

BIGGEST AND BEST OFFERS OF THE STANDARD'S CONTEST ANNOUNCED

A \$1,400 five-passenger Maxwell Touring Car will be given to the contestant who turns in the greatest amount of subscription money during a three-week period beginning today and ending at 6 p.m. Monday, April 11th.

Four times the regular number of votes will be given on all subscriptions turned in this week. See the \$1,000 Guarantee below that the best offers are now on.

HOW TO GET 21,556,000 VOTES

As a possible example, given to show how rapidly the votes count up under the Quadruple Vote offer plan, we give the following figures:

11 yearly subscriptions (new)	1,408,000 votes
3 yearly subscriptions (old)	2,875,000 votes
3 yearly subscriptions (new)	2,496,000 votes
10 6-monthly subscriptions	230,000 votes
10 2-yearly subscriptions (new)	2,600,000 votes
5 3-yearly subscriptions (new)	2,150,000 votes
10 second payment subscriptions. First payments 1 year each during first period of contest—1,237,000 votes on each, 10,370,000 votes	

How is this for a possible week's work?21,556,000 votes

You will be surprised to see how rapidly the votes will count up if you will go after them in earnest.

ENTRY BLANK

GOOD FOR 10,000 VOTES
Nominates Yourself or a Friend

PRIZE CONTEST DEPT. OF THE STANDARD
St. John, N. B.

Gentlemen:—

I hereby nominate as a candidate in your Automobile and Movie Star Contest.

NAME

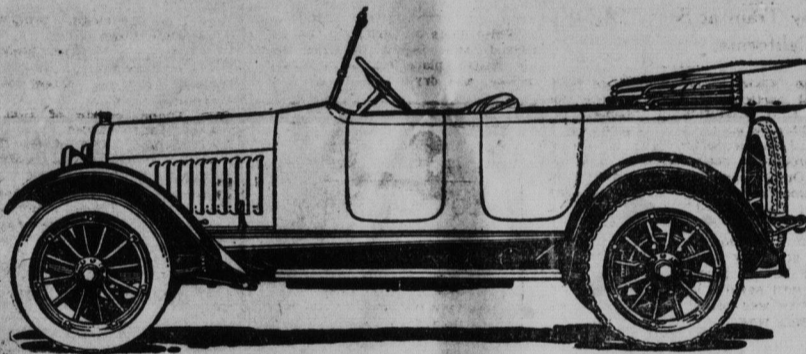
ADDRESS

NOMINATED BY

ADDRESS

Note—Only one entry blank will be accepted for any one candidate.

The Last Special Prize



A magnificent, new, five-passenger Maxwell Touring Car with a value of \$1400 will be given away as a special prize in The Standard's contest to the contestant who turns in the greatest amount of subscription money during a three-week period beginning today and ending Monday, April 11th at 6 p.m.

This is the last special prize of the Contest. The Maxwell auto was purchased from and is on exhibition at The Princess Garage, Princess St. (Agency for the Maxwell).

New contestants may enroll and compete for the special prize Maxwell only if they wish. All contestants start with a "clean slate" for the special prize Maxwell. Work done previously in the contest does not count on the Maxwell therefore new contestants or those low in the list have an equal chance to win it, with those topping the published list.

All votes secured while working for the Maxwell will count towards the regular prizes, consisting of the Studebaker, the Gray-Dort, the Regular prize Ford, the Movie Star Contracts and the other regular prizes.

\$1,000 REWARD

will be given, if at any time during the remainder of The Standard's big prize contest, a better vote offer than the Quadruple Vote offer is given. This is conclusive evidence, therefore, that the best offer of the contest is now in vogue. Get busy, Contestants, and make every minute count this week, while this quadrupled vote offer is on. The Maxwell auto offer is also the last extra prize offer of the contest. You have a double incentive this week for putting forth your best efforts.

THE QUADRUPLE VOTE OFFER

To all the contestants in getting an early start for the special prize Maxwell offer, four times the regular number of votes will be given on all subscriptions turned in this week, as follows:—

Length of Subscription	
6 months	22,000 votes
1 year	83,000 votes
2 years	220,000 votes
3 years	396,000 votes
4 years	534,000 votes
5 years	702,000 votes

Four times the regular number of votes will also be given on second payment subscriptions.

Four times the regular number of votes will also be given on the 10,000 extra votes given for NEW business.

SECOND PAYMENT SUBSCRIPTIONS

If you have worked your territory thoroughly, and do not know where to obtain subscriptions, why not call on the surrounding towns, or see the farmers in the rural districts? Or if you are not in a position to get out of your town, why not try to get second payments from the subscribers who have given you short term subscriptions? You can gain many votes this way. For instance: Suppose Mr. A. gave you a six-months' subscription, the first week of the Contest when the first vote schedule was in force. You received 8,000 votes for this six-months' subscription. Now if you can get Mr. A. to give you another six months which would make up a full year's subscription you will receive enough additional votes for the second payment of six months to balance up the votes for a full year during the period when the first payment was made, or 24,000 votes. If this six months of Mr. A's was a new subscription, you would receive 10,000 votes in addition to the 24,000. During the Quadruple vote offer 4 times 24,000 votes, or 96,000 votes would be given on this second payment. Or suppose Mr. A. gave you one year's subscription between the dates of Jan. 31st and Feb. 19th you received 30,000 votes if it was an old subscription. Now if he gives you another four years to make up the full five years, you will receive the difference between 270,000 votes (which was given for a five-year subscription between Jan. 31st and Feb. 19th), and the 30,000 votes you have already received, or 240,000. During the quadruple vote offer 4 times 240,000 votes would be given on this second payment, or 960,000 votes. In figuring up the votes for the second payment compute them on the schedule in force when you turned the first payment into the Contest office.

During the Quadruple vote offer, four times the regular amount of votes are allowed for second payment subscriptions. Multiply the regular number of votes allowed on your second payments by four.

NOTE:—Subscriptions of this kind are to be marked "Second Payment" on the receipt stub, and on the back of the stub you must write the date when you turned in the first payment, the amount of cash paid for the first payment, and whether the first payment was new or old; also give the receipt number of the first payment.

Everyone starts with a "clean slate" for the special prize Maxwell Touring Car. Work done previously in the contest does not count on this special prize automobile. New contestants, therefore, and those low in the list stand an equal chance with those leading the list to win the special prize Maxwell. Now is the time to enroll in The Standard's big prize contest.

Four Times the Regular Number of Votes on All Subscriptions
Turned in This Week. Standard Contest's Biggest
and Best Offer!