

\$16,000.00 TO BE GIVEN IN PRIZES

The London Advertiser

Will Inaugurate the Greatest Voting Contest Ever Attempted in the District

Automobiles, Pianos, Beautiful Bedroom Sets, Cabinets of Silver and many other costly articles to be given away.

\$2,000 In Cash for Patriotic Organizations

The whole of Western Ontario is to participate in the biggest contest ever put on. The territory will be divided into districts, with identical prizes for each district, so that, in fact, there will be eight contests in progress at the same time. Automobiles, pianos, phonographs or other automatic musical instruments, costly bedroom sets, cabinets of silver, and other articles, all of first-class quality and worthy of a place in the best of homes, will be donated in the various districts.

The winner in each district will receive an automobile, and, in addition, a check, to be given to any patriotic organization he or she may select.

The candidate in the entire territory receiving the highest number of votes will get a magnificent touring car, and, in addition, a check for \$1,000, to be used for patriotic purposes.

All the other prizes will be worth working for. Watch The Advertiser for a list, which will be announced in a few days.

THE OBJECT OF THE PRIZE CONTEST

The object of this big undertaking is to secure new prepaid subscribers to the Morning, Noon and Evening Advertiser, also to secure renewals and collections of back subscription accounts, and while doing this to ascertain who are the most ambitious, persevering and determined men and women of Western Ontario. It costs you nothing to participate in this contest. If you wish, you may enter as a candidate some friend who is now overseas, and surprise him upon his return by presenting him with an automobile.

A SQUARE DEAL FOR ALL

is the motto of the contest. Every candidate will receive equal treatment, and there will be no favorites. All books and records will be open for the inspection of the candidates after the close of the contest. A committee of well-known businessmen will count the votes and decide upon the prize-winners. The count of votes will be public—all candidates and their friends may be present.

The Districts

DISTRICT NO. 1—Includes all territory within the municipal boundaries of the city of London.

DISTRICT NO. 2—Two counties, Essex and Kent.

DISTRICT NO. 3—Two counties, Lambton and Middlesex, except the city of London.

DISTRICT NO. 4—Two counties, Elgin and Norfolk.

DISTRICT NO. 5—Two counties, Oxford and Brant.

DISTRICT NO. 6—Two counties, Waterloo and Wellington.

DISTRICT NO. 7—Two counties, Huron and Perth.

DISTRICT NO. 8—Two counties, Bruce and Grey.

NOT LUCK! NOT CHANCE!
EFFORT ALONE
WILL WIN THE PRIZES!

Subscription Price

of the

Morning, Noon or Evening ADVERTISER

DELIVERED BY CARRIER IN CITY OF LONDON.

Six Months	\$2.50
One Year	\$5.00
Two Years	\$10.00
Three Years	\$15.00

DELIVERED BY MAIL OUTSIDE CITY OF LONDON.

Six Months	\$1.50
One Year	\$3.00
Two Years	\$6.00
Three Years	\$9.00

VOTING POWER OF NEW SUBSCRIPTIONS.

A new subscriber is one whose name was not on The London Advertiser's lists when this Contest started.

\$1.50 paid in on new subscription	2,500 votes
\$2.50 paid in on new subscription	3,000 votes
\$3.00 paid in on new subscription	7,000 votes
\$5.00 paid in on new subscription	10,000 votes
\$6.00 paid in on new subscription	15,000 votes
\$7.50 paid in on new subscription	20,000 votes
\$9.00 paid in on new subscription	25,000 votes
\$10.00 paid in on new subscription	30,000 votes
\$12.00 paid in on new subscription	40,000 votes
\$15.00 paid in on new subscription	50,000 votes

VOTING POWER OF OLD SUBSCRIPTIONS

An old subscriber is one whose name was on The London Advertiser's lists when this Contest started.

\$1.00 paid on an old subscription	200 votes
\$1.50 paid on an old subscription	400 votes
\$2.50 paid on an old subscription	1,000 votes
\$3.00 paid on an old subscription	1,500 votes
\$5.00 paid on an old subscription	3,000 votes
\$6.00 paid on an old subscription	4,000 votes
\$7.50 paid on an old subscription	6,000 votes
\$9.00 paid on an old subscription	9,000 votes
\$10.00 paid on an old subscription	15,000 votes
\$15.00 paid on an old subscription	25,000 votes

All new subscriptions will date from the day The Advertiser commences delivery. For instance, if a subscription is given on June 1, 1917, and does not start until June 10, the date will be June 10, 1917.

15,000 EXTRA VOTES will be allowed each candidate for the first new daily subscription turned in, which is a year or more in length. Competitors will be furnished extra receipt books for friends who wish to assist them in winning one of the costly prizes. Send or bring all remittances for same direct to the Contest Department of The London Advertiser, and a receipt of same vote certificate will be issued. All checks, drafts, money orders, etc., are to be made payable to The London Advertiser Company. All personal checks must be marked "accepted" by the bank on which they are drawn.

If you haven't sufficient room to write all the instructions on the face of the stub, you may write on the back of same.

TWO GRAND PRIZES

The candidate securing the greatest number of votes in this contest, irrespective of districts, will be awarded a **Magnificent Passenger Touring Car**, and will be given \$1,000 in cash to be donated to any patriotic organization in the district in which the candidate lives.

15,000 Extra Votes

will be given to each candidate for the first new daily subscription to the Morning, Noon or Evening Editions of The Advertiser for one year or more which they turn in. These votes will be given in addition to the regular scale of votes allowed under the vote schedule found elsewhere on this page. These 15,000 EXTRA VOTES mean a big start toward winning the big passenger automobile, or one of the other automobiles or prizes.

Information, Rules and Conditions of The Advertiser's Big Prize Contest

Everyone over the age of 16, who is of good character, whether married or unmarried, old or young, is eligible to compete in this Prize Contest. This means men, women and children over 16 are acceptable as candidates.

Candidates may nominate themselves. Nominations must be accompanied by the proper address of candidates.

No employee of The Advertiser or members of an employee's family can enter or compete for any of the prizes.

The Advertiser reserves the right to reject any nominations.

Nominations may be made at any time during the Contest.

Vote coupons good for 100 votes will be published in The Advertiser, which, when neatly cut out, name filled in, and brought or mailed to the Contest Department of The Advertiser, will count for the amount thereon.

Votes cannot be purchased. They must be secured by clipping them from The Advertiser or by securing subscriptions.

All remittances must be accompanied by subscriber's name and address.

All votes issued on subscriptions are good until the end of the Contest, and will be polled at the discretion of the candidate or subscriber.

Candidates who seek to lessen competition by discouraging other competitors, or whose friends endeavor to lessen competition by the same means, will be disqualified, and dropped from the Contest.

Votes are not transferrable except under the following circumstances: If a candidate wishes to withdraw from the contest he or she may change the votes to a suitable substitute, but said substitute must be a new candidate who has not been before accepted in the contest.

A committee of well-known businessmen will be selected by The Advertiser to count the votes and decide upon the prize-winners.

The Judges' Final Count of votes will be made in public, and all candidates and their friends may witness it.

All Contest records will be open to the inspection of the candidates, the day following the Judge's Final Count of votes.

Cash must accompany all subscriptions where votes are to be issued.

The list of candidates and the number of votes polled will be published periodically during the Contest.

Active voting begins June 15, but candidates may start subscription-getting at once.

In case of a tie, the prize will be equally divided among those polling a tie vote.

The Advertiser reserves the right to alter the rules and regulations or any of the offers except a reduction in the prize list, for the protection and the best interests of the candidates and this newspaper.

The Advertiser guarantees fair treatment to all contestants and should any question arise a decision of the management will be considered final and absolute.

No statement or promise made by any solicitor or agent varying from the rules or statements published in The Advertiser will be recognized in the contest.

Candidates influencing or attempting to influence any of the Judges shall forfeit all rights to a prize.

A candidate is not required to be a previous subscriber to The Advertiser to enter the competition.

Persons who enter and take part in this Prize Contest, bind themselves to abide by the foregoing rules.

Time for Winning Is Short!

The Big Prize Contest will last only ten weeks, a very short length of time, considering the value of the prizes to be won. The opening date will be June 15, and the first published list of candidates and the votes cast for each will be published in the editions of The Advertiser on the following date. Candidates may begin vote-gathering at once, however, and votes will be issued for subscriptions turned in from today on. Receipt books are ready at the Contest Department of The Advertiser, Dundas

Street, London. If you cannot call, phone 3670 or write the Contest Manager for supplies.

On August 24, at midnight, the Big Prize Automobile Contest will come to a close—just ten weeks in which to win a handsome automobile or an elegant piano or some other costly prize.

SEND IN YOUR NOMINATION NOW AND GET THE EARLY START.

A TIP ON HOW TO WIN

First—Enter the competition by sending in a nomination blank properly filled out. The nomination blank is good for 5,000 votes, and only one Nomination Coupon will be accepted for any one candidate.

Then enlist the aid of your friends and neighbors. Use your telephone. Let them all know that you are a candidate before

they promise their help to some other candidate.

Be ambitious and determined to win from the start. If you have friends you cannot see at once, write them.

Votes will be given on new subscriptions and on renewals of standing subscriptions, also on payments of arrearages.

Call or send to The Advertiser Contest Office, Dundas Street,

Nomination Blank

GOOD FOR 5,000 VOTES

Nominate Yourself or a Friend.

PRIZE CONTEST DEPARTMENT OF
THE ADVERTISER:
Dundas Street, London.

Gentlemen,—I hereby nominate as a candidate in your Automobile Prize Contest:

Name

Address

Nominated by

Address

NOTE—Only one nomination blank will be accepted for any one candidate.

CUT OUT NEATLY.

The Advertiser's Big Automobile Prize Contest

Good for 100 Votes

FOR

ADDRESS

This coupon, when neatly cut out and brought or mailed to the Contest Department of The Advertiser, will count for the person whose name is written thereon.

Address All Communications to PRIZE CONTEST DEPT. of The London Advertiser,
Dundas Street, London, Ont. Local and Long Distance Phone 3670