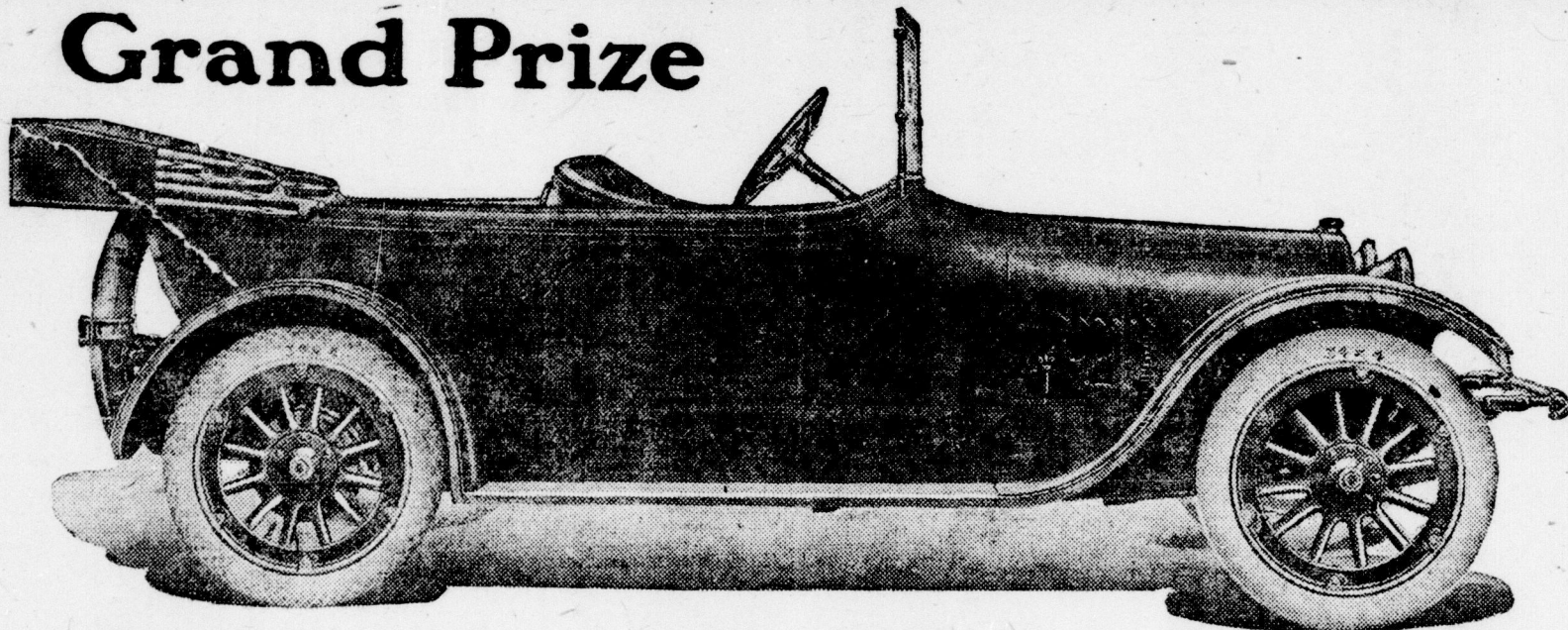


THE LONDON ADVERTISER'S \$16,000 PRIZE CONTEST

The Big Drive Is On---The End of the Race Is In Sight---HERE Is What You Have Been Looking For

Grand Prize



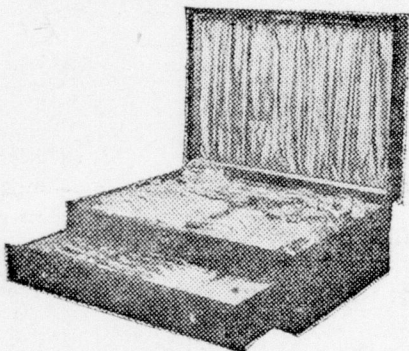
McLaughlin Special D-45—6 Cylinder—Now on exhibition at the McLaughlin Garage, Richmond Street, London. This costly touring car will be given to the candidate receiving the greatest number of votes, irrespective of districts. Grand Prize will be given \$1,000, to be donated to some patriotic organization in his or her district.

The Last Best Offer

In order to help those candidates now low in the list to increase their vote and win an automobile, The Advertiser is giving as a special prize a five-passenger automobile to the candidate turning in the greatest amount of subscription money on both old and new subscriptions and the greatest number of new subscriptions between August 9 and 8:30 p.m. August 18. This is the last best offer and the last extra vote offer.

EIGHT CABINETS OF SILVER

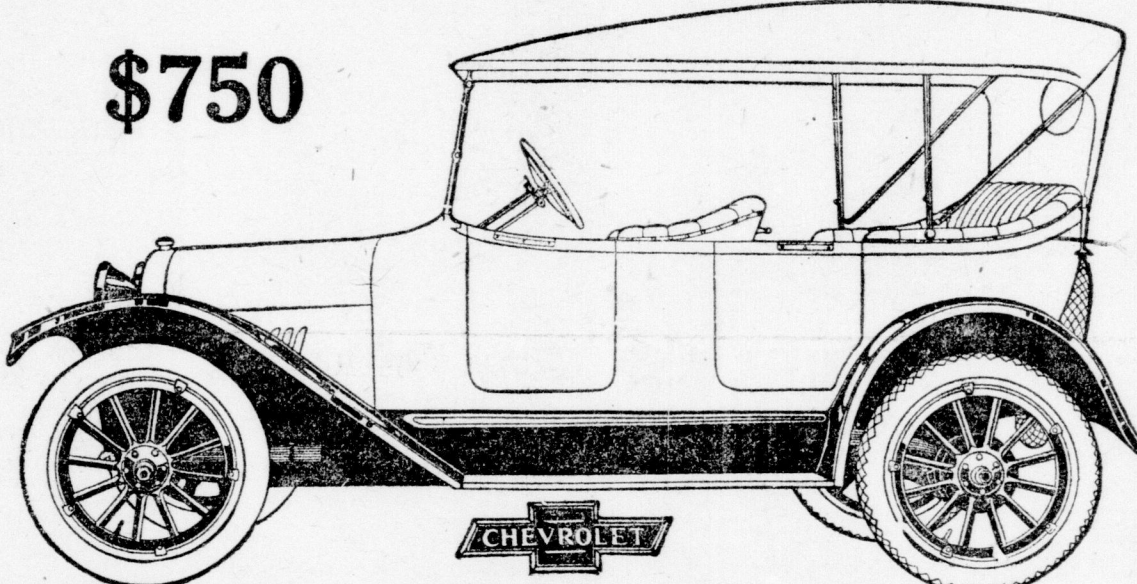
Costing \$114.50 Each



Now on exhibition at Smallman & Ingram's. One for each of the eight districts.

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.

50,000 EXTRA VOTES

FOR EVERY \$15 WORTH OF NEW SUBSCRIPTIONS TURNED IN BY 8:30 P.M. AUGUST 18.

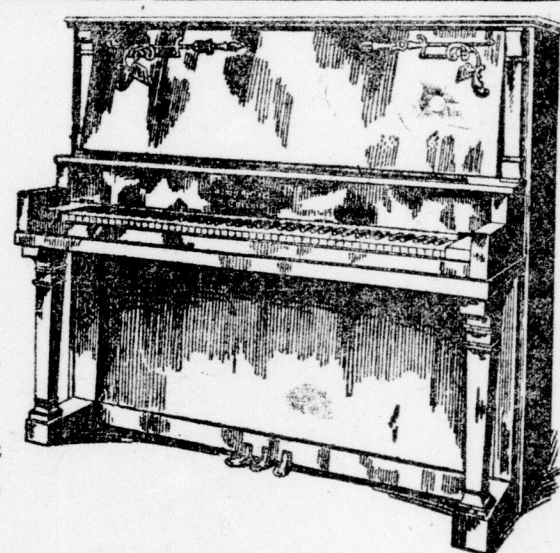
25,000 EXTRA VOTES

FOR EVERY \$15 WORTH OF OLD SUBSCRIPTIONS TURNED IN BY 8:30 P.M., AUGUST 18. THIS IN ADDITION TO THE REGULAR SCHEDULE OF VOTES GIVEN ON BACK SUBSCRIPTIONS AND RENEWALS.

Second Prize In Each District

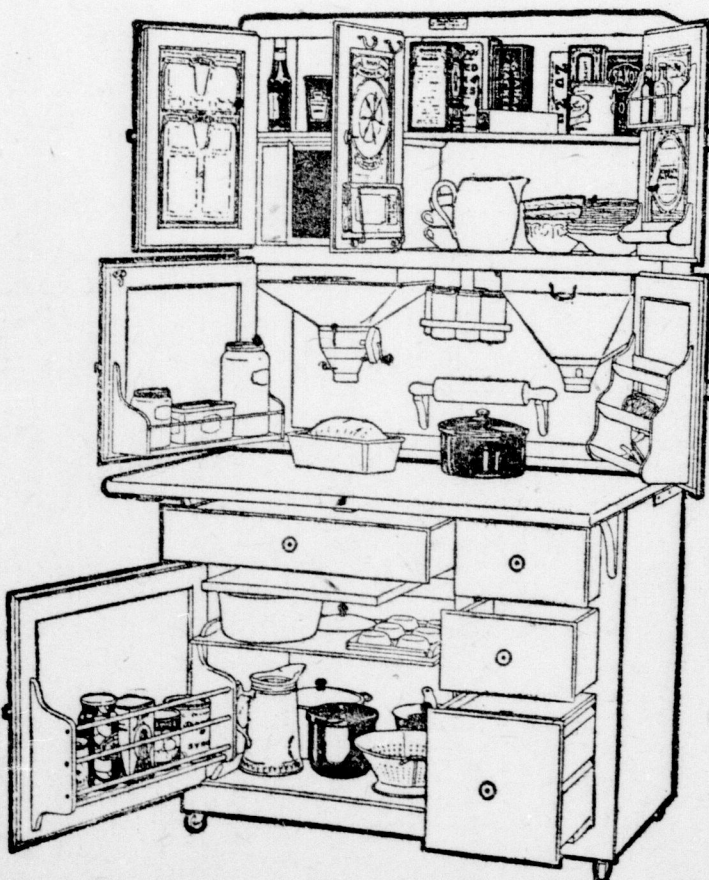
A \$400 Mason & Risch Piano

These eight sweet-toned Mason & Risch Pianos cost The Advertiser \$3,200, and are now on exhibition at the Mason & Risch show rooms, Dundas Street, London.



CASH PRIZES

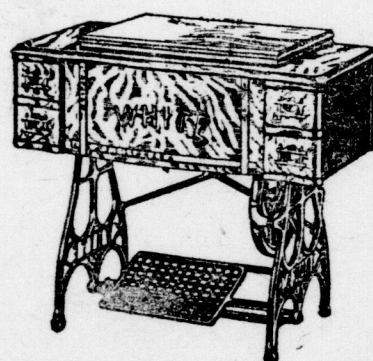
\$1,000 WILL BE GIVEN TO THE WINNER OF THE GRAND PRIZE, WHICH WILL BE DONATED TO SOME PATRIOTIC ORGANIZATION IN HIS OR HER DISTRICT; \$125 IN CASH WILL BE GIVEN TO THE WINNER OF THE FIRST PRIZE IN EACH DISTRICT FOR PATRIOTIC PURPOSES.



Eight \$50 Hoosier Kitchen Cabinets

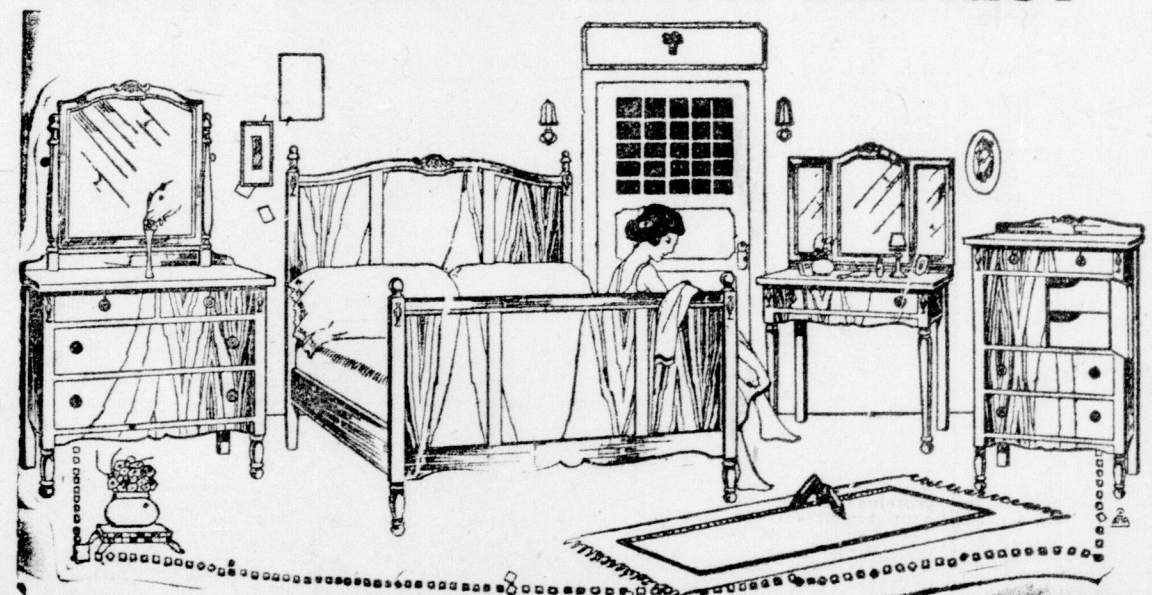
Now on exhibition at the Trafford Furniture Company, Dundas Street, London.

EIGHT CANADIAN "WHITE" Sewing Machines



One for each of the eight districts.

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.