



Mount Helena, Canadian Rockies.

## LEDGER

DR.  
My time for part of a day  
for eight weeks.

CR.  
The trip, if I win it, the educational advantages of which cannot be estimated in dollars or cents.

The business training in any event, whether I win the trip or the cash commission, also incalculable in more money value.

The friendships that I will make of themselves far above price. The enlarged outlook on life, from making friends, winning success and acquiring the habit of making good.

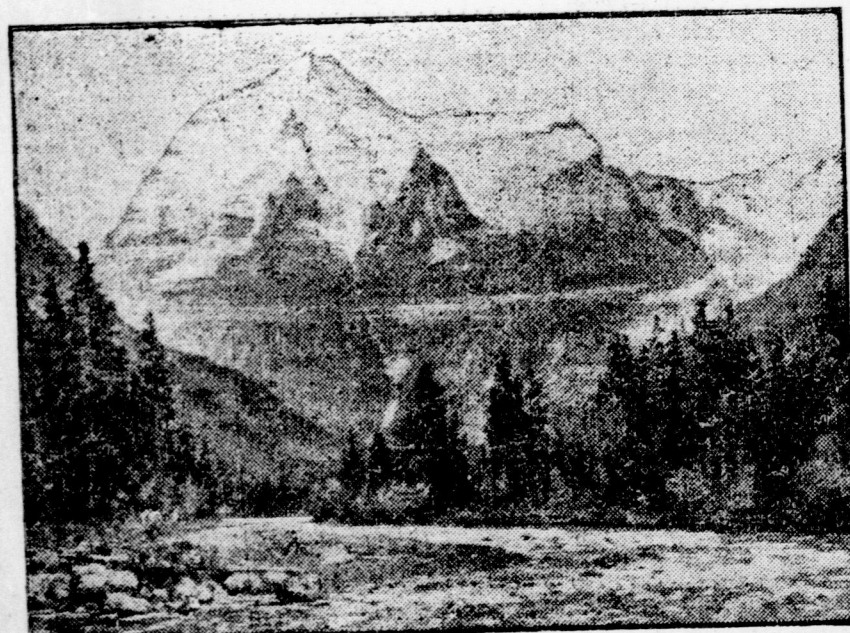
The trial balance will show that the assets in such an undertaking are found to far outnumber the liabilities, no matter what the results of the contest.

Then clinch the matter by making use of the nomination blank and become nominated as a candidate. The more candidates in the race the easier to win, as the vote will be that much more divided. Enter today, and start with the first lot of candidates.

If you sit down quietly and work out the proposition in a business-like way, you will realize the inviting offer that a daily newspaper makes when it throws open the field to a group of young ladies to take advantage of a contest plan of the kind that The Advertiser has outlined.

We invite serious consideration of this offer, and suggest that if you are at all interested, or quite undecided about the matter, to come in to The Advertiser office and talk the proposition over. We believe that we can give you good business advice and sufficient reasons to help you to definitely decide the matter in your own mind.

This advertisement will strike the eyes of many citizens who cannot take advantage of the offer. But all know of some ambitious young woman who might share in its rewards, and we suggest to them that they will confer a favor on some deserving person by nominating her as a candidate.



Mount Robson, 13,700 Ft., Highest Peak Canadian Rockies

# A FREE TRIP to San Francisco 1915 and Return

For Four Young Women With All  
Expenses Paid As Guests of  
The London Advertiser

Through an arrangement between a score of prominent newspapers the party will travel by special private train, and have the finest sight-seeing trip that the continent affords.

Any young woman in London is eligible to enter as a candidate for this magnificent trip.

Have You Entered? If Not, Why Not?

Are you any less fitted for such a trip than many of your friends and acquaintances who will endeavor to be included in the party?  
Is there any reason why you would not appreciate and benefit from such a wonderful opportunity to see your own country?

THIS WILL BE A FINE TRIP FOR SOMEBODY!  
WHY NOT BE THAT SOMEBODY YOURSELF?

Enter Now



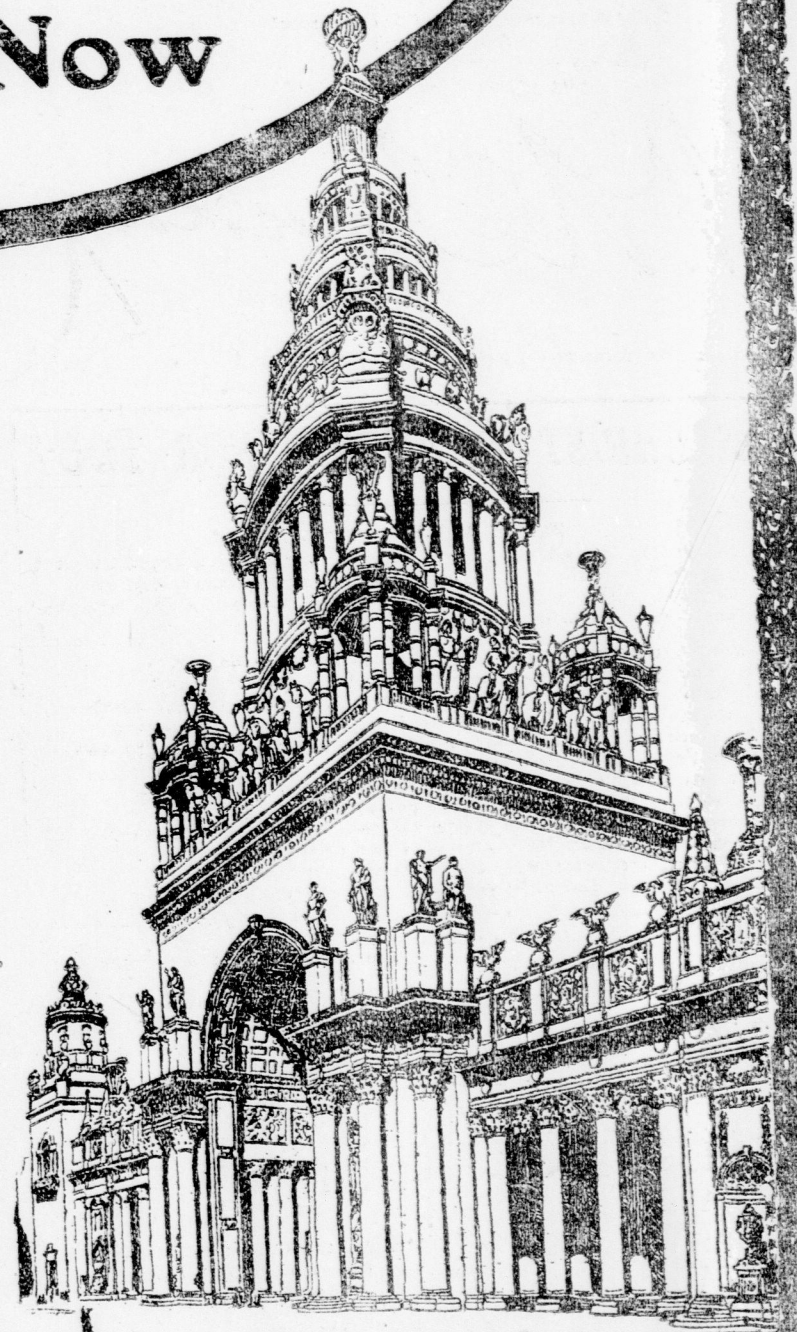
**THE Panama-Pacific International Exposition** to be held in San Francisco in 1915 is a national undertaking, and authorized by the Congress of the United States. It will exhibit the resources and achievements of all the peoples of the earth, and will represent an outlay of over fifty million dollars.

The Panama-Pacific International Exposition will be the "last word" in expositions. It celebrates an event of world importance—the completion of the Panama Canal, the greatest physical accomplishment in history—one that will affect the commerce of all the world and the relations of all peoples. No celebration of this event would be adequate unless it surpassed in dignity, grandeur and importance any previous affair of its kind.

It is with this fact in mind that this wonderful Panama-Pacific International Exposition has been planned and will be carried out.

Many circumstances and conditions combine to give this Panama-Pacific International Exposition fundamental differences and advantages—to increase its educational and its commercial importance—to make it more than ever before an exposition demanding the attention of manufacturer, consumer, student, art-lover, nature-lover and sight-seer—in short, to make it above all others in history one that should be seen.

It is the first international exposition to be held on the shores of the Pacific. It is the first to be held in a seaport. It is the first that has celebrated a contemporaneous event. It is the first that has celebrated an event of world-wide importance. It is the first that has been held in a spot where the climate permits its being open for ten months and where flowers grow the year around. These factors, and many more, have been considered in the plans of this exposition and will be found reflected in the beauty, dignity, attraction and brilliancy of the finished result.



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## Nomination Form Will Be Found On Page Eleven

**RULE NO. 1**—Any woman, either married or single, over 15 years of age, may become a candidate. It is not necessary to be a subscriber to The London Advertiser in order to enter the contest.

**RULE NO. 2**—The voting will be by means of ballots clipped from The London Advertiser and by special subscription coupons, issued on all new subscriptions, renewals and paid in advance.

**RULE NO. 3**—Votes once credited to any candidate cannot be transferred to any other candidate in the race, with the exception, that a candidate who enters and for any reason has to withdraw, may change her votes to a suitable substitute, but said substitute cannot be any candidate whose nomination had been before accepted in the race. The substitute must be an entirely new candidate.

**RULE NO. 4**—Votes cannot be bought under any circumstances. They must either be clipped in the form of the daily ballot or issued on subscription payments.

**RULE NO. 5**—The first nomination received will count for five thousand votes for any candidate, but only one nomination can count for any one candidate.

**RULE NO. 6**—No employee of The London Advertiser can enter as a candidate.

**RULE NO. 7**—The final count at the close of the contest will be made by a competent board of judges.

**RULE NO. 8**—The London Advertiser reserves the right to accept or reject any nomination without giving an explanation other than that the nomination is not acceptable.

**RULE NO. 9**—The London Advertiser reserves the right to make any and all rulings which may be necessary for the best interests of the candidates.

**RULE NO. 10**—The London Advertiser will decide all questions which may arise in the course of the campaign, and the candidates on entering agree to abide by such decisions, which shall be final.

**RULE NO. 11**—The contest will close on Tuesday, May 25, at 4 p.m., and the candidate in each district having the highest number of votes will be declared the winner. All subscriptions must be in by this hour and date.

**RULE NO. 12**—There will be four districts, as follows:  
District No. 1—All that territory inside the city limits, north of, and including both sides of Dundas street, and west of, and including both sides of Wellington street.

District No. 2—All that territory inside the city limits, east of, but not including, Wellington street, and north of, and including both sides of Dundas street.

District No. 3—All that territory inside the city limits, south of, but not including, Dundas street, and east of, but not including, Wellington street.

District No. 4—All that territory inside the city limits, west of, and including both sides of Wellington street, and south of, but not including Dundas street.

Candidates will not compete against each other, except that candidates have the right to secure votes or subscriptions anywhere they please, and the votes will count in accordance with the vote value of that district.

**RULE NO. 13**—A daily ballot will be published, good for ten votes each, from the first day that a ballot appears until seven days before the close of the contest, when no more daily ballots will be published. Each daily ballot will have upon it a ten-day expiry limit, and these ballots must be in the office of The London Advertiser before said expiry date in order to be counted for any candidate.

**RULE NO. 14**—Nominations of candidates may be made by anyone at any time without cost. Any candidate wishing to have her name withdrawn from the list must write to The London Advertiser, or call personally at the office.

**RULE NO. 15**—No statement or promise made by any person whatever varying from the above rules will be recognized by The London Advertiser.

**RULE NO. 16**—The contest will officially start on Saturday, March 27, 1915, and end Tuesday, May 25, 1915, at 4 p.m.

### Value of Subscription Ballots

\$10.00 paid on single subscription, 2 years	30,000 votes
\$ 7.50 paid on single subscription, 1½ years	18,000 votes
\$ 5.00 paid on single subscription, 1 year	12,000 votes
\$ 2.50 paid on single subscription, 6 months	5,000 votes
\$ 2.00 paid on single subscription, by mail outside London, 1 year	4,000 votes
\$ 1.25 paid on single subscription, 3 months	2,000 votes