

A NAME! A NAME! A NAME!

A Fortune For a Name

The Miners of
Rice Lake Gold
Camp Offer You
This Great
Reward

\$2,500.00

IN
GOLD



Offered Freely for a Simple, Easy Name
Men! Women! Boys! Girls!

MANITOBA'S GREAT GOLD CAMP

Needs a Townsite; the Townsite Needs a Name
Everyone May Try. Don't Delay. Try Today
Your Name May Win the Prize in Gold

THE MONEY'S UP AND GUARANTEED

To Whom it May Concern:
Sufficient money has been paid and guaranteed to the Rice Lake Publicity Association, of which Association I am Trustee, to cover the prize of \$2,500.00 offered in this advertisement, and the money as soon as the contest is completed will be promptly paid by me to the successful contestants.

(Signed) F. WILLSON FOLEY,
Trustee.

Solicitor at the office of Campbell, Pitblado & Co., Farmer Bldg., Winnipeg.

Mining Companies and Miners Behind this \$2,500.00 Contest

Sixteen incorporated Mining Companies, representing millions in capital stock and money invested, and over 500 miners, are back of this wonderful town naming Contest. They must have a town: They must have a place to bring their families. They put it up to you to name the town and win the Big Reward of \$2,500.00 in gold.

Send in the Coupon now. Don't wait. This Contest will be conducted in a clean, open, honest manner. You need have no fear. The \$2,500.00 in gold will be paid gladly to the winners selected by the judges. Now, send in the Coupon.

HERE'S THE WAY TO MAKE \$2,500.00

So that each Contestant may have a fair chance to know something about Big Rice Lake Gold Camp, to understand the wonderful new mining district that has been opened there, to have the information which will enable you to intelligently choose a proper name for this Townsite, The Rice Lake Publicity Association has published an **AUTHORITATIVE, EXHAUSTIVE, VALUABLE BOOK OF INFORMATION: "RICE LAKE DISTRICT AND ITS MINES."** Necessary to Every Contestant—Invaluable for its General Information—Compiled from Original Sources—Information to be Secured Nowhere Else.

You cannot successfully compete in this great Contest, nor could you hope to win this \$2,500.00 cash prize, unless you have this book with its store of information. The book tells all there is to know about this wonderfully rich district; it gives information which you can get nowhere else, and without it you cannot intelligently choose a name which may win the prize.

THIS BOOK IS SOLD AT THE PRICE OF \$1.00 PER COPY.

The Coupon attached to this advertisement for your entry, as a Contestant in this Naming Competition is also an Order Form for a copy of the book, **"RICE LAKE DISTRICT AND ITS MINES."** Remember, the book itself is an invaluable addition to the library of any person interested in the development of this country, or to any person who wants to know about Canada and Canada's mining opportunities. Remember, further, you cannot intelligently pick a name for this new Gold Camp—a name that is apt to be selected by the judges—unless you know something about Rice Lake District. This book tells the story. It gives you all the desired information.

THIS POSITIVELY AND ABSOLUTELY IS THE SOLE AND ONLY CONDITION OF THE CONTEST.

Buy the Book! Learn All About the Big Rice Lake Gold Camp

Name the Townsite. Win the \$2,500.00 reward. Remember, there are no strings to the prize. It is paid at once **IN GOLD**. If you win it, it is yours.

Pin a Dollar Bill to This Coupon and Mail at Once

FILL OUT AND FOLLOW THIS FORM IN MAKING YOUR ENTRY.

TO THE RICE LAKE PUBLICITY ASSOCIATION,
12th Floor, McArthur Building,
WINNIPEG, MAN.

No. _____
Do not fill this blank in.

Please find enclosed One Dollar (\$1.00) for which send me one copy of your book, **"Rice Lake District and Its Mines."** and at the same time enter me as one of the Contestants in the **TWO THOUSAND FIVE HUNDRED DOLLAR** prize Naming Contest for the new Rice Lake Townsite.

(Signed) _____

(Write Name and Address Plainly)

RULES OF \$2,500.00 CONTEST

The entry forms for the Contest, as they are received, will be numbered serially. Each Contestant will have an official form mailed him upon which he must write the name he desires to submit, and at the same time will be provided with an official addressed envelope into which must be placed the form, after it is filled in, and mail the same direct to the Judging Committee. The only identification which the Judging Committee will have will be the serial number on the form they receive, corresponding to the duplicate number on your entry blank in our office; thus there will be no possibility of any collusion or knowledge of any of the Judging Committee or the officials connected with this Contest as to whom the person is submitting any name until after the winning names have been selected and announced, and the prize money will be paid directly by the committee to the winners of the Contest.

JUDGING COMMITTEE

NINE MEN PROMINENT IN THE BUSINESS, EDUCATIONAL AND POLITICAL affairs of the Province of Manitoba will be chosen to act as the Judging Committee. They, and they alone, will inspect the names received from this Contest, and from them make the selection of those which, in their opinion, are the best names for the new Townsite. The final decision as to the name of the Townsite will rest entirely with them, and the \$2,500.00 in gold will go direct to the successful competitors from this committee.

HOW THE \$2,500.00 GOLD PRIZE IS TO BE DIVIDED AND PAID

Capital Prize—TWO THOUSAND FIVE HUNDRED DOLLARS in Canadian GOLD coin.

The Judging Committee will select six names which in their opinion are the best names suggested for the new Townsite. From these one name will be chosen, which will be the name of the town. The total prize money will be divided as follows:—

FIRST GRAND PRIZE—TWO THOUSAND DOLLARS IN GOLD to be paid to the person selecting the winning name.

FIVE PRIZES OF ONE HUNDRED DOLLARS EACH IN GOLD to be paid to the five persons suggesting the best following five names out of the six originals selected as the best names.

In case two or more persons suggest the same name, which is selected by the judges, priority will be established by the receiving post mark, at the point where the envelope containing the name suggested is mailed. **THE PERSON MAILING IN THE WINNING NAME GETS THE \$2,000.00 IN GOLD.**

NOTE TO CONTESTANTS

This form of contest is not objected to by the Dominion Postal Department, and the winning name will be adopted as the official name of the Post Office. The name must not be the same as any other Post Office in Manitoba. For the information of contestants a printed list of Post Offices in Manitoba is included in the book, **"Rice Lake District and Its Mines."** Send for your copy today and enter the \$2,500.00 cash Contest.

PROFITS FOR A MINER'S HOSPITAL

The book of information, which is at \$1.00 per copy, and its purchase price only helps to defray the expenses of compiling and publishing the book and of conducting this Contest. Should there, however, be any surplus remaining, it will be donated to the new Townsite as the nucleus of a fund for the erection of a hospital for the miners in the Big New Gold Camp.

Rice Lake Publicity Association

12th Floor, McArthur Building, Winnipeg