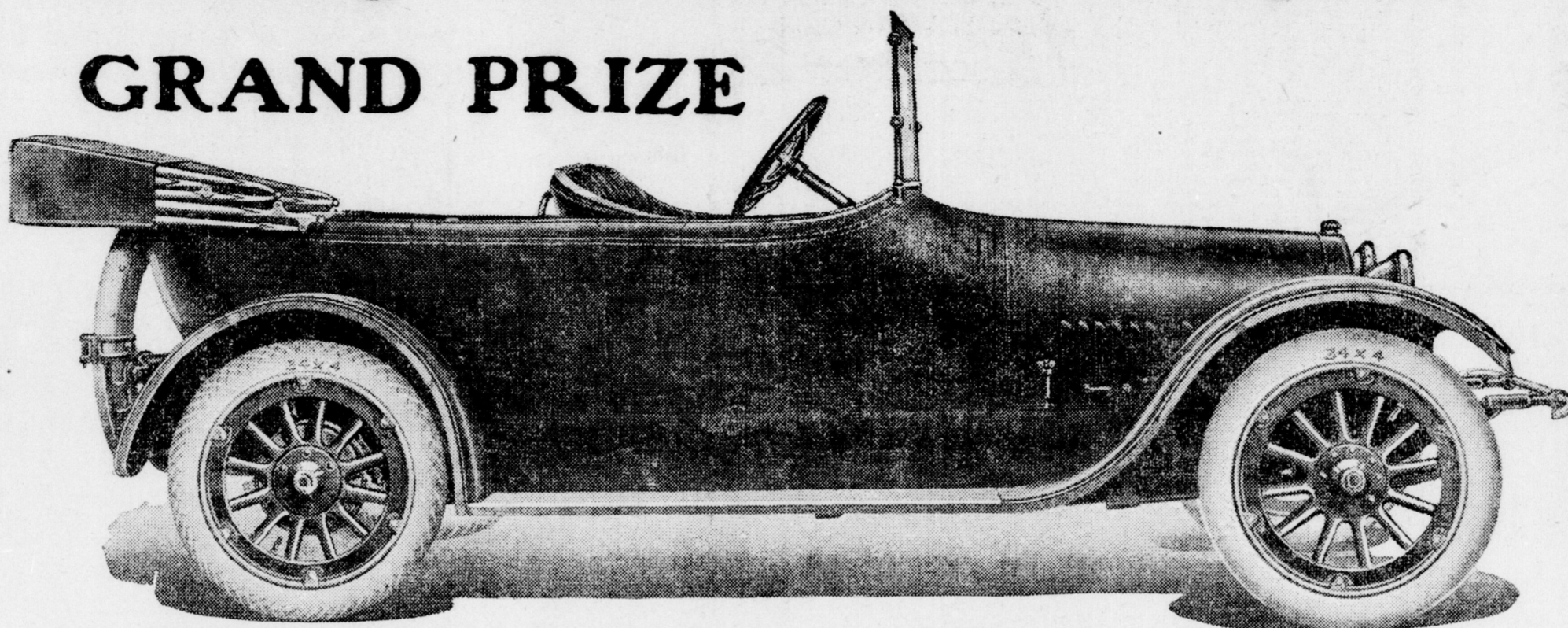


# YOU WANT ONE

Send In Your Nomination At Once and Start  
Saving the 100-Vote Coupons

## GRAND PRIZE

**NINE  
TOURING  
CARS**

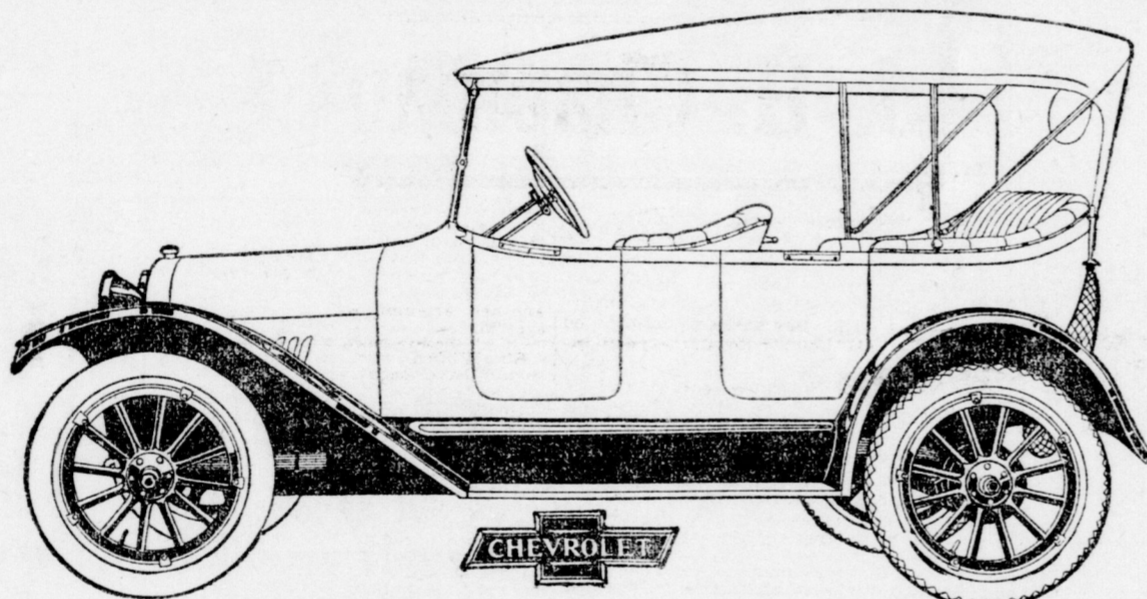


McLaughlin Special D-45—6 Cylinder—Now on exhibition at the McLaughlin Garage, Richmond Street, London. This costly touring car will be given to the candidate receiving the greatest number of votes, irrespective of districts. Grand Prize will be given \$1,000, to be donated to some patriotic organization in his or her district.

**EIGHT  
\$400  
PIANOS**

## Eight Chevrolet 1918 Model Five-Passenger Touring Cars

**EIGHT  
\$150  
WALNUT  
BEDROOM  
SETS**

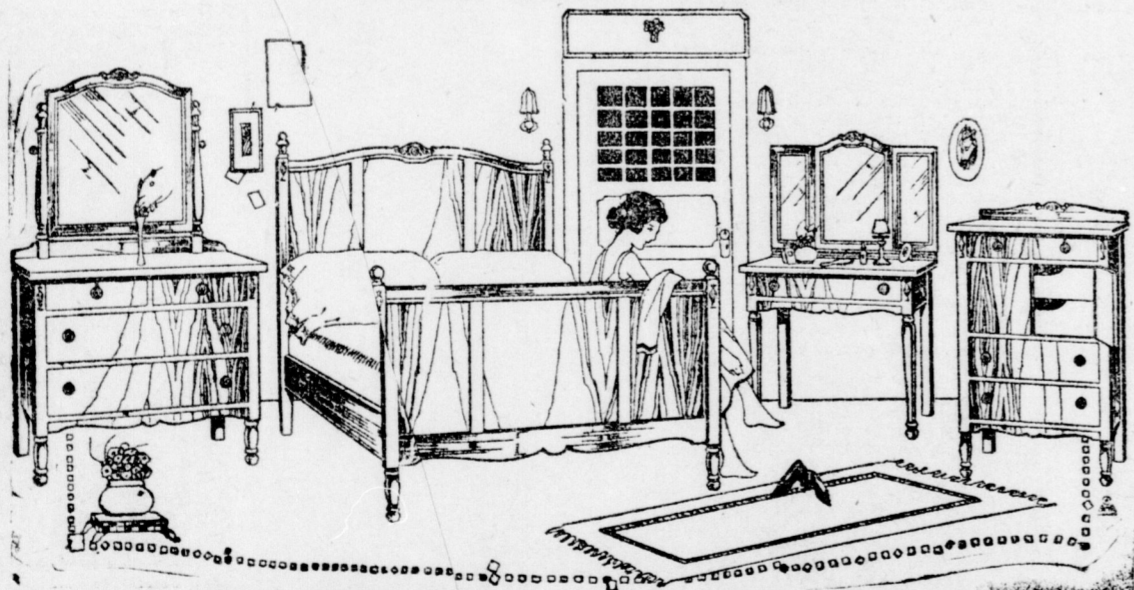


First Prize in Each of the Eight Districts

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**

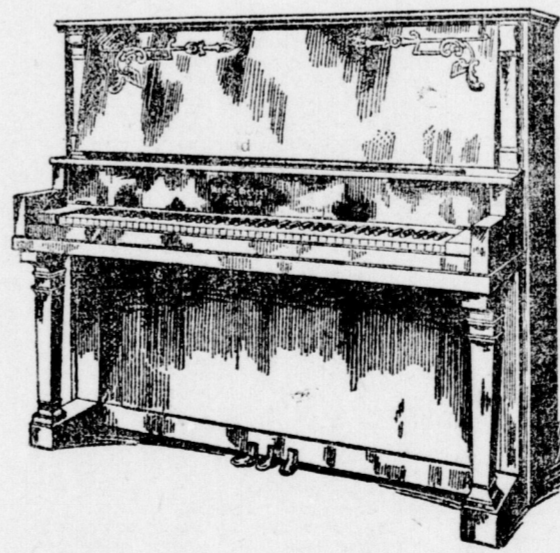
## Eight Black Walnut Bedroom Sets Value \$150 Each



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.

## SECOND PRIZE IN EACH OF THE EIGHT DISTRICTS



**Eight Mason & Risch \$400  
Pianos**

### 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.

### SUBSCRIPTION PRICE AND VOTING POWER OF THE MORNING, NOON AND EVENING ADVERTISER.

DELIVERED BY CARRIER IN CITY  
OF LONDON.

Six Months	\$2.50
One Year	\$5.00
Two Years	\$10.00
Three Years	\$15.00

DELIVERED BY MAIL OUTSIDE  
CITY OF LONDON.

Six Months	\$3.00
One Year	\$6.00
Two Years	\$12.00
Three Years	\$18.00

#### VOTING POWER OF NEW SUB- SCRIPTIONS.

A new subscriber is one whose name was not on The London Advertiser's lists when this Contest started.

\$1.50 paid in on new subscription 2,500	Votes
\$2.50 paid in on new subscription 3,000	200
\$3.00 paid in on new subscription 3,500	300
\$4.00 paid in on new subscription 4,000	400
\$5.00 paid in on new subscription 5,000	500
\$6.00 paid in on new subscription 6,000	600
\$7.50 paid in on new subscription 7,500	750
\$9.00 paid in on new subscription 9,000	900
\$10.00 paid in on new subscription 10,000	1,000
\$12.00 paid in on new subscription 12,000	1,200
\$15.00 paid in on new subscription 15,000	1,500

#### VOTING POWER OF OLD SUB- SCRIPTIONS.

An old subscriber is one whose name was on The London Advertiser's lists when this Contest started.

\$1.00 paid on an old subscription 200	Votes
\$1.50 paid on an old subscription 300	100
\$2.50 paid on an old subscription 500	200
\$3.00 paid on an old subscription 600	300
\$4.00 paid on an old subscription 800	400
\$5.00 paid on an old subscription 1,000	500
\$6.00 paid on an old subscription 1,200	600
\$7.50 paid on an old subscription 1,500	750
\$9.00 paid on an old subscription 1,800	900
\$10.00 paid on an old subscription 2,000	1,000
\$12.00 paid on an old subscription 2,400	1,200
\$15.00 paid on an old subscription 3,000	1,500

### INFORMATION, RULES AND CONDITIONS OF THE AD- VERTISER'S BIG PRIZE CONTEST.

Everyone over the age of 15, 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 15 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 transferable, 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

All new subscriptions will date from the day The Advertiser commences delivery. For instance, if a subscription is given on June 1, 1917, and does not start until June 10, the date will be June 10, 1917.

15,000 EXTRA VOTES will be allowed each candidate for the first new daily subscription turned in, which is a year or more in length. Competitors will be furnished extra receipt books for friends who wish to assist them in winning one of the costly prizes. Send or bring all remittances for same direct to the Contest Department of The London Advertiser, and a receipt of same vote certificate will be issued. All checks, drafts, money orders, etc., are to be made payable to The London Advertiser Company. All personal checks must be marked "accepted" by the bank on which they are drawn. If you haven't sufficient room to write all the instructions on the face of the stub, you may write on the back of same.

#### THE DISTRICTS.

District No. 1—Includes all territory within the municipal boundaries of the city of London.

District No. 2—Two counties, Essex and Kent.

District No. 3—Two counties, Lambton and Middlesex, except the city of London.

District No. 4—Two counties, Elgin and Norfolk.

District No. 5—Two counties, Oxford and Brant.

District No. 6—Two counties, Waterloo and Wellington.

District No. 7—Two counties, Huron and Perth.

District No. 8—Two counties, Bruce and Grey.

Not Luck—Not Chance—Effort Alone Will Win the Prizes!

Address All Communications to

**PRIZE CONTEST DEPARTMENT,**

The London Advertiser,

Dundas Street, London, Ont.

Local and Long Distance Phone 3670.

### NOMINATION BLANK

GOOD FOR 5,000 VOTES

Nominate Yourself or a Friend.

PRIZE CONTEST DEPARTMENT OF

THE ADVERTISER:

Dundas Street, London.

Gentlemen—I hereby nominate as a candidate in your Automobile Prize Contest:

Name .....

Address .....

Nominated by .....

Address .....

NOTE—Only one nomination blank will be accepted for any one candidate.