

# Every grocer has a chance to win

**T**HESE cash prizes are to be allotted in such a way that every store has an equal chance.

The small town store competes with other small town stores. The big stores compete with other big stores.

You are likely planning a Carnation window for Carnation Week. Put a little extra thought into it. Our advertising during Carnation Week cannot help but bring you new business. We are using big spaces in big dailies and magazines. These cash prizes are an extra bonus you can easily add to your week's profit.

Read the rules carefully, and get your ENTRY Coupon in the mails without delay.

**Window Trimming Contest in every village, town and city of Canada and the United States during CARNATION WEEK, Aug. 15th to 22nd**

**Rules—1.** The window must be originated and dressed by a member of the firm, by a clerk, or by the regular window dresser.

**2.** The window must contain as its basis, Carnation Milk packages, and may have any home scene, pasture scene, or typical pure food display to add to human interest. The size of the display is not the deciding factor.

**3.** Window displays are to be judged on their probable ability to attract attention and sell Carnation Milk. Freak displays will not be entitled to consideration unless they have a strong value outside of their attractiveness.

Your ENTRY COUPON should be mailed AT ONCE.

See that you have Carnation advertising displays to liven up your window. Write nearest representative listed below for a supply of advertising hangers, etc.—

Hamilton, Ont.—John Bickel & Greening  
London, Ont.—J. Harley Brown  
Sherbrooke, Que.—Dastous & Co., Reg.  
Ottawa, Ont.—H. D. Marshall  
Toronto, Ont.—R. S. McIndoe  
Quebec, P.Q.—Mitchell & Turcotte  
Halifax, N.S.—Pyke Bros.  
Montreal, Que.—Rose & La Flamme, Ltd.  
Kingston, Ont.—D. Stewart Robertson & Sons  
Winnipeg, Man.—Tees & Persse, Ltd.

Fort William, Ont.—Tees & Persse, Ltd.  
St. John, N.B.—J. Hunter Whyte  
Edmonton, Alta.—Dominion Brokerage Co.  
Vancouver, B.C.—Oppenheimer Bros., Ltd.  
Calgary, Alta.—Tees & Persse, of Alta., Ltd.  
Moose Jaw, Sask.—Tees & Persse, Limited  
Regina, Sask.—Tees & Persse, Limited  
Saskatoon, Sask.—Tees & Persse, Limited  
St. John's, Nfld.—Job's Stores, Ltd.

## 108 Cash Prizes

### Division "A"

Towns up to 5,000

1st Prize.....\$100.00  
2nd Prize.....25.00  
25 Prizes each of 5.00

### Division "B"

Towns of 5,000 up to 25,000

1st Prize.....\$100.00  
2nd Prize.....25.00  
25 Prizes each of 5.00

### Division "C"

Towns of 25,000 up to 100,000

1st Prize.....\$100.00  
2nd Prize.....25.00  
25 Prizes each of 5.00

### Division "D"

Cities of 100,000 and Over

1st Prize.....\$100.00  
2nd Prize.....25.00  
25 Prizes each of 5.00

**A Total Prize List of  
\$1,000**

**ENTRY COUPON**  
Carnation Milk Products Co., Limited  
Contest Office: 184 Bay St., Toronto  
I agree to enter Window Trimming Contest according to the rules given.  
C.G.