

AUTOMOBILES FREE!

To Ambitious People

ENROLL NOW FOR ONE OF THE AUTOS!

The FREE PRIZES and How They Will Be Awarded

The first five prizes below will be designated 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—\$1,475.00 5-Passenger Gray Dort 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. 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 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 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.

First Prize in Subscribers Guessing Contest



Every person who assists one of the candidates by giving a subscription, for which the candidate is entitled to votes, will be eligible to compete in a Guessing Contest for Subscribers. One guess as to the number of kernels of barley in a certain sized jar will be given with each dollar paid for a subscription. Fuller details and description of the jar will be published within the course of the next few days.

First prize in the Subscribers' Guessing Contest will be a 5-Passenger Ford Touring Car, purchased from the Universal Car Company, 85 Prince William street. Second prize will be a \$215.00 Phonograph. Five \$10 Cash Prizes will follow, then five \$5 Cash Prizes, then 10 orders for one year's subscription to The Standard—22 Free Prizes in all.

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.

HARRY CAREY (Universal Film Star) IN HIS STUDEBAKER



Harry Carey, popular Universal Western Movie Star, drives a big seven-passenger Studebaker, similar to the one offered as first prize in The Standard's Auto and Movie Star Contest. Here he is at the wheel of his Studebaker. Two of the prizes to be given away in the Standard's big Auto and Movie Star Contest are Opportunities to become Movie Stars with The Universal Film Company of Universal City, California.

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.

OBEY THAT IMPULSE

Send in your Entry Blank TODAY. Although active voting in the Contest does not begin until Jan. 22nd, votes will be issued on subscriptions secured before that date. Receipt Books will be ready at the Contest Department of The Standard, and there is nothing to prevent you from getting a runaway start while others are making up their minds as to whether they will enter or not.

Send in your Entry Blank at once, and get in your order for receipt books and other supplies. Then phone or write all of your friends whom you cannot personally call on. Tell them that you are going to enter the competition and that you would appreciate their support.

Do not wait until the first vote period is nearly over before making your start. The early start is half the battle.

NOT LUCK! NOT CHANCE! EFFORT ALONE WILL WIN THE PRIZES!

The Object of the Prize Contest

The object of this big undertaking is to secure new prepaid subscribers to The Morning and Semi-Weekly Standard; also to secure renewals, and collections of back subscription accounts, and while doing this to ascertain who are the most ambitious, persevering and determined men and women of this section of Canada. It costs nothing to participate in the competition. We furnish valuable prizes, while you furnish the new subscribers, renewals or collections in your spare moments.

The Districts

The territory covered by The Standard has been divided into two districts to equalize the distribution of the prizes, as follows:

DISTRICT NO. 1—Comprises all territory within the city limits of Greater St. John, including all suburbs and sub-divisions.

DISTRICT NO. 2—Comprises all territory outside the city limits of Greater St. John.

NOTE:—Candidates are not confined to their own districts in securing votes or subscriptions—these may be secured anywhere by any of the candidates or their friends.

An Early Start for Winners

One of the outstanding features of a short competition of this kind is that the early entrants usually carry off the big prizes. The deciding vote schedule will also undoubtedly give the "early birds" an advantageous lead over those entering later.

AN EARLY START IS HALF THE BATTLE. ENROLL TODAY. THE CONTEST ONLY LASTS A FEW SHORT WEEKS.

There Will Be No Losers

To each and every active candidate who works up to the close of the contest and does not win one of the valuable prizes, we will give ten per cent on all subscription money which he or she has personally collected, provided the amount turned in by said active candidate exceeds the sum of \$25. There will, under this plan, be no losers. Every candidate who has earnestly made an effort to win one of the costly prizes will get something for his or her efforts.

RULES OF THE SUBSCRIBERS' GUESSING CONTEST

1. A subscriber may enter into the Barley Guessing Competition, provided he or she gives a subscription to a candidate in The Standard's Big Prize Contest, or pays a subscription into the Contest Office of The Standard for the benefit of a candidate.

NOTICE—Read rule 1 carefully. Notice that the subscriber must pay directly to a candidate or to the contest office. A subscriber will NOT be allowed an estimate if his or her subscription is paid to an agent who deducts a commission on the subscription.

2. One guess will be given for each dollar paid on subscription under the above conditions.

3. The Free Prizes for the subscribers' Guessing Contest will consist of the following:

5 Passenger Ford Touring Car.
\$215.00 Graphophone.
Five \$10.00 Cash Prizes.
Five \$5.00 Cash Prizes.
10 Orders for 1 Year's Subscription to The Standard.

4. Either the candidate or the Contest Department of The Standard will supply you with the necessary blank or blanks to fill in your guesses.

5. A subscriber or candidate may send subscriptions to boys at Military Hospitals or to other friends, and be entitled to send in guesses.

6. In the event the person subscribing does not wish to take advantage of the Subscribers' Guessing Contest, the candidate who secured the

subscription may enter guesses on the subscription, provided said subscriber gives the candidate written permission to do so. In a case of this kind the following is to appear on the back of the guessing coupon: "I have submitted this guess, as subscriber did not wish to take advantage of the Guessing Contest;" the candidate's signature must be attached. Then, also, this article must follow: "I relinquish all claims to any prize in your subscribers' contest which this coupon may win, in favor of the above signed candidate." Subscriber's signature must be attached.

7. In the event of a tie, priority will be the deciding factor, and the tying guesses which reached us first will be given the preference. If the tying guesses reached the Contest Department simultaneously, the subscriber who gave the longest term subscription will be given the preference. If the tying guesses arrived simultaneously and the same amounts were paid by the parties tying, new subscribers will be given the preference over renewals or arrearage subscriptions.

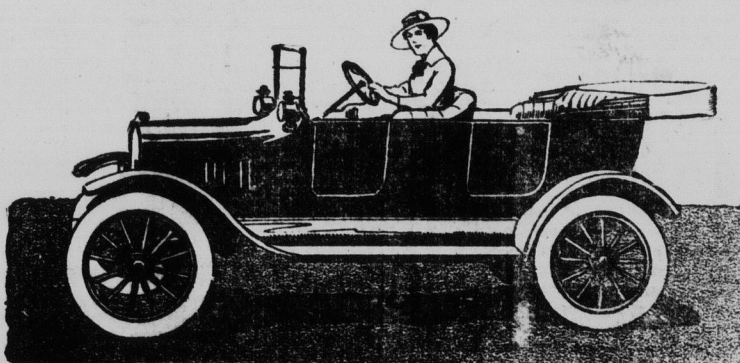
8. A subscriber may give his or her subscription or subscriptions now and send in his or her guesses any time before the close of the subscribers' Guessing Contest, which will be the same night as the close of the Candidates' Big Prize Contest.

9. We would suggest that you get a jar similar to the officially filled jar, fill your jar with barley, and count the kernels in it, and thus arrive at some sort of an estimate.

10. The winners of the Subscribers' Contest will be announced with the other prize winners at the close of the Big Auto Contest.

One year's subscription to The Standard may cause you to win this elegant 5-Passenger Ford or one of the other valuable prizes offered in connection with the Subscribers' Guessing Contest. You will be assisting yourself and a candidate as well by subscribing.

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.

Address all Communications to

The Automobile and Movie Star Department of The St. John Standard

4th Floor, Standard Bldg., St. John, N. B.

Local and Long Distance Phone M. 1910.