

COUNT THE CIRCLES

Could You Use \$864
For Your Share?

COUNT THE CIRCLES

HERE'S A FASCINATING PASTIME

PLEASURE COMBINED WITH PROFIT

\$864 First Prize**THE LONDON ADVERTISER'S****50 Cash Prizes**

GREAT \$2,750 PUZZLE CONTEST

**THIS CONTEST IS FOR OLD
AND NEW SUBSCRIBERS**

The Advertiser Offers 50 Cash Prizes, Having a Value of \$2,750.00, to Those Submitting the Best Solutions of Its Circle Puzzle. Everyone May Enter This Contest, Which Is Merely a Test of Accuracy and Perseverance.

**All Payments Apply on Sub-
scriptions, So You Can't Lose**

The London Advertiser's Own Puzzle Contest

The Problem

Count the circles in the Puzzle Chart. Every circle is complete and the chart is entirely free from tricks and illusions. However, to pick out every circle and count it requires patience and care. Those who do this the best will win the valuable cash prizes offered for solving the puzzle.

Any method which contestants hit upon that seems to be best adapted to making the count may be adopted. The Advertiser will be glad to receive short notes explaining how the results were obtained. As many different solutions may be submitted as contestants wish. Before sending in a solution, however, read the general rules carefully.

This contest will not only prove profitable to the winners of the prizes, but solving the puzzle will also prove to be a pleasant and fascinating pastime. Taking advantage of this opportunity may net you as much as \$864. The plan of this contest permits everyone to work out his own results. He will not only know what he has done himself, but will also have an opportunity to check up the work of his competitors.

Read carefully all the rules, then make up your mind to enter this very interesting contest. It is open to all present subscribers, as well as to those who wish to become subscribers.

As the main prizes have an increased value, according to the amount paid on subscription when solutions are filed, contestants should familiarize themselves with the prize list before sending in their solutions.

Additional puzzle charts may be obtained at The Advertiser office, or they will be mailed to all who send a three-cent stamp.

How To Enter

This contest is open to present bona fide residents of Ontario.

Anyone in this territory may enter the contest upon payment of not less than \$2.00 or more than \$12.48. This amount will be applied to subscription to The London Advertiser at regular subscription rates. It may be applied on either the morning or evening edition, or both.

You may submit just one solution or many different ones as you wish. With solution you must pay not less than \$2.00 or more than \$12.48. The total amount, whether you send one or more than one solution, will be applied to one continuous subscription, unless you otherwise direct. If you are already a subscriber the amount, or amounts, you pay will be applied to extending the time you are paid to. If you are a new subscriber the amount paid will be credited to you and your subscription started at once.

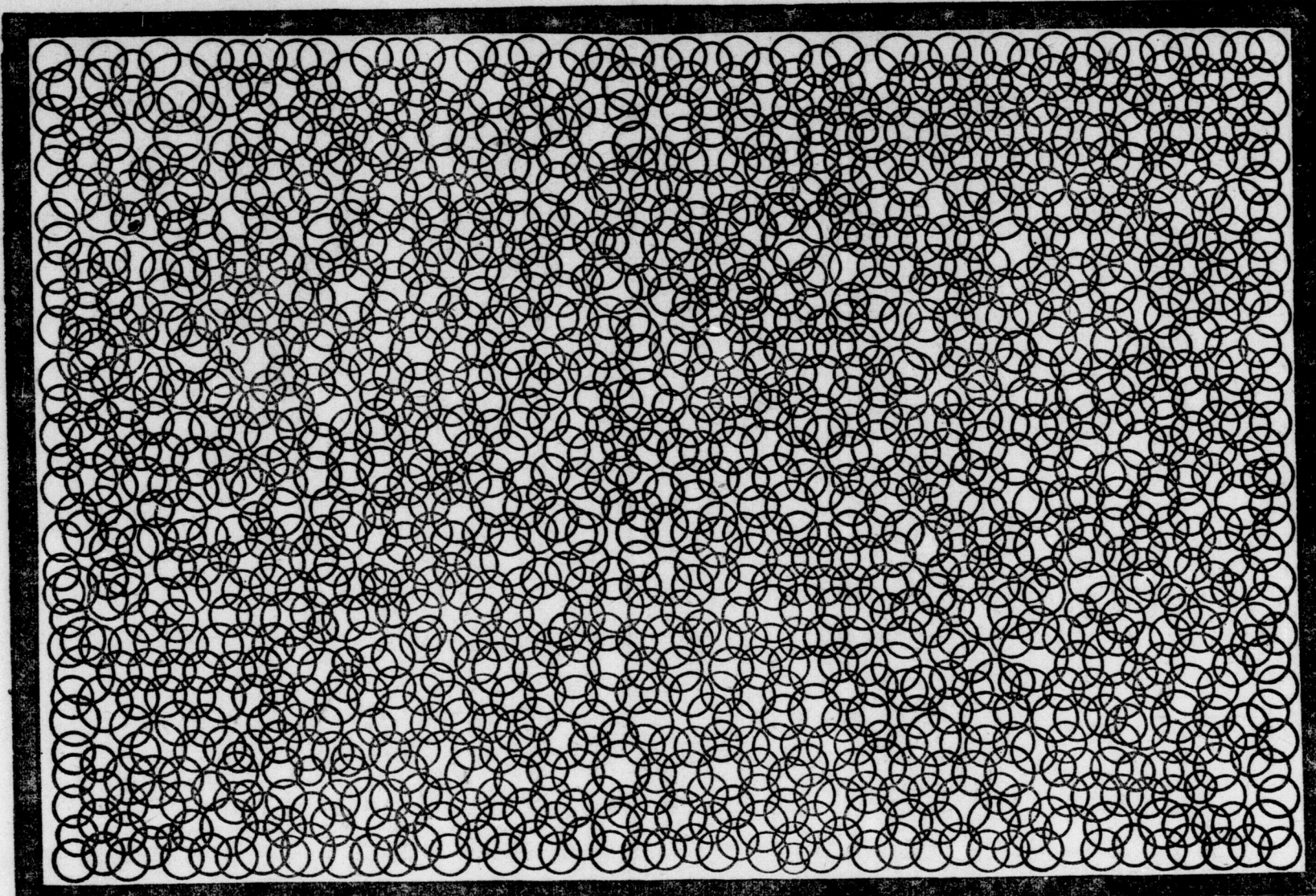
Present subscribers, wherever located, will continue to receive the paper through the same channels as now. No change whatsoever will be made in carriers where subscribers receive the paper through carrier service. All carriers will receive notice that the subscription has been paid and be instructed to collect the amount from The Advertiser office. The same will be done where the paper is being received through an authorized newsdealer.

If you send more than one solution at one time send a separate blank with each one and state in each blank the amount you are paying with that solution.

This contest is open to both men and women. You may order the paper sent to someone else if you wish, names and addresses being subject to any changes that later may be desired.

**Contest Closes at 9 p.m.
Saturday, November 1**

The sooner you send in your first solution the longer time you will have to go over your figures and send in another solution if you find you can do better.



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The Main Prizes Have an Added Value, According to What You Pay.

THE PRIZES

Each New Subscriber (not to exceed five) Adds to the Value of the Prizes.

FIRST CAPITAL PRIZE—\$140, to which will be added 50 times the amount paid on subscription by the winning solution; also \$20 for each new subscriber, not to exceed five, secured by the winner.
THIS PRIZE HAS A VALUE UP TO.....\$864.00

SECOND CAPITAL PRIZE—\$100, to which will be added 25 times the amount paid on subscription by the winning solution; also \$20 for each new subscriber, not to exceed five, secured by the winner.
THIS PRIZE HAS A VALUE UP TO.....\$512.00

THIRD CAPITAL PRIZE—\$100, to which will be added 10 times what the winner pays on winning solution; also \$20 for each new subscriber, not to exceed five, secured by the winner.
THIS PRIZE HAS A VALUE UP TO.....\$325.00

FOURTH CAPITAL PRIZE—\$50, to which will be added 10 times what is paid on subscription by the winning solution; also \$20 for each new subscriber, not to exceed five, secured by the winner.
THIS PRIZE HAS A VALUE UP TO.....\$275.00

FIFTH CAPITAL PRIZE—\$50, to which will be added 5 times the amount paid on subscription by the winning solution; also \$20 for each new subscriber, not to exceed five, secured by the winner.
THIS PRIZE HAS A VALUE UP TO.....\$212.00

SIXTH PRIZE.....\$50.00
SEVENTH PRIZE.....\$40.00
EIGHTH PRIZE.....\$30.00
NINTH PRIZE.....\$25.00

TENTH PRIZE.....\$20.00
11TH to 20TH PRIZES, each.....\$15.00
21ST to 35TH PRIZES, each.....\$10.00
36TH to 50TH PRIZES, each.....\$ 5.00

Solution and Subscription Blank To Be Sent in By Contestants

To The London Advertiser: I herewith inclose the sum of \$..... for subscription to The Morning (Evening) Advertiser.
(Draw a line through the one not wanted.)

Name
Address

The total number of circles in the chart is
If you want the paper sent to someone else, write name and address below.

Name
Address

Are you subscriber now?.....
(Yes or No.)

NOTE: This blank, whether used by a contestant for his own solution and subscription, or by someone who has been interested to become a subscriber, whether he enters the contest or not, will enable the records to be kept correctly, and also will insure the one sending in a new subscriber to get proper credit on the prize awards.

Have you sent any other solutions in?.....
(Yes or No.)

If you reside outside of London, and where there is a dealer, do you want the paper sent through the dealer or by mail?.....

If the person sending in this blank is one of the new subscribers that a contestant has interested, write in below the name and address of the contestant who interested you. Remember, you also have the right to send in a solution.

The name of the person who interested me is:

Name
Address

Important Features

The attention of contestants is called to two important features in connection with the prizes.

1. While the amount you pay for subscription to The Advertiser has no effect on your winning a prize, it does affect the value of the first five prizes should you win one of them. For instance, each of the first five prizes has a fixed value, to which is added from five to fifty times what the winners pay when they register their solutions. This is explained further in the prize list.

2. The first five prizes may also be increased ONE HUNDRED DOLLARS each by your interesting five persons who are not now regular subscribers to become subscribers. You will receive twenty dollars for each one, whether you secure one or five. Each one of these new subscribers must pay not less than the minimum amount (\$2.00) required of

contestants. They may pay up to the maximum (\$12.48) if they desire, and they may also become competitors for the prizes if they wish to submit one or more solutions of the puzzle. That is, they may enter the contest under the same conditions exactly as any other contestant, the payment they make entitling them to entry.

The name of each one of these new subscribers must be sent in on one of the accompanying blanks, whether he becomes a contestant or not. The fact that he was secured by you must also be indicated in the proper place provided in the blank, so you will receive credit. You may send in any or all of these five names whenever you wish, either when you send in your own solution or later. Just use one of the blanks for each one, and then there will be no mistake made in regard to your getting due credit.

Rate of Subscriptions

On account of this contest all previous subscription offers are withdrawn. The following rates will prevail:

Evening Edition—Delivered in London.

Two Years\$12.48
One Year 6.24
Six Months 3.12

Morning or Evening—Called for in London.

Two Years\$10.40
One Year 5.20
Six Months 2.60

Morning or Evening—Through Agents—Outside of London.

Two Years\$10.40
One Year 5.20
Six Months 2.60

Morning or Evening—By Mail Outside of London.

Three Years\$12.00
Two Years 8.00
One Year 4.00
Six Months 2.00

Deciding Ties

In the event of ties those tying will be required to solve a second puzzle in order to determine who shall receive the prizes. This second puzzle, if one should be required, will be equally as attractive and practical as the first. Under this plan those who win will be assured of receiving the full value of their prizes without having to divide them with other contestants. Should still further ties ensue a third problem of the same order as the second will be submitted to those again tied to solve. This plan will be continued until all have been eliminated except the actual prize winners. Should there be no ties on the first puzzle, only the one, of course, will be presented. In the event that a second puzzle is required, one week will be allowed in which to solve it. This will prevent the contest being prolonged for any unusual length of time.

General Rules and Information

There is no objection to several members of one family or several friends working together to obtain a solution, provided only one of them turns the solution in. The prizes are awarded for individual effort, and it would not be proper for one person to turn in a solution, then give it to someone else, and for the latter to submit it as his own.

If the paper is already being sent to your residence, either by carrier or through the mails, send in the renewal in the name of the person who is already subscribing. If some other member of the family wants the solution credited to him, or to her, merely attach a note to the blank giving the name of the one who wants to have credit for the solution. The purpose of this is to avoid sending two papers when only one is needed.

When, in the judgment of the Contest Manager, more than one member of the same family, or any others, send in two or more solutions which have the appearance of having been worked in collusion, The Advertiser will reserve the right to use its best judgment in refunding any of the subscriptions paid in connection therewith and rejecting the solutions.

Information will be furnished and rulings made on any points contestants may want information about. The Advertiser reserves the right to decide any and all questions which arise, and those entering the contest as a part of the contract must and do agree to abide by such rulings.

The date a solution is filed has nothing to do with its winning a prize. It is always safe, however, to send in a solution as early as convenient. Then you will have ample time to go over your figures and, if you find you can get a better solution, you will still have an opportunity to profit by your later effort.

As many prizes will be reserved as there are people tied before any prizes are awarded for less correct solutions. That is, if three people should tie on the best solution the first three prizes would be reserved for them, and they would be awarded these prizes in the order of the standing of their solutions of the next puzzle. That is, the best solution would be awarded the first prize, the next best the second and the third best the third prize.

All solutions must be sent in on the blank herewith. No solution unaccompanied by a cash subscription will be accepted. No solution may be changed after it is once registered.

No one directly or indirectly associated with The Advertiser will be allowed to participate in this contest.

Address Solutions and Inquiries to

Contest Manager: THE LONDON ADVERTISER

LONDON, ONTARIO

PHONE 3670