

These Magnificent Free Prizes Are Awaiting Owners!

A Tip on How to Win

First—You enter the competition by sending in an entry blank properly filled out. The entry blank is good for 10,000 votes, and only one Entry Coupon will be accepted for any one candidate.

Then enlist the aid of your friends and neighbors. Use your telephone. Let everyone know that you are a candidate before they promise their help to a more enterprising competitor.

Be ambitious and determined to win from the start. If you have friends you cannot see at once, write them. It will take votes to win the free prizes—secure the votes. They can be obtained by clipping them from editions of The Standard or by securing subscriptions for The Standard (either the Morning or Semi-Weekly).

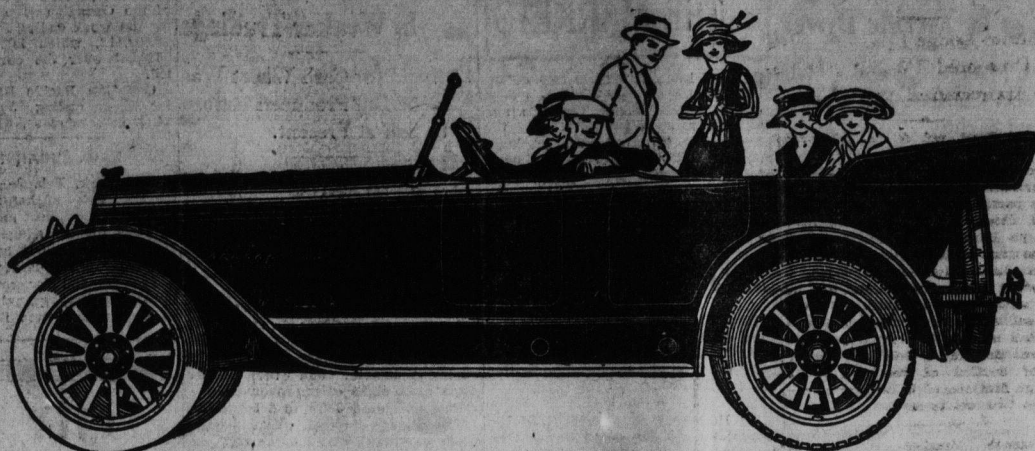
You can get votes and subscriptions anywhere.

Votes will be given on new subscriptions to The Standard and on renewals of old subscriptions that are paid in advance, also on payment of arrears.

Call or send to THE STANDARD CONTEST OFFICE, 4th Floor, Standard Building, The Contest Department. Assistants will be glad to have you call, so they can explain anything you do not understand. Telephone or write if you cannot call, and full instructions and supplies will be sent to you.

Secure every daily vote coupon possible, but principally work for votes secured on subscriptions. They count up faster.

FIRST CAPITAL PRIZE



The first prize in The Standard's big \$15,000 Automobile and Movie Star Contest will be a magnificent 7-Passenger Studebaker, Big Six, with a cash value of \$2,950.00. This elegant Touring Car was purchased from J. Clark & Son, 17 Germain St., City, where it will be on exhibition.

The Big 7-Passenger Studebaker will be given to the contestant in The Standard's \$15,000 Contest who has the highest number of votes to his or her credit by midnight, on the closing night of the contest. The contest lasts a few weeks. Enroll your name at once if you have not already done so. There is no reason why this magnificent auto cannot be YOURS!

The automobiles which will be given away in connection with The Standard's big \$15,000 Prize Contest will not be driven around the country or city by members of the Contest Department or any other persons. We are giving away NEW cars in this contest—not second-hand machines.

ENTRY BLANK

GOOD FOR 10,000 VOTES

Nominate 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.

SECOND CAPITAL PRIZE



The contestant who has the 2nd highest number of votes by midnight, on the closing night of the contest, will be given this elegant 6-passenger \$1,455 Gray Ford Touring Car. The Gray Ford which will be given away is the very latest model, and fully equipped with the regular factory equipment.

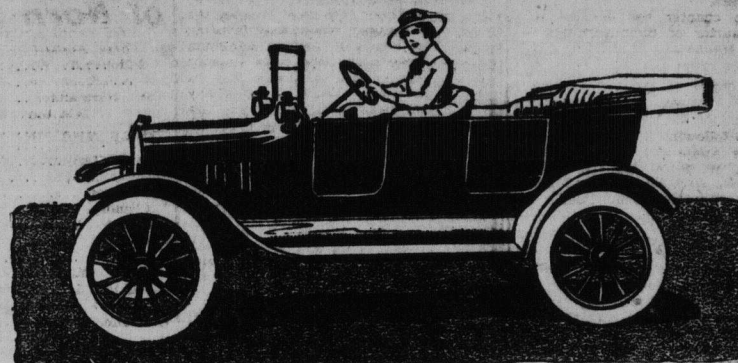
See The Standard's magnificent 2nd prize on exhibition at the Gray Ford Agency (Wm. Pirie, Son & Co., 42 Sydney St.), from which firm it was purchased.

The automobiles which will be given away in connection with The Standard's big \$15,000 Prize Contest will not be driven around the country or city by members of the Contest Department or any other persons. We are giving away NEW cars in this contest—not second-hand machines.

THE OBJECT OF THE PRIZE CONTEST

The object of this big undertaking is to secure new prepaid subscribers to The Morning and Semi-Weekly Standard; 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 this section of Canada. It costs nothing to participate in the competition. We furnish valuable prizes, while you furnish the new subscribers, renewals or collections in your spare moments.

THIRD CAPITAL PRIZE



Third Capital prize in the big prize competition will be a five-passenger Ford Touring Car, latest model, fully equipped with all the latest factory equipment. This handsome prize will be given to the contestant who secures the highest number of votes by midnight on the closing night of the contest.

The Ford was purchased from and is on exhibition at The Universal Car Co., Dealers in Ford cars and Ford parts, 85 Prince William St.

The automobiles which will be given away in connection with The Standard's big \$15,000 Prize Contest will not be driven around the country or city by members of the Contest Department or any other persons. We are giving away NEW cars in this contest—not second-hand machines.

RULES OF THE SUBSCRIBERS' GUESSING CONTEST

1. A subscriber may enter into the Barley Guessing Competition, provided he or she gives a subscription to a candidate in The Standard's Big Prize Contest, or pays a subscription into the Contest Office of The Standard for the benefit of a candidate.

NOTICE—Read rule 1 carefully. Notice that the subscriber must pay direct to a candidate or to the contest office. A subscriber will NOT be allowed an estimate if his or her subscription is paid to an agent who deducts a commission on the subscription.

2. One guess will be given for each dollar paid on subscription under the above conditions.

3. The Free Prizes for the subscribers' Guessing Contest will consist of the following:

5 Passenger Ford Touring Car.

\$215.00 Graphophone.

Five \$10.00 Cash Prizes.

Five \$5.00 Cash Prizes.

10 Orders for 1 Year's Subscription to The Standard.

4. Either the candidate or the Contest Department of The Standard will supply you with the necessary blank or blanks to fill in your guesses.

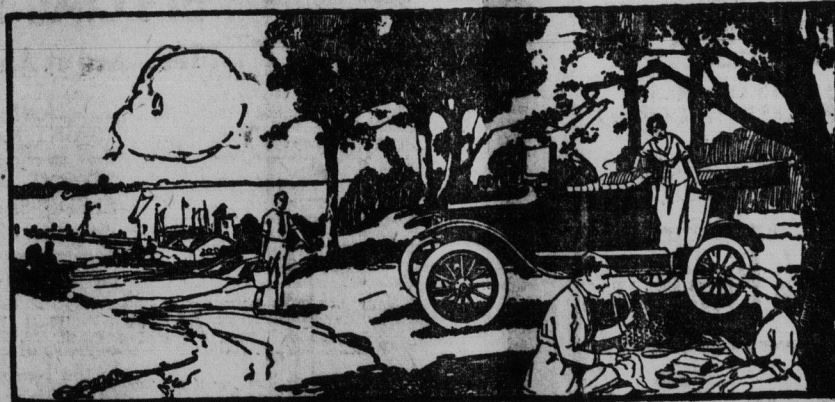
5. A subscriber or candidate may send subscriptions to boys at Military Hospitals or to other friends, and be entitled to read in guesses.

6. In the event the person subscribing does not wish to take advantage of the Subscribers' Guessing Contest, the candidate who secured the subscription may enter guesses on the subscription, provided said subscriber gives the candidate written permission to do so. In a case of this kind the following is to appear on the back of the guessing coupon: "I have submitted this guess as subscriber did not wish to take advantage of the Guessing Contest." The candidate's signature must be attached. Then, also, this article must follow: "I relinquish all claims to any prize in your subscribers' contest which this coupon may win, in favor of the above signed candidate." Subscriber's signature must be attached.

7. In the event of a tie, priority will be the deciding factor, and the tying guesses which reached us first will be given the preference. If the tying guesses reached the Contest Department simultaneously, the subscriber who gave the longest term subscription will be given the preference. If the tying guesses arrived simultaneously and the same amounts were paid by the parties tying, new subscribers will be given the preference over renewals or arrears subscriptions.

8. A subscriber may give his or her subscription of subscriptions now and send in his or her guesses any

First Prize in Subscribers' Guessing Contest



Every person who assists one of the candidates by giving a subscription, for which the candidate is entitled to votes, will be eligible to compete in a Guessing Contest for Subscribers. One guess as to the number of kernels of barley in an officially filled Small's Peanut Butter jar will be given with each dollar paid for a subscription. The official filling of the jar will take place in a few days by Mayor Schofield. The filling of the official jar will be a public affair. Any person interested may be present to witness it. Watch The Standard for details as to the time and place of the public filling of the official Small's Peanut Butter jar.

First prize in the Subscribers' Guessing Contest will be a 5-Passenger Ford Touring Car, purchased from the Universal Car Company, 85 Prince William street. Second prize will be a \$215.00 Phonograph. Five \$10 Cash Prizes will follow, then five \$5 Cash Prizes then 10 orders for one year's subscription to The Standard—22 Free Prizes in all.

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time before the close of the subscribers' Guessing Contest, which will be the same night as the close of the Candidates' Big Prize Contest.

9. We would suggest that you get a jar similar to the officially filled Small's Peanut Butter jar, fill your jar with Barley, and count the kernels in it, and thus arrive at some sort of an estimate.

10. The winners of the Subscribers' Contest will be announced with the other prize winners at the close of the Big Auto Contest.

One year's subscription to The Standard may cause you to win this elegant 5-Passenger Ford or one of the other valuable prizes offered in connection with the Subscribers' Guessing Contest. You will be assisting yourself and a candidate as well by subscribing.

CUT OUT NEATLY

The Standard's Big Automobile and Movie Star Contest

Good for 50 Votes

FOR

ADDRESS

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

Void After Feb. 16. Cut Out Neatly.

Address All Communications to

The Automobile and Movie Star Department of
The St. John Standard

4th Floor Standard Bldg., St. John, N. B.

Local and Long Distance Phone M. 1910.

There Will Be No Losers

To each and every active candidate who works up to the close of the contest and does not win one of the valuable prizes, we will give ten per cent on all subscription money which he or she has personally collected, provided the amount turned in by said active candidate exceeds the sum of \$25. There will, under this plan, be no losers. Every candidate who has earnestly made an effort to win one of the costly prizes will get something for his or her efforts.