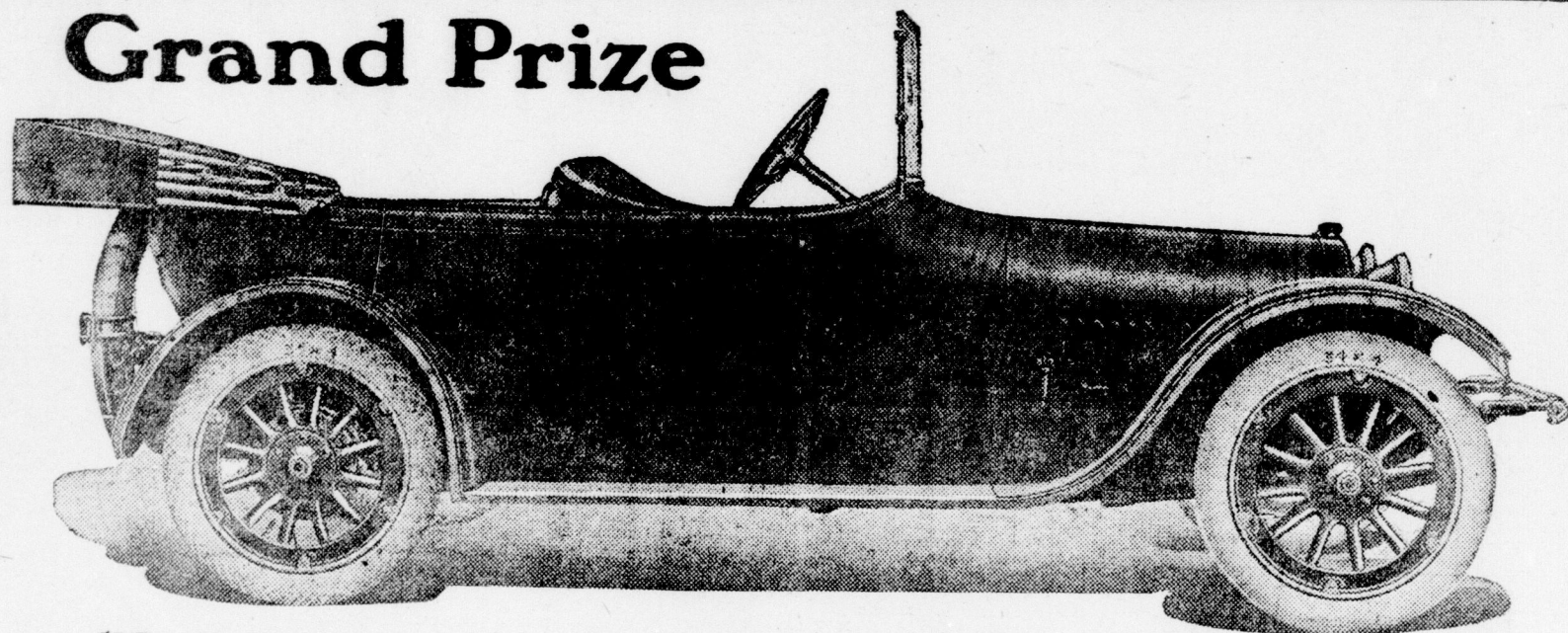


THE LONDON ADVERTISER'S \$16,000 PRIZE CONTEST

ESSEX COUNTY MAKING BIG BID FOR THE "TWO FREE TRIPS"

ONLY SEVEN MORE DAYS IN WHICH TO WIN THIS SPECIAL OFFER

Grand Prize



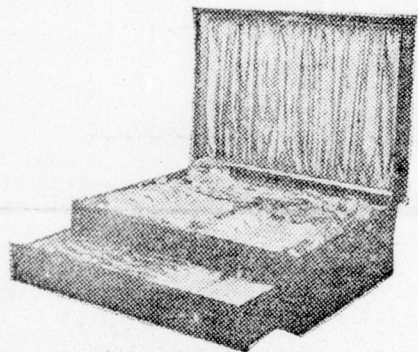
McLaughlin Special D-45—6 Cylinder—Now on exhibition at the McLaughlin Garage, Richmond Street, London. This costly touring car will be given to the candidate receiving the greatest number of votes, irrespective of districts. Grand Prize will be given \$1,000, to be donated to some patriotic organization in his or her district.

Candidates, Please Note!

The 50,000 extra vote offer is not confined to the winner of the "Free Trip." Each and every candidate turning in \$15 worth of new subscriptions before August 7 will be given 50,000 extra votes in addition to the regular votes. There is no limit to the number of \$15 clubs a candidate may send in. For instance 50 new subscribers at \$3 each would give you 50,000 votes. This is not so hard to accomplish when you get down to business and canvass every person. Figure out where your standing in the contest will be with 50 new subscribers added.

EIGHT CABINETS OF SILVER

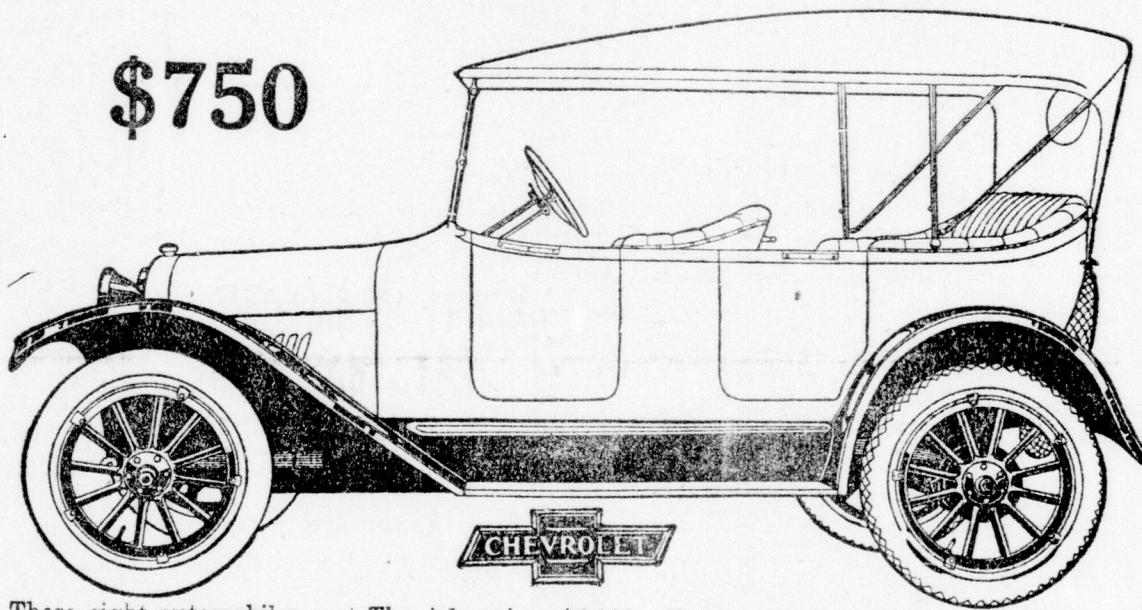
Costing \$114.50 Each



Now on exhibition at Smallman & Ingram's. One for each of the eight districts.

FIRST PRIZE IN EACH DISTRICT

\$750



These eight automobiles cost The Advertiser \$6,000. They are the 1918 model, and are now on exhibition at the Ontario Garage, Dundas Street, London.

50,000 EXTRA VOTES

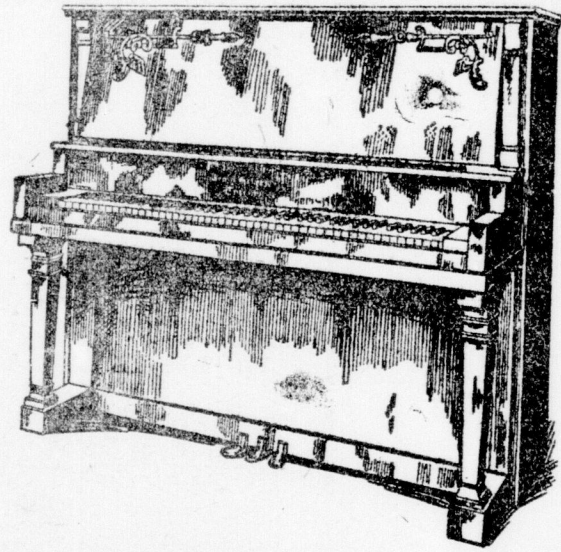
FOR EVERY \$15 WORTH OF NEW SUBSCRIPTIONS TURNED IN BY 8:30 P. M. AUGUST 7.

25,000 EXTRA VOTES

FOR EVERY \$15 WORTH OF OLD SUBSCRIPTIONS TURNED IN BY 8:30 P. M. AUGUST 7. THIS IN ADDITION TO THE REGULAR SCHEDULE OF VOTES GIVEN ON BACK SUBSCRIPTIONS AND RENEWALS.

Second Prize In Each District

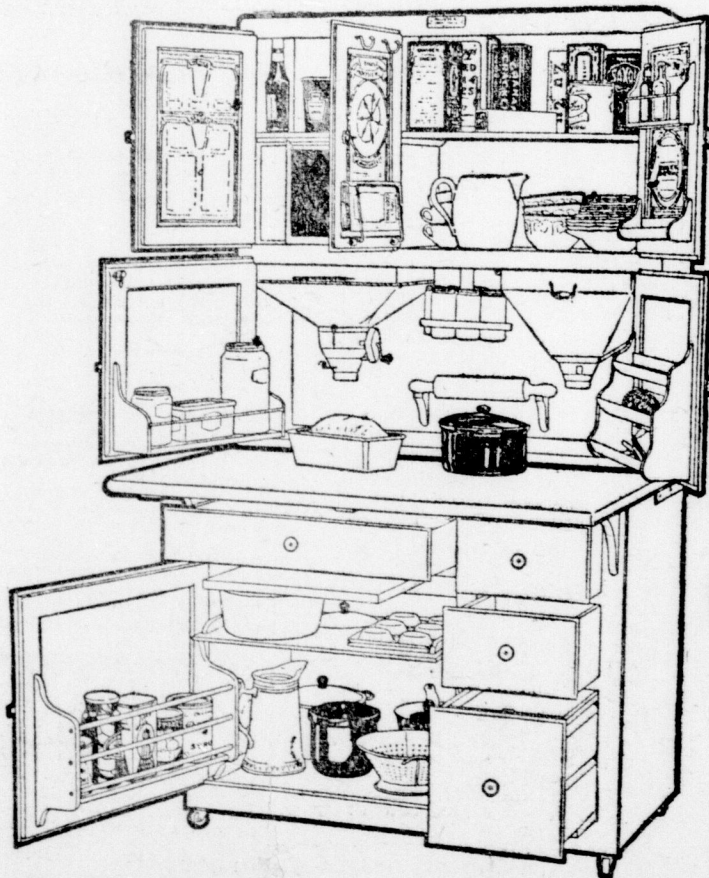
A \$400 Mason & Risch Piano



These eight sweet-toned Mason & Risch Pianos cost The Advertiser \$3,200, and are now on exhibition at the Mason & Risch show rooms, Dundas Street, London.

CASH PRIZES

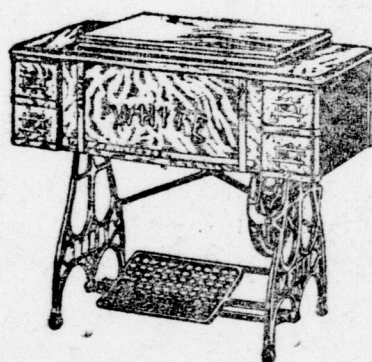
\$1,000 WILL BE GIVEN TO THE WINNER OF THE GRAND PRIZE, WHICH WILL BE DONATED TO SOME PATRIOTIC ORGANIZATION IN HIS OR HER DISTRICT; \$125 IN CASH WILL BE GIVEN TO THE WINNER OF THE FIRST PRIZE IN EACH DISTRICT FOR PATRIOTIC PURPOSES.



Eight \$50 Hoosier Kitchen Cabinets

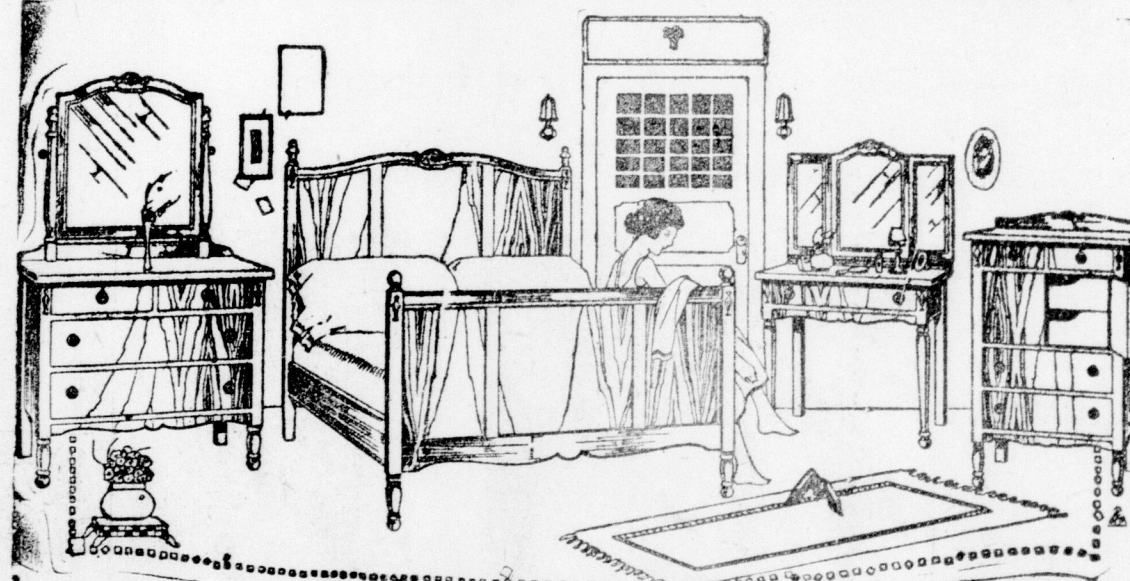
Now on exhibition at the Trafford Furniture Company, Dundas Street, London.

EIGHT CANADIAN "WHITE" Sewing Machines



One for each of the eight districts.

THIRD PRIZE IN EACH DISTRICT



Eight of these Black Walnut Bedroom Sets cost the Advertiser \$1,200. They are now on exhibition at the Ontario Furniture Co.'s show rooms, Dundas Street, London.