

DON'T PUT OFF UNTIL TOMORROW WHAT YOU CAN DO TODAY

Don't Say

"I can't win. Mrs. Jones has a better chance than I have." Just make up your mind that you have just as much ability as Mrs. Jones or anyone else and that you are going to win one of the several Automobiles.

And Don't Forget

How often you have wished for an automobile when you see your friends whirling by in their big touring cars. Prove your ability by getting right into the Contest and winning one of the several Automobiles.

WHICH PRIZE DO YOU WANT?

\$20,000 In Prizes Offered

What We Want

What the London Advertiser wants is a large number of new subscribers, and the best way these can be secured is by personal solicitation, writing letters and by the assistance of friends and neighbors. This is not a something-for-nothing plan, it is a straight business proposition, and there is no reason why any reputable man or woman should not enter his or her name now.

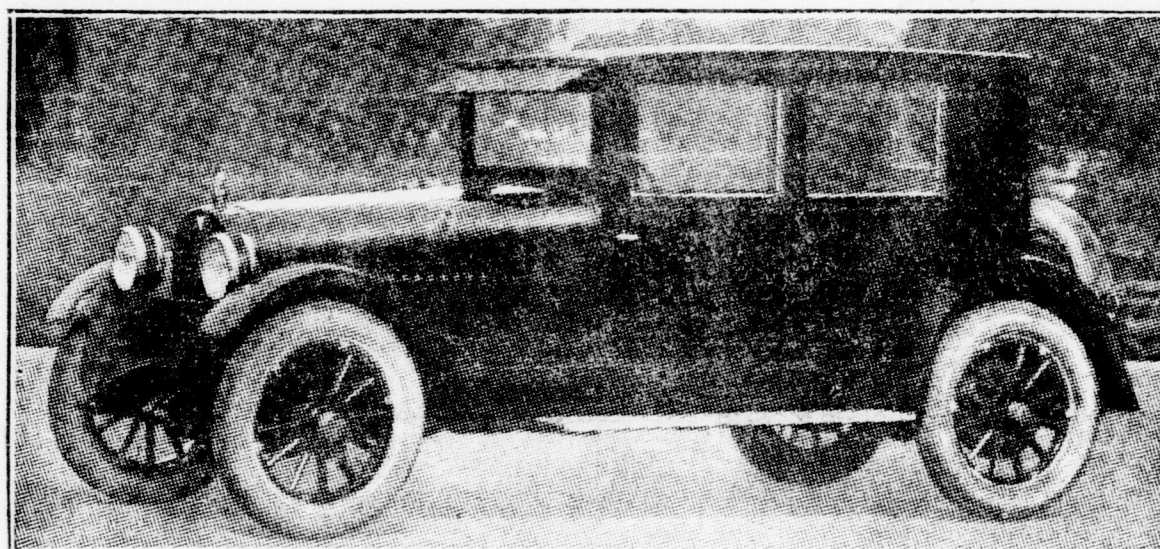
Solicitation

You will not find your solicitation work hard or tiresome. You will find that everyone is greatly interested in The London Advertiser, for it is acknowledged the best daily newspaper in Western Ontario, and subscriptions are not hard to secure. In fact, after you have started you will find that this contest affords you a great deal of pleasure, it will make you many new and valuable friends, and should prove exceedingly profitable. Show your ambition. ACT NOW.

Campaign Information and Rules

- Every man or woman, married or unmarried, young or old, who is of good character, is eligible to enter this Campaign and compete for the prizes offered.
- Candidates may nominate themselves. Entry blanks must be plainly filled out with name and address.
- No employees of The London Advertiser or members of their immediate families are eligible to enter this Campaign to compete for any of the prizes offered. The London Advertiser reserves the right to reject any nomination.
- Nominations may be sent in immediately or at any period of the campaign. Candidates are not confined to their own community, but may secure subscriptions anywhere in the territory covered by this paper.
- All votes issued for subscriptions will be voted at the discretion of the candidate, or the London Advertiser. Votes will not be issued on receipts covering past payments.
- All subscriptions sent in for the purpose of securing votes must be accompanied by cash. There are no exceptions to this rule.
- Candidates who seek to lessen competition by discouraging competitors will be disqualified, and thereby forfeit all right to a prize, or commission.
- Votes cannot be purchased. Every cent accepted through the Campaign Department must represent a subscription secured by Candidate.
- Change of name from one member of a household to another is a renewal subscription, and will be counted as such.
- Votes are transferable under the following conditions only: Candidates unable to continue as active contestants may change their votes to a suitable substitute, but said substitute must be a new Candidate whose name has not been entered in the Campaign.
- A complete list of candidates together with their accredited standing will be published from time to time during the Campaign.
- All campaign records will be open to Candidates or their friends immediately the final results are known.
- Every Candidate is guaranteed a Prize or cash commission, for his or her efforts.
- No statement or promise made by any agent or solicitor varying from the rules of the Campaign will be recognized by The London Advertiser.
- In cases of typographical or other error, it is understood that The London Advertiser will not be held responsible, other than to make the necessary correction upon discovery of the mistake.
- The London Advertiser reserves the right to change the rules of the Campaign at any time during the Campaign, if necessary for the protection of both the Candidates and this paper.
- Every Candidate entered in this Campaign is recognized by The London Advertiser as an authorized agent, and as such may accept both new and renewal subscriptions.
- The London Advertiser guarantees fair and impartial treatment to all Candidates, should any question arise the decision of the Management shall be considered final and absolute.
- In accepting nominations Candidates agree to abide by the above rules.

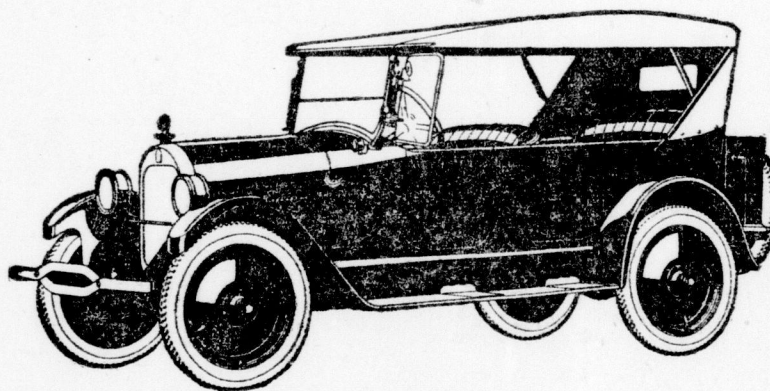
THIS IS THE GRAND PRIZE FOR DISTRICTS NOS. 2 AND 3.



Hudson Coach.

The person who secured the greatest number of votes in Districts Nos. 2 and 3, will have his or her choice of this handsome Hudson Coach, or \$2,000 in cash. The winner of this Grand Prize will be barred from winning any of the district prizes.

THIS IS THE FIRST PRIZE IN DISTRICT NO. 2.



Durant Five-Passenger Touring Car.

The winner of this prize will have his or her choice of either this elegant five-passenger Durant Touring Car, or \$1,000 in cash.

\$100 SPECIAL PRIZES FOR READERS

The person you nominate today may secure for you one of these special cash prizes.

\$50

in cash will be given to the person sending in the nomination of the candidate securing the most votes.

\$25

in cash will be given to the person sending in the nomination of the candidate who secures the second largest number of votes.

\$15

in cash will be given to the person sending in the nomination of the candidate who secures the third largest number of votes.

\$10

in cash will be given to the person sending in the nomination of the candidate who secures the fourth largest number of votes.

A candidate sending in his or her own nomination and winning any of the above special prizes will be entitled to same.

Address all letters and communications to the Contest Department of The London Advertiser.

WRITE OR CALL US BY PHONE FOR ANY INFORMATION.
G. H. MITCHELL, Contest Editor.

THERE WILL BE THREE DISTRICTS
AS FOLLOWS:

There will be two Grand Prizes—One for District No. 1 and one for Districts Nos. 2 and 3.

Other Prizes to be announced later.

INFORMATION FOR CONTESTANTS

Scale of Votes and Subscription Price of The Morning Advertiser and The Evening Advertiser.

The Morning Advertiser Delivered by Carrier in City	The Morning Advertiser by Mail Outside of City
Six Months \$ 3.00	Six Months \$ 2.50
One Year 7.80	One Year 5.00
Two Years 15.60	Two Years 10.00
Three Years 23.40	Three Years 15.00
Four Years 31.20	Four Years 20.00
	Five Years 25.00

Evening Advertiser Delivered by Carrier in City	Evening Advertiser by Mail Outside of City
Six Months \$ 3.00	Six Months \$ 2.50
One Year 7.80	One Year 5.00
Two Years 15.60	Two Years 10.00
Three Years 23.40	Three Years 15.00
Four Years 31.20	Four Years 20.00
	Five Years 25.00

VOTES ALLOWED ON NEW SUBSCRIPTIONS

A new subscriber is one whose name was not on the lists of The Morning Advertiser or The Evening Advertiser when this contest started.

\$ 1.00 paid in on new subscription	1,000 Votes
1.50 " " " "	3,000 "
2.00 " " " "	4,000 "
2.50 " " " "	5,000 "
3.00 " " " "	6,000 "
4.00 " " " "	8,000 "
5.00 " " " "	10,000 "
6.00 " " " "	12,000 "
7.00 " " " "	14,000 "
7.80 " " " "	16,000 "
9.00 " " " "	20,000 "
10.00 " " " "	30,000 "
12.00 " " " "	40,000 "
14.00 " " " "	50,000 "
15.60 " " " "	70,000 "
18.00 " " " "	100,000 "
20.00 " " " "	125,000 "
24.00 " " " "	150,000 "
25.00 " " " "	175,000 "
27.00 " " " "	200,000 "
30.00 " " " "	250,000 "
33.00 " " " "	300,000 "

VOTES ALLOWED ON OLD SUBSCRIPTIONS.

An old subscriber is one whose name was on the lists of The Morning Advertiser or The Evening Advertiser when this contest started.

\$ 1.00 paid in on old subscription	500 Votes
1.50 " " " "	1,000 "
2.00 " " " "	2,000 "
2.50 " " " "	3,000 "
3.00 " " " "	4,000 "
4.00 " " " "	5,000 "
5.00 " " " "	6,000 "
6.00 " " " "	8,000 "
7.00 " " " "	10,000 "
7.80 " " " "	11,000 "
9.00 " " " "	14,000 "
10.00 " " " "	18,000 "
12.00 " " " "	24,000 "
14.00 " " " "	30,000 "
15.60 " " " "	35,000 "
18.00 " " " "	40,000 "
20.00 " " " "	50,000 "
21.00 " " " "	55,000 "
24.00 " " " "	65,000 "
25.00 " " " "	70,000 "
27.00 " " " "	80,000 "
30.00 " " " "	100,000 "
33.00 " " " "	150,000 "

All new subscriptions will date from the date the paper commences delivery.

There Will Be No Losers in This Contest.

So that each and every person who takes part in This Contest will receive remuneration for his or her services, a commission of 15 per cent will be paid on all moneys turned in by contestants who do not win one of the many prizes.

Good For 200 Votes

This vote ballot will be published in The Advertiser during the campaign, and will be counted for the name of the contestant it bears, when neatly cut out and mailed to the Campaign Department.

Name of Contestant

Address

Each of these coupons counts for 200 Free Votes, and any number can be sent in by the candidates or by their friends.

Address All Mail

The Campaign Department

London Advertiser, London, Ontario.