

FORD AUTOMOBILE IS SPECIAL PRIZE IN STANDARD'S BIG CONTEST

5-passenger Ford Touring Car will be given to the contestant who turns in the greatest amount of subscription money during a three-week period ending Saturday night, March 19th, and beginning this coming Monday.

EVERY VOTE COUNTS
Get Your Friends to Save the Coupons For You

CUT OUT NEATLY

The Standard's Big Automobile and Movie Star Contest.

Good For 100 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 March 5. Cut Out Neatly.

THE SPECIAL PRIZE FORD



The Contestant who turns in the greatest amount of subscription money between the dates of Monday, February 22nd, and Saturday, March 19th (a 3-week period), will be given a five-passenger Ford Touring Car (Latest model, fully equipped with factory equipment). The Ford was purchased from and is on exhibition at The Universal Car Company, 85 Prince William street, dealers in Ford Automobiles and Ford parts.

New contestants may enroll and compete for the special prize Ford ONLY, if they wish. Every contestant starts out equally in the race for the Special Prize Ford—subscriptions turned in previously do not count on this special.

GET STARTED TODAY ON THE SPECIAL FORD OFFER, CANDIDATES. AN EARLY START IS HALF THE BATTLE IN THE RACE FOR THIS SPECIAL PRIZE.

It Is Not Too Late To Enroll In The Contest.
Use This Coupon. Get An Early Start on the Special Ford.

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.

THE HORSE THAT WINS THE RACE

(The following set of jingling rhymes was written by Mr. R. L. Fillmore, of Port Elgin, N. B., one of the contestants in The Standard's Big Automobile and Movie Star Contest. The main idea running through the rhymes, re. the advantages of an early start struck us as most appropriate for those who intend competing for the Ford Touring Car.)

"If you ever go to races I think that you'll agree in the following philosophy which oft occurred to me: Some horses start off slowly and others make the pace, but the first horse at the wire is the horse that wins the race.

It doesn't always matter which jockey has your mount, when they rally down the homestretch one thing alone will count. Luck often passes merit and for better or for worse, the rear horse gets his lashing and the front horse takes the purse.

When dealing cards in poker, you are liable to find that two pair seldom rank as high as three cards of a kind; the king card is a high card, but it doesn't beat the ace; and the first horse at the wire is the one that wins the race.

Just look the records over and you'll say with me, I guess, that really for succeeding, there's nothing like success; the world will surely judge you by the things that you have done; you will only get the pity if your battle's nearly won.

Endeavor may be noble, but the world don't care a pin, for an ocean of endeavors unless they chance to win. Finish what you've undertaken if you want to make a name; success has filled the niches in the temple hall of fame.

The most successful doctor is the one that most is paid; the merchant that most prospers is the one that gets the trade; the most successful lawyer is the one that wins his case; and the first horse at the wire is the one that wins the race.

I often think it's pretty hard that things should be just so, but you have to buy your ticket if you want to see the show. It's the front of the position where you always see the band, and you'll never get the orders if you hang around the stand.

So get your tablets ready and jot these maxims down: It's the workers does the hustling and they're the ones who wear the crown; the man who gets the fox's brush is the fore-most in the chase.

AND THE HORSE THAT RUNS THE FASTEST IS THE ONE THAT WINS THE RACE

The FREE PRIZES and How They Will Be Awarded

The first five prizes below will be designated in the contest as Capital Prizes, and will be awarded to the five candidates who amass the highest vote scores during the contest, regardless of district.

FIRST CAPITAL PRIZE—\$2,950.00. 7-Passenger Studebaker Touring Car. It will be given to the candidate who secures the greatest number of votes during the contest regardless of district.

SECOND CAPITAL PRIZE—\$1,455.00 5-Passenger Gray Dorr Touring Car. It will be given to the candidate who secures the second highest number of votes during the contest (regardless of district).

THIRD CAPITAL PRIZE—Five-Passenger Ford Touring Car. The capital prize Ford will be given to the candidate who secures the third highest number of votes during the contest (regardless of district).

FOURTH CAPITAL PRIZE—Opportunity to become a movie star with The Universal Film Company of Universal City, California. Fare paid to studios at Universal City, California, tryout in the movies at \$25 per week during a four-week period, six months' contract (or possibly longer) if suited for the work; \$100 cash consolation prize if unsuited for the work; \$100 cash pin-money also included with the prize. This prize will be given to the candidate, regardless of district who secures the fourth highest number of votes by the end of the contest.

FIFTH CAPITAL PRIZE—Opportunity to become a movie star with The Universal Film Company. Fare paid to studios at Universal City, California, tryout in the movies at \$25 per week during a four week period, six months' contract (or possibly longer) if suited for the work; \$100 cash consolation prize if unsuited. This prize will be given to the candidate, regardless of district, who secures the fifth highest number of votes by the end of the contest.

DISTRICT PRIZES.
NOTE:—After the five capital prizes have been awarded, a certain number of prizes, which will be designated as District Prizes, will be allotted to each district equally, as follows:

FIRST DISTRICT PRIZE—To the candidate in each of the two districts who has the highest number of votes after the awarding of the five Capital Prizes, we will give \$150 Cabinet Phonograph and other prizes to be announced later.

NOTE:—In the event of the candidates who win the Movie Star Opportunity prizes are not in a position to take advantage of the openings to become movie stars, The Standard will give them a cash prize in lieu of the movie star prize, the sum of cash to be the amount these prizes are costing The Standard.

In addition to the prizes mentioned above there will be a number of other prizes consisting of Cabinets of Silver, Phonographs, Furniture, Suits, etc. Arrangements are being made for the purchase of the complete prize list at the present time, and details will be published shortly. The above partial list, however, is proof conclusive that the assortment offered by The Standard will be far above the average list of free prizes offered in Circulation Campaign competitions.

300,000 EXTRA VOTES for each and every \$30 worth of subscriptions secured during the first week of the Ford offer, namely up to 8 p.m. Saturday night, Mar. 5th.

EVERYONE STARTS WITH A 'CLEAN SLATE' FOR THE SPECIAL FORD TOURING CAR
Work Done Previously in the Contest Does Not Count on The Special Auto Offer