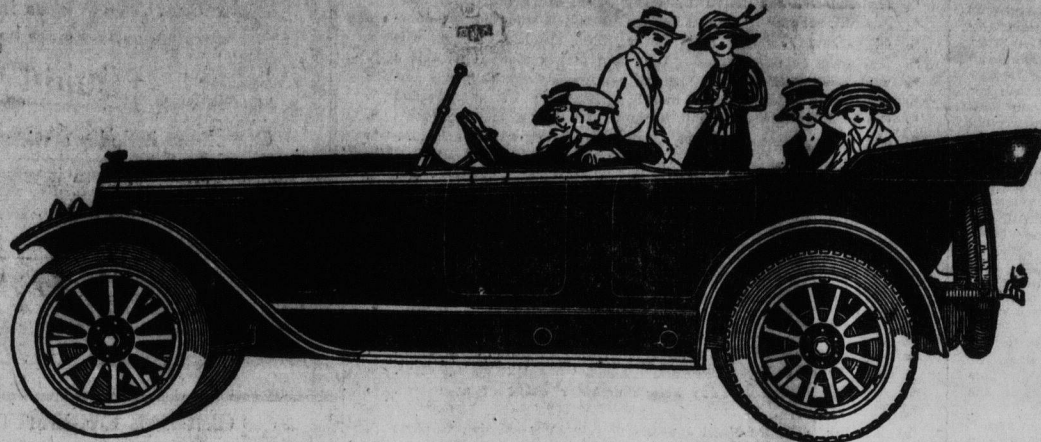


ENROLL YOUR NAME FOR ONE OF THE FREE AUTOS

COMPETITORS WITH EARLIEST START WILL HAVE BEST CHANCES OF WINNING

1ST CAPITAL PRIZE



The first prize in The Standard's big \$15,000 Automobile and Movie Star Contest will be a magnificent 7-Passenger Studebaker, Big Six, with a cash value of \$2,960.00. This elegant Touring Car was purchased from J. Clark & Son, 17 Germain St., City, where it will be on exhibition.

The Big 7-Passenger Studebaker will be given to the contestant in The Standard's \$15,000 Contest who has the highest number of votes to his or her credit by midnight, on the closing night of the contest. The contest lasts 10 working weeks. Enroll your name at once and get the early start. There is no reason why this magnificent auto cannot be YOURS!

The automobiles which will be given away in connection with The Standard's big \$15,000 Prize Contest will not be driven around the country or city by members of the Contest Department or any other person. We are giving away NEW cars in this contest—not second-hand machines.

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.

SCHEDULE OF VOTES GIVEN FOR STANDARD SUBSCRIPTIONS

LENGTH OF SUBSCRIPTION.	FIRST PERIOD Schedule of votes during first period. First period lasts 1 week, ending Jan. 25.	SECOND PERIOD Schedule of votes during second period. Second period lasts 1 week.	THIRD PERIOD. Schedule of votes during third period. Third period lasts 1 week.	FOURTH PERIOD. Schedule of votes during fourth period. Fourth period lasts 1 week.	FIFTH PERIOD. Schedule of votes during fifth period. Fifth period lasts 1 week.	SIXTH PERIOD. Schedule of votes during sixth period. Sixth period lasts 2 weeks.
6 months	8,000	7,500	6,500	6,000	5,500	5,000
1 year	32,000	30,000	26,000	24,000	22,000	20,000
2 years	80,000	75,000	65,000	60,000	55,000	50,000
3 years	144,000	135,000	117,000	108,000	99,000	90,000
4 years	216,000	202,500	175,500	162,000	148,500	135,000
5 years	288,000	270,000	234,000	216,000	198,000	180,000

NOTE—Votes are given for renewals and for collection of arrearage subscriptions as well as for new business to The St. John Standard

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—\$2,960.00 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—5-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 month's 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 this 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 month's contract (or possibly longer) if suited for the work. \$100 cash consolation prize if unsuited for the work. 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 event of the candidates who win the Movie Star Opportunity prizes are not in a position to take advantage of the opening 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, Suites, 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 in proof conclusive that the assortment offered by The Standard will be far above the average list of free prizes offered in Circulation Campaign competitions.

A TIP ON HOW TO WIN

First—You enter the competition by sending in an entry blank properly filled out. The entry blank is good for 10,000 votes, and only one Entry Coupon will be accepted for any one candidate.

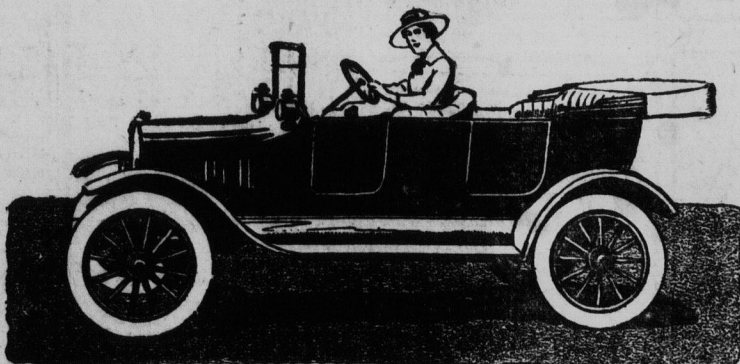
Then enlist the aid of your friends and neighbors. Use your telephone. Let everybody know that you are a candidate before they promise their help to a more enterprising competitor.

Be ambitious and determined to win from the start. If you have friends you cannot see at once, write them. It will take votes to win the free prizes—secure the votes. They can be obtained by clipping them from editions of The Standard or by securing subscriptions for The Standard (either the Morning or Semi-Weekly).

You can get votes and subscriptions anywhere.

Votes will be given on new subscriptions to The Standard and on renewals of old subscriptions that are paid in advance, also on payment of arrearages.

3RD CAPITAL PRIZE

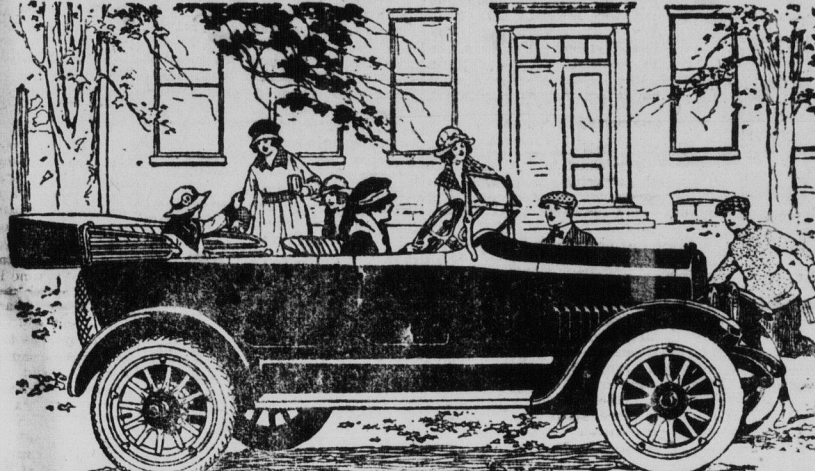


Third Capital prize in the big prize competition will be a five-passenger Ford Touring Car, latest model, fully equipped with all the latest factory equipment. This handsome prize will be given to the contestant who has secured the highest number of votes by midnight on the closing night of the contest.

The Ford was purchased from and is on exhibition at The Universal Car Co., Dealers in Ford cars and Ford parts, 85 Prince William St.

The automobiles which will be given away in connection with The Standard's big \$15,000 Prize Contest will not be driven around the country or city by members of the Contest Department or any other persons. We are giving away NEW cars in this contest—not second-hand machines.

2ND CAPITAL PRIZE



The contestant who has the 2nd highest number of votes by midnight, on the closing night of the contest, will be given this elegant 5-passenger \$1,455 Gray Dorr Touring Car. The Gray Dorr which will be given away is the very latest model, and fully equipped with the regular factory equipment.

See The Standard's magnificent 2nd prize on exhibition at the Gray Dorr Agency (Wm. Pirie, Son & Co., 43 Sydney St.), from which firm it was purchased.

The automobiles which will be given away in connection with The Standard's big \$15,000 Prize Contest will not be driven around the country or city by members of the Contest Department or any other persons. We are giving away NEW cars in this contest—not second-hand machines.

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

Everyone 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 are acceptable as candidates.

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

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

The Standard reserves the right to reject any nominations.

Nominations may be made at any time during the Contest.

Votes counted published in The Standard which, when neatly cut out, name filled in and brought or mailed to the Prize Contest Department of The Standard, will count for the amount thereon.

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

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

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

A committee of well-known business men will be selected by The Standard 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 Judges' Final Count of votes.

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

Candidates can secure subscriptions anywhere.

The list of candidates and the number of votes polled will be published throughout the entire period of the Contest.

Active voting begins Saturday, January 22nd, but candidates may start subscription getting at once. There will be ten working weeks of the Contest.

The Standard reserves right to add more prizes or to give extra prizes.

The Standard reserves the right to encourage the candidates in every way possible.

The Standard reserves the right to give extra votes, and to alter the vote schedules, but it guarantees the candidates that all subscriptions turned in from the beginning of the Contest will receive the benefits of any alteration in the vote schedules, if same are altered, or of any extra votes if another than those mentioned in this ad, are given.

We wish to make it perfectly clear that the carrier boys or newsmen are in no way affected by this Contest. They receive their commission the same as usual, even though their subscribers pay candidates.

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

The Standard 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 Standard will be recognized by The Standard.

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

A candidate is not required to be a regular subscriber or agent of The Standard to enter the competition.

The Standard reserves the right to alter the rules and regulations or any of the offers; everything in fact, except a reduction of the prize list.

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

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