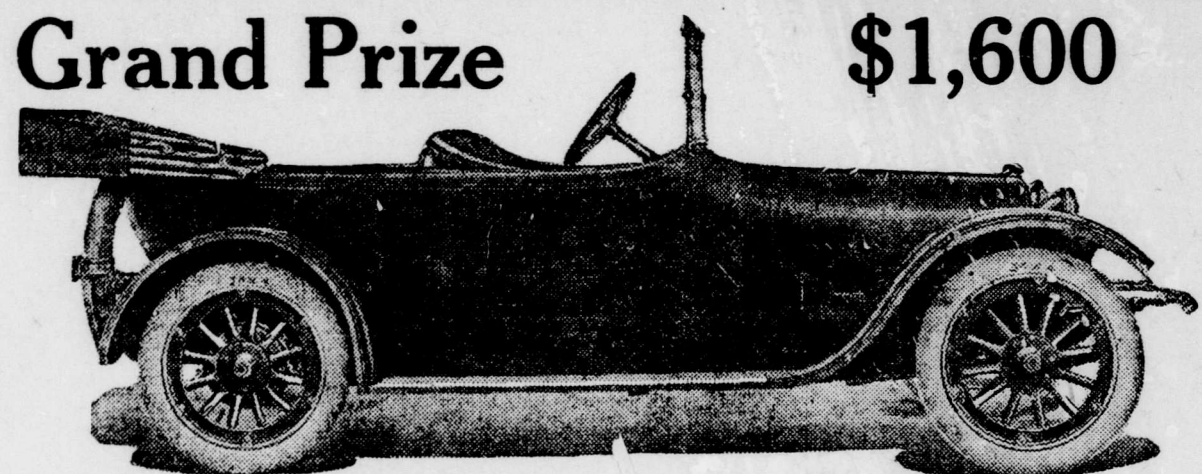


50,000 EXTRA VOTE OFFER EXTENDED ANOTHER WEEK

Grand Prize **\$1,600**



McLaughlin Special D-45-6 Cylinder—Now on exhibition at the McLaughlin Garage, Richmond Street, London. This costly touring car will be given to the candidate receiving the greatest number of votes, irrespective of districts. The winner of the Grand Prize will be given \$1,600, to be donated to some patriotic organization in his or her district.

\$16,000
In
Prizes

SPECIAL 50,000 VOTE OFFER EXTENDED UNTIL 8:30 P.M. JULY 21, WITH ADDED INDUCEMENT OF \$100 IN CASH FOR THE CANDIDATES TURNING IN THE GREATEST NUMBER OF NEW SUBSCRIPTIONS.

At the request of a large number of the candidates in The Advertiser Prize Contest, the contest manager has decided to extend the special vote offer for another week. This is not usual, but a number of the candidates did not get a start until well on in the week. Consequently, they feel they have not had as fair a show as they would otherwise have had.

To encourage the candidates, the contest manager will give \$50 in cash to the candidate turning in the greatest number of new subscriptions; \$30 to the candidate turning in the second greatest number, and \$20 to the candidate turning in the third greatest number, between Monday, July 16, and 8:30 p.m. Saturday, July 21. Can you earn \$50 in one week easier?

The vote offer will not be increased—50,000 extra votes for every \$15 worth of new subscriptions turned in by 8:30 p. m. Saturday, July 21; 25,000 extra votes for every \$15 worth of back subscriptions and renewals turned in by 8:30 p.m. Saturday, July 21.

This special offer is good between July 16 and 21 only. Make this your banner week. Let the end of the race take care of itself. Only a portion of the thousands of coupons sent in have been counted. We hope to have the balance counted for tomorrow's paper.

\$50.00
IN
CASH

Will be given to the candidate turning in the greatest number of new subscriptions between today (Monday) and 8:30 p.m. Saturday, July 21.

\$30.00
IN
CASH

Will be given to the candidate turning in the second greatest number of new subscriptions between today (Monday) and 8:30 p.m. Saturday, July 21.

\$20.00
IN
CASH

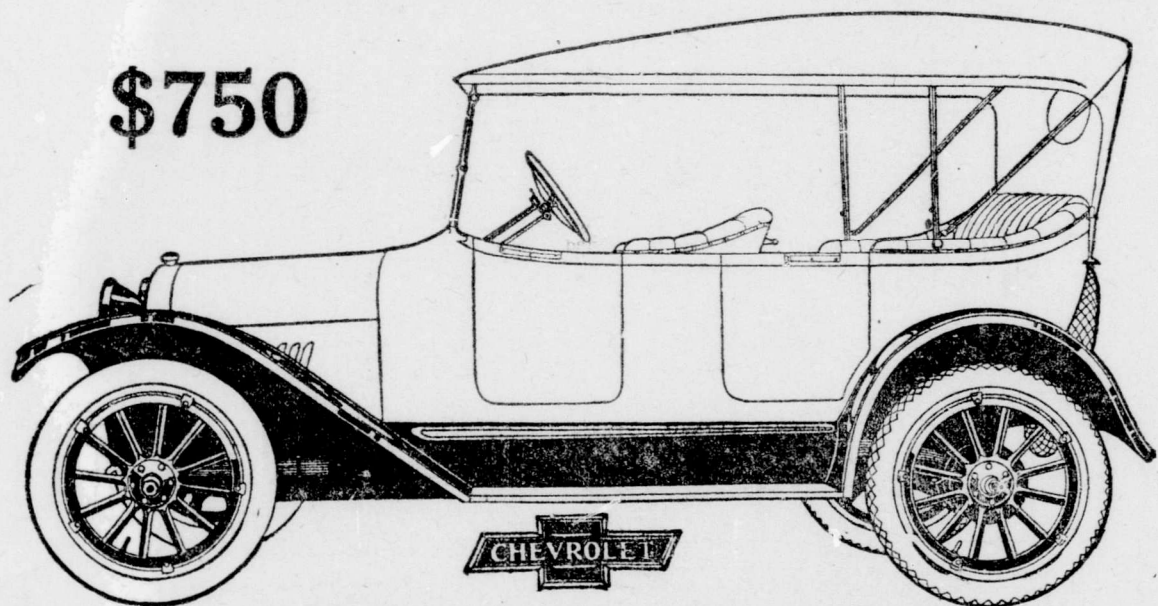
Will be given to the candidate turning in the third greatest number of new subscriptions between today (Monday) and 8:30 p.m. Saturday, July 21.

News Dealers and Agents

Newsdealers and agents may take subscriptions to The Advertiser and give the votes to some one candidate. In remitting money to the contest department be sure and give the candidate full value in votes.

FIRST PRIZE IN EACH DISTRICT

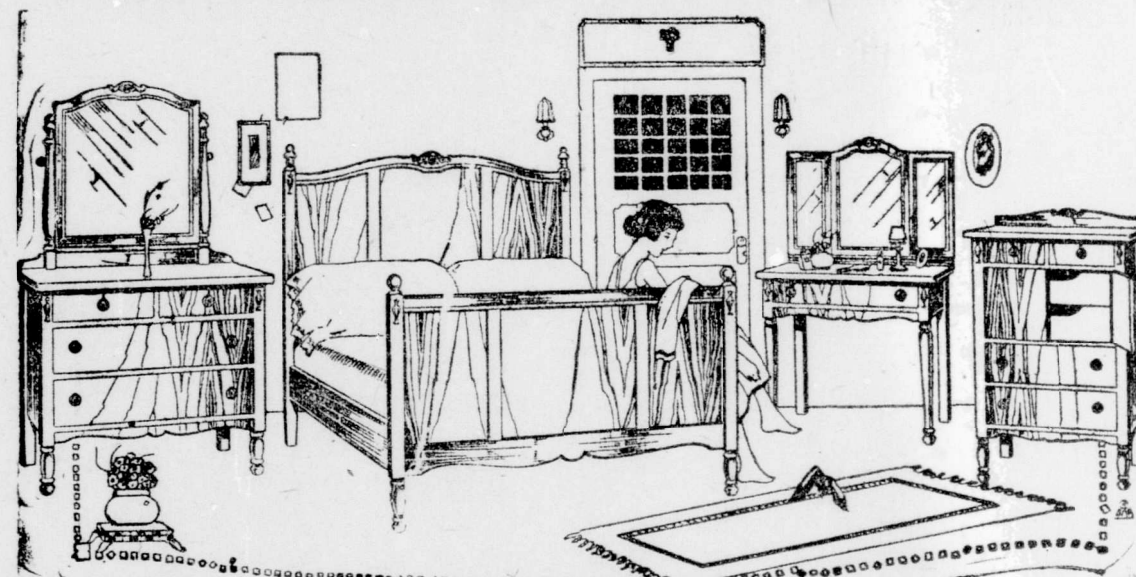
\$750



These eight automobiles cost The Advertiser \$6,000. They are the 1918 model, and are now on exhibition at the Ontario Garage, Dundas Street, London.

The Whole
of
Western
Ontario Is
Represented
In
This
Contest

THIRD PRIZE IN EACH DISTRICT



Eight of these Black Walnut Bedroom Sets cost the Advertiser \$1,200. They are now on exhibition at the Ontario Furniture Co.'s show rooms, Dundas Street, London.

50,000
EXTRA
VOTES

For every \$15.00 worth of new subscriptions turned in by candidates, a bonus of 50,000 extra votes will be given, in addition to the regular schedule.

Sit-Straight!
It makes for
health! and
health is
wealth.



CANADIAN
"WHITE"
Sewing Machine

NO. 70—"SIT-STRATE"
Automatic Lift—\$50

The very latest expression of modern hygienic sewing machine construction.

Finely finished in quarter-sawed Fumed or Golden Oak, with beautiful Hanging Centre Panel, nickel-plated handwheel, automatic lift, ball-bearings, etc. Two drawers at each end of table, and complete set of latest style steel attachments. Note the solid closed-in ends, making the drawers absolutely dust-proof. "SIT-STRATE" is a machine any woman would be proud to have in her home.

NOW ON EXHIBITION AT ONTARIO FURNITURE COMPANY.

25,000
EXTRA
VOTES

For every \$15.00 worth of back subscriptions or renewals, a bonus of 25,000 extra votes will be given, in addition to the regular schedule.