

Big Circulation Campaign Announced by The London Advertiser

\$20,000 In Prizes Offered

DURING THE NEXT FEW WEEKS the people of the City of London and Western Ontario will be given an opportunity to participate in one of the biggest prize contests ever conducted by a Canadian newspaper. Automobiles, cash prizes, cases of silver, are some of the prizes so far selected. The object of this gigantic undertaking is to secure new subscriptions to The Morning Advertiser and The Evening Advertiser; also to secure renewal subscriptions and collection of subscriptions in arrears. This may be the opportunity you have been looking for to earn some real money. People taking part in this contest have their choice of either accepting an automobile or cash. We want new subscriptions to The Advertiser, you want real money. An hour or two a day working in this campaign may earn for you more than you could or would earn in as many months. Read every line of this announcement. Then make up your mind and be one of the first in the field.

A Splendid Business Training Had In Twelve Weeks

Thousands of young men and women who are holding responsible executive positions today and drawing large salaries owe their start to having entered and worked in campaigns such as this. This is your opportunity to develop that latent ability that has been lying dormant. Make it work, and once you start it will surprise you how much energy you can put into the race.

Use the entry blank at the bottom of this page. Fill in your name and mail it to the office of The London Advertiser, Campaign Department.

SOMEONE MUST WIN, WHY NOT YOU?

How To Enter The London Advertiser's \$20,000 Automobile and Cash Prize Campaign

FIRST—Fill in the entry blank on this page. Then send it to the Contest Manager, who will supply you with all information, receipt books, instruction sheets, etc.

SECOND—Make up your mind that you are going to win the \$2,000 of at least one of the many Automobiles offered. What others can accomplish you can do.

THIRD—There are a number of people in your district who are not taking The London Advertiser. Get a list of these people and make a house to house canvas—every home is a possibility. Take a few minutes and make up a list of your own friends and acquaintances, and it will surprise you how soon you will have an army of workers around you, all wanting to assist you in winning the big prize.

FOURTH—Anyone may nominate himself or herself or any friend. There are no free votes with the nomination or Entry Blank, but there is a ballot published in this announcement good for 200 free votes. Each ballot counts for 200 free votes for the person whose name appears on the ballot. So that, when soliciting your friends and others for subscriptions you can secure many extra votes by asking them to save the 200 vote ballot from their paper.

FIFTH—Get busy right away. Send in your name. Don't let time mark another minute against your chances for success. Those who start early will have the best chance of winning the big prizes.

SIXTH—Get in touch with the Campaign Department of The London Advertiser. Anything you don't understand, write us, and we will gladly furnish you with all information.

Short and Snappy Affair

Just twelve weeks! Think what it means to you to be able to secure in these few weeks, prizes that would ordinarily require months and even years of saving and self-denial to attain. But that is exactly what we are offering you for a little of your spare time during the next few weeks.

USE THIS BLANK—IT STARTS YOU

Entry Blank

TO THE LONDON ADVERTISER,
LONDON, ONT.

Gentlemen:—

I Nominate

(As a candidate in your \$20,000 Prize Contest, according to the Rules and Regulations thereof.)

Street

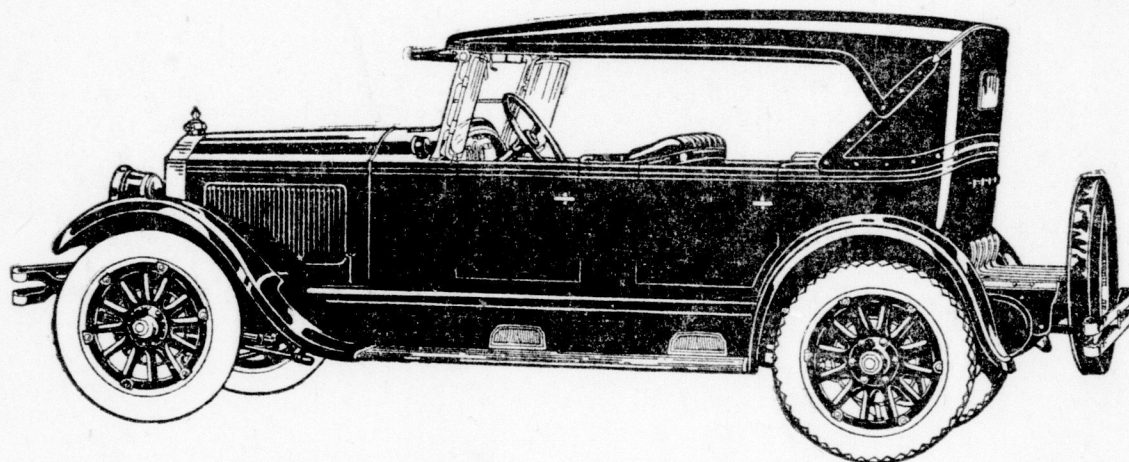
Town or City

Signed

Address

Names of persons sending in names of candidates will not be divulged if so requested.

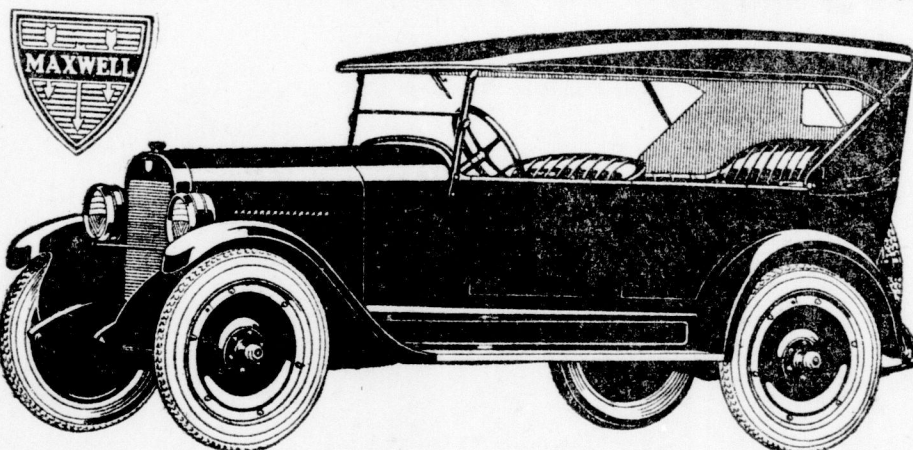
THIS IS THE GRAND PRIZE FOR THE CITY OF LONDON



McLaughlin Six-Cylinder Special Touring Car.

The person who secures the greatest number of votes in District No. 1, which is the City of London, will have his or her choice of this McLaughlin Five-Passenger 1924 Model Touring Car, or \$2,000 in cash. The winner of this prize will be barred from winning any of the district prizes.

THIS IS THE FIRST PRIZE IN DISTRICT NO. 1.



Five-Passenger Maxwell Touring Automobile.

The winner of this prize will have his or her choice of either this automobile or \$1,000 in cash. This prize will be awarded to the candidate who secures the second greatest number of votes in this district. The person securing the most votes will be awarded the Grand Prize of \$2,000.

THIS IS THE FIRST PRIZE IN DISTRICT NO. 3.



Five-Passenger "Red Bird" Overland Sport Model Touring Car.

The winner of this prize will have his or her choice of either car or \$1,000 in cash.

A FEW OF THE THINGS \$2,000 IN REAL MONEY WILL DO FOR YOU

\$2,000 will make the first payment on a Home.

\$2,000 will go a long way in relieving some pressing mortgage.

\$2,000 will assist very materially in financing a university course.

\$2,000 will buy a lot of new furniture.

\$2,000 will buy you an elegant touring automobile and give you enough money to buy gasoline and oil for a year. \$2,000 is more money than many a man earns in a year. Here is your chance to earn that amount in 12 weeks, and still hold your position.

The person who never makes an effort is always tagging behind and wondering why the other fellow always gets ahead.

This is your opportunity Mr. Reader—Grasp it. It may never come again.

Send in your name today and prove to yourself that you have the ability and that you are going to make it work.

The person who secures the greatest number of votes in Districts No. 2 and 3 will have his or her choice of a Hudson coach or \$2,000 in cash. The winner of the Grand Prize will be barred from winning any other district prize. The person who secures the second greatest number of votes in the district in which this grand prize is won will be entitled to the first prize.

District No. 1

comprises all territory within the municipal boundaries of the City of London.

GRAND PRIZE—Your choice of McLaughlin Six-Cylinder Special Touring Car or \$2,000 in cash.

FIRST PRIZE—Your choice of a Five Passenger Maxwell Touring Car or \$1,000 in cash.

SECOND PRIZE—Your choice of a Five Passenger Chevrolet Touring Car or \$600 in cash.

THIRD PRIZE—Your choice of a Five Passenger Ford Touring Car or \$500 in cash.

FOURTH PRIZE—Cabinet of Silver, value \$300.

District No. 2

comprises the Counties of Middlesex, Lambton, Kent, Essex, Huron, Perth and Elgin.

FIRST PRIZE—Your choice of a Five Passenger Durant Touring Car or \$1,000 in cash.

SECOND PRIZE—Your choice of a Five Passenger Chevrolet Touring Car or \$600 in cash.

THIRD PRIZE—Your choice of a Five Passenger Ford Touring Car or \$500 in cash.

FOURTH PRIZE—Cabinet of Silver, value \$300.

District No. 3

comprises the Counties of Bruce, Grey, Wellington, Waterloo, Brant, Norfolk and Oxford.

FIRST PRIZE—Your choice of a Five Passenger Light-Six Studebaker Touring Car or \$1,000 in cash.

SECOND PRIZE—Your choice of a Five Passenger Chevrolet Touring Car or \$600 in cash.

THIRD PRIZE—Your choice of a Five Passenger Ford Touring Car or \$500 in cash.

FOURTH PRIZE—Cabinet of Silver, value \$300.

Receipt Books Ready

The London Advertiser has printed a large number of special Receipt Books for the use of Candidates and their friends in taking Subscriptions. These Receipt Books will be mailed out as fast as nominations are received.

How Votes Will Be Recorded

The London Advertiser will appoint a firm of Auditors to audit all records and check all votes cast in this campaign, and it will be from their report that the winners will be announced.