

FOUR BIG PRIZES

Will Go to Each of the Eight Districts

THE BIG McLAUGHLIN TOURING CAR, THE \$1,000 IN CASH, ONE CHEVROLET FIVE-PASSENGER TOURING CAR AND \$125 IN CASH. THE CASH PRIZES ARE FOR PATRIOTIC ORGANIZATIONS AND ARE TO BE DONATED BY THE CANDIDATES WINNING THE GRAND PRIZE AND THE FIRST PRIZE IN EACH DISTRICT TO SOME PATRIOTIC ORGANIZATION IN THE DISTRICT IN WHICH THE CANDIDATE LIVES. YOU MAY NOT HAVE THE TIME TO ENTER THIS CONTEST YOURSELF, BUT, NO DOUBT, THERE IS A FRIEND OF YOURS WHOM YOU WOULD LIKE TO GET ONE OF THESE ELEGANT AUTOMOBILES. YOU WILL BE DOING THAT FRIEND A GREAT KINDNESS BY SENDING IN HER NOMINATION AND SOLICITING THE AID OF YOUR FRIENDS IN HER BEHALF. WATCH FOR THE 100 BALLOT COUPON. REMEMBER THAT EVERY 10 COUPONS COUNT 1,000 VOTES, AND 1,000 COUPONS WILL COUNT 100,000 VOTES.

SEND IN YOUR NOMINATION TODAY AND GET RECEIPT BOOKS AND SUPPLIES, AND BEGIN WORK AT ONCE.

Information, Rules and Conditions of The Advertiser's Big Prize Contest

Everyone over the age of 16, who is of good character, whether married or unmarried, old or young, is eligible to compete in this Prize Contest. This means men, women and children over 16 are acceptable as candidates.

Candidates may nominate themselves. Nominations must be accompanied by the proper address of candidates.

No employee of The Advertiser or members of an employee's family can enter or compete for any of the prizes.

The Advertiser reserves the right to reject any nominations.

Nominations may be made at any time during the Contest.

Vote coupons good for 100 votes will be published in The Advertiser, which, when neatly cut out, name filled in, and brought or mailed to the Contest Department of The Advertiser, will count for the amount thereon.

Votes cannot be purchased. They must be secured by clipping them from The Advertiser or by securing subscriptions.

All remittances must be accompanied by subscriber's name and address.

All votes issued on subscriptions are good until the end of the Contest, and will be polled at the discretion of the candidate or subscriber.

Candidates who seek to lessen competition by discouraging other competitors, or whose friends endeavor to lessen competition by the same means, will be disqualified, and dropped from the Contest.

Votes are not transferrable except under the following circumstances: If a candidate wishes to withdraw from the contest he or she may change the votes to a suitable substitute, but said substitute must be a new candidate who has not been before accepted in the contest.

A committee of well-known businessmen will be selected by The Advertiser to count the votes and decide upon the prize-winners.

The Judges' Final Count of votes will be made in public, and all candidates and their friends may witness it.

All Contest records will be open to the inspection of the candidates, the day following the Judge's Final Count of votes.

Cash must accompany all subscriptions where votes are to be issued.

The list of candidates and the number of votes polled will be published periodically during the Contest.

Active voting begins June 15, but candidates may start subscription-getting at once.

In case of a tie, the prize will be equally divided among those polling a tie vote.

The Advertiser reserves the right to alter the rules and regulations or any of the offers except a reduction in the prize list, for the protection and the best interests of the candidates and this newspaper.

The Advertiser guarantees fair treatment to all contestants and should any question arise a decision of the management will be considered final and absolute.

No statement or promise made by any solicitor or agent varying from the rules or statements published in The Advertiser will be recognized in the contest.

Candidates influencing or attempting to influence any of the Judges shall forfeit all rights to a prize.

A candidate is not required to be a previous subscriber to The Advertiser to enter the competition.

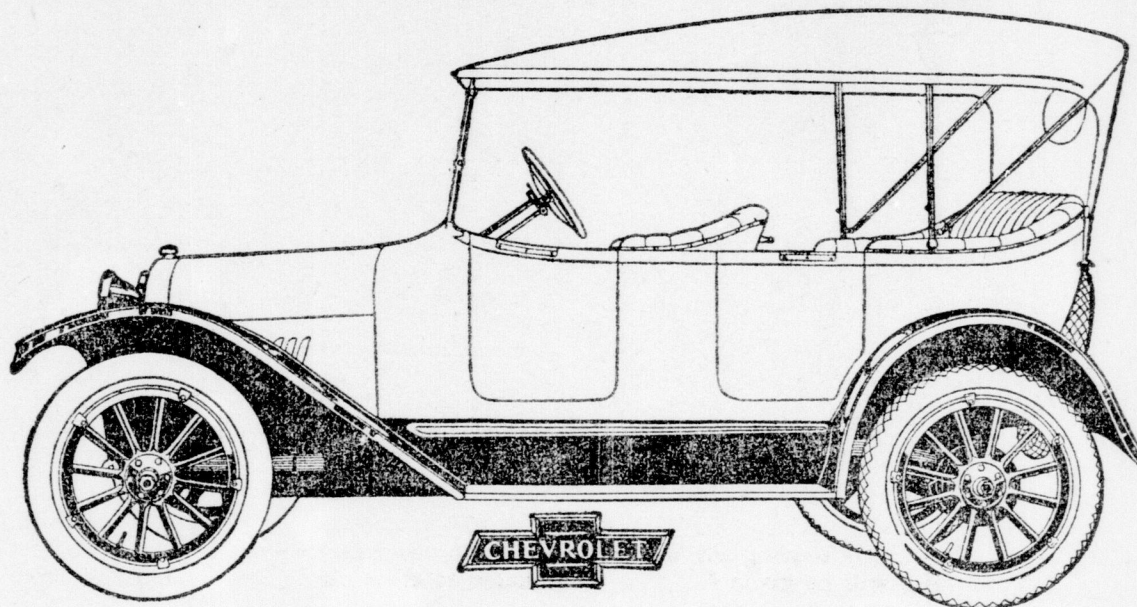
Persons who enter and take part in this Prize Contest, bind themselves to abide by the foregoing rules.

15,000 Extra Votes

will be given to each candidate for the first new daily subscription to the Morning, Noon or Evening Editions of The Advertiser for one year or more which they turn in. These votes will be given in addition to the regular scale of votes allowed under the vote schedule found elsewhere on this page. These 15,000 EXTRA VOTES mean a big start toward winning the big passenger automobile, or one of the other automobiles or prizes.

Eight Chevrolet 1918 Model Five-Passenger Touring Cars

**EIGHT
\$150
WALNUT
BEDROOM
SETS**



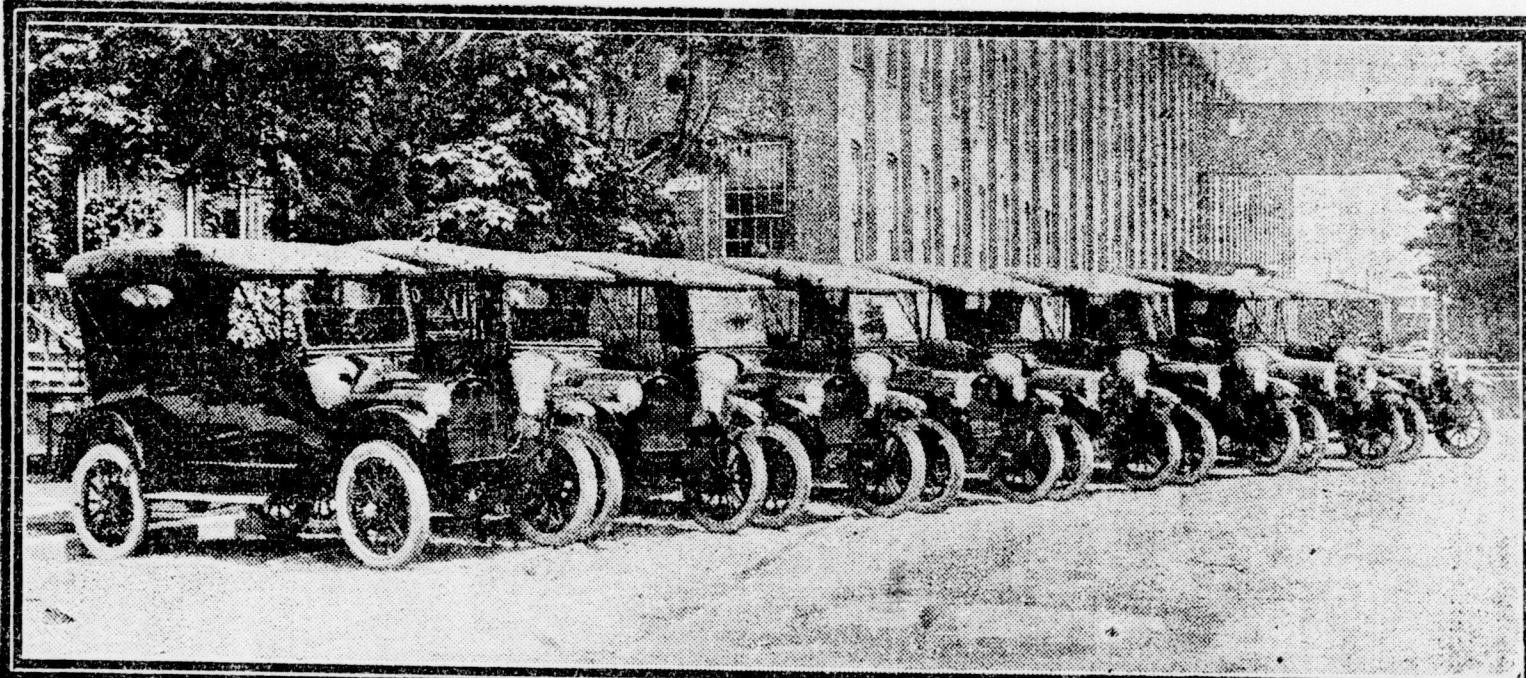
First Prize in Each of the Eight Districts

These cars were ordered specially for this contest, and will be on exhibition at the Ontario Garage and Motor Sales, Dundas Street, London.

**EIGHT
\$100
CABINETS
OF
SILVER**

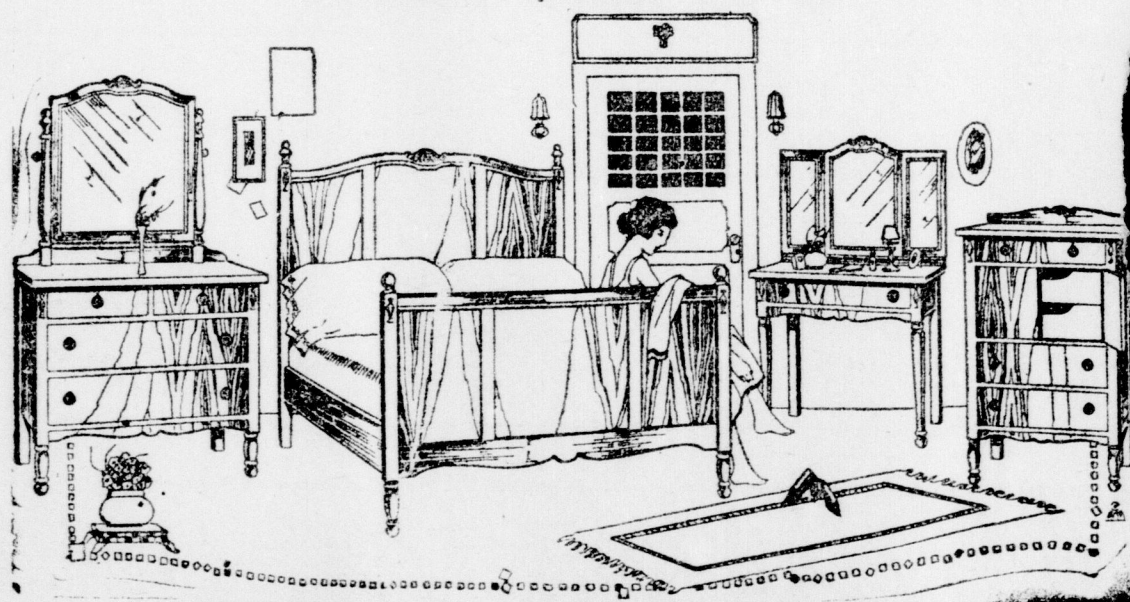
\$2,000 IN CASH

\$1,000 will be given to the winner of the Grand Prize, to be donated to some patriotic organization in the district in which the candidate lives. The other \$1,000 will be divided equally among the eight districts, being given to the winners of the first prizes, to be donated to some patriotic organization.



The above is a picture of the eight Chevrolet Five-Passenger 1918 Model Touring Cars, receiving their final test at the factory before being shipped to London for the Advertiser's Big Automobile Contest. One of these cars will be given as first prize in each of the eight districts.

Eight Black Walnut Bedroom Sets Value \$150 Each



THIRD PRIZE IN EACH OF THE EIGHT DISTRICTS.

These Bedroom Sets consist of Dresser, Chiffonier, Dressing Table and Bed. This suite embodies an entirely new thought in furniture construction. The above picture gives but a slight idea of the real beauty of this set. This beautiful prize is on exhibition at the Ontario Furniture Company's Store, Dundas Street, London.

A TIP ON HOWTOWIN

First—Enter the competition by sending in a nomination blank properly filled out. The nomination blank is good for 5,000 votes, and only one Nomination Coupon will be accepted for any one candidate.

Then enlist the aid of your friends and neighbors. Use your telephone. Let them all know that you are a candidate before they promise their help to some other candidate.

Be ambitious and determined to win from the start. If you have friends you cannot see at once, write them.

Votes will be given on new subscriptions and on renewals of standing subscriptions, also on payments of arrearages.

Call or send to The Advertiser Contest Office, Dundas Street, London, for a receipt book. The Contest Manager will be glad to have you call, so he can explain to you do not understand. Tell him if you cannot get the supplies with you.

Secure your