stock, grain and cotton markets, and this is one reason why transactions in the betting rings now rival in magnitude those of the stock, cotton and grain exchanges.

Another reason for the rapid growth of turf speculation in popular favor, is the rapidity with which all transactions are wound up. The speculator makes his investment at the racetrack in the afternoon through us and receives a notification by mail, in a letter guaranteed to bear a postmark earlier than the race is run, of just what horses are to be backed for his account. By the next mail he is informed of the result of that day's operations, and he learns quickly just where he stands. At the end of each week he receives a complete statement of his account with a money order for his profits, less 25 per cent., which we deduct as our fee.

This gives a wholesome tone to legitimate turf speculation which cannot be found in the more or less involved transactions of the big exchanges, and this is why turfmen live more comfortably and live longer than do men whose involved transactions are on their minds, day and night, for weeks and sometimes months at a stretch.

OUR CLIENTS WON A MILLION DOLLARS.

As it is well known that our clients have collectively won as much as a million dollars at a single race meeting, it is sometimes asked: "Why do not Maxim & Gay simply sit down and back their own selections instead of running a considerable clerical force and spending large sums in advertising in newspapers throughout the country?"

The answer is simple enough if one stops to consider the situation. Maxim & Gay, by dint of ability, energy, organization, capital and advertising, have secured an enormous clientele, which means the command of immense capital. If we can pick winners for this immense number of investors, our profits are larger than if we played our own money only, for on a basis of 25 per cent of winnings, which we charge for information and commission, one man out of every four of our customers is practically betting for us. The proof that this plan works for the benefit of the public as well is that they win three weeks out of four and our books show that no customer who stuck to us for two months ever failed to get well ahead of the game, while not a few of those who now own winning stables of racehorses and who are cutting an important figure on the turf, began the game as mere novices, playing our selections through us.

The principle upon which we operate is such that we must of necessity do the best we can for you. Our income, as pointed out, is derived solely from a per centage of the winnings of our clients, and if we cannot make you win, our entire income is cut off. That we have been successful in making our clients win, is amply proven by the fact that we have prospered for upward of three years, while imitators, pursuing more economical and less businesslike methods have gone under by the score. Noting the success that was being achieved by Maxim & Gay, scores of "get-rich-quick" operators tried to break into the field successfully occupied by the older and more responsible firm, but it did not take the press and public long to discriminate between the legitimate and the illegitimate, and as a result we have continued to flourish uninterruptedly, while in the ranks of our rivals there have been scores of enterprises initiated, only to end in failure.

JOIN OUR WINNING ARMY.

The greatest race meeting in the history of the South begins at New Orleans on November 26. In magnitude it will eclipse all other turf gatherings of the past. The Crescent City Jockey Club knows this to be a banner year and has prepared for it. So have we. If there are more horses at the New Orleans racetrack than ever gathered there before, we have more expert "clockers" and handicappers than we ever employed at any other meeting. They cannot make the game too big for us to handle. We move with the times.

If you want to get aboard our discretionary series, at New Orleans, in which we play daily those and only those horses we think A1 betting propositions, with the privilege of not playing any horses at all on days when we consider conditions unpropitious, fill out the following blank and forward your remittance to us at New Orleans as soon as you can. Play will be begun on the first day of the meeting, if your money reaches us in time; otherwise, we will begin play the first day it reaches us after the meeting has begun. Money should be sent by bank draft, express money order, or currency in registered letter. Uncertified checks are not accepted.

To MAXIM & GAY Co. (Incorp.), 928 Canal St., New Orlean La.

In accordance with the terms of your ad in the Lincoln (Neb.) Independent I enclose ..... *Dollars. Please bet for me daily* ..... *Dollars on each selection of your Discretionary Series at the New Orleans races. You agree to send me every day, in a letter postmarked before the races are run, the names of the horses which will be played for my account that afternoon and to send me statement and check weekly for profits, less 25 per cent of winnings. Post odds are guaranteed as published in the New Orleans Morning Newspapers. My account is subject to withdrawal in full on demand.*

Name *Street*

Town or City *State*

THE FOLLOWING SUMS ARE THE MINIMUM ACCEPTED FOR PLAY:

For a $5 play on each horse	$25	For a $20 play on each horse	$100
For a $10 play on each horse	50	For a $50 play on each horse	250
For a $15 play on each horse	75	For a $100 play on each horse	500

Remit direct to the Maxim and Gay Company, 928 Canal Street, New Orleans. All accounts received by the Maxim & Gay Company will be played at the track by the Maxim & Gay Co., and the Maxim & Gay Co., will make all accountings direct to its clients. The Maxim & Gay Co., assumes all responsibility for a proper execution of its clients' order.

Our friends are cautioned against sending money through the mails without registering.