

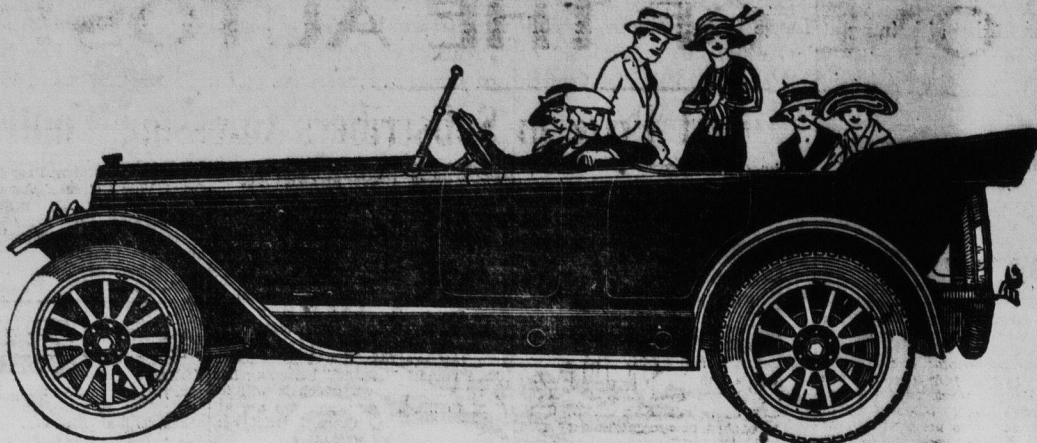
\$15,000 IN PRIZES FREE!

The St. John Standard offers a pleasant and profitable diversion to the residents of The Maritime Provinces. Automobiles, Opportunities to become Movie Stars with the Universal Film Company of Universal City, California, beautiful cabinet phonographs, cabinets of silver, cash prizes, etc., to be given away absolutely free to energetic and ambitious men, women and children.

BE A WINNER—ENTER YOUR NAME IN THE COMPETITION AT ONCE

Everyone who makes an earnest effort will receive something in the Contest. Cash commission prizes at 10 p. c. will be given those who do not win one of the regular prizes, if they work actively up to the end of the contest and turn in at least \$25 worth of subscriptions.

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 \$2,950.00. 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.

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.

Vote coupons good for 50 votes will be 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 thereof.

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 the right to add more prizes or to give extra prizes.

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

It guarantees the right to alter the vote schedule, and to alter the vote schedule, but it guarantees the candidates that all subscriptions turned in from the beginning of the Contest will receive the same attention in the vote schedule, 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 newsdealers 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.

Schedule of Votes Given for Standard Subscriptions, Price List and Other Information

LENGTH OF SUBSCRIPTION	FIRST PERIOD Schedule of votes during first period. First period lasts 1 week, ending Jan. 22.	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	5,000	7,500	10,000	12,500	15,000	17,500
1 year	10,000	15,000	20,000	25,000	30,000	35,000
2 years	20,000	30,000	40,000	50,000	60,000	70,000
3 years	30,000	45,000	60,000	75,000	90,000	105,000
4 years	40,000	60,000	80,000	100,000	120,000	140,000
5 years	50,000	75,000	100,000	125,000	150,000	175,000

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

Votes or second payment subscriptions will be computed on the schedule which was in force when the first payment was made.

Twenty-five thousand (25,000) EXTRA votes will be given for the first yearly subscription to The Standard which each candidate turns in. Add 10,000 EXTRA votes to the above schedule for each and every NEW subscription you secure which is a year or more in length.

All cheques sent in to cover subscriptions must be marked "accepted" by the banks on which they are drawn.

Send or bring all subscriptions and remittances for same direct to the Contest Department of The Standard. Upon receipt of same, vote certificates will be issued and returned or voted as requested. All cheques, drafts, money orders, etc. are to be made payable to The Standard.

Candidates are requested to write out plainly the middle stub, which is to be brought or sent to the Contest Department. If you do not have room to write all the instructions on the middle stub, you can write on the back of same.

Votes will also be given on the Semi-Weekly Standard, based proportionately on the amount of money paid. For instance, \$4 paid on the Semi-Weekly would give the same number of votes as \$4 by mail on the Daily.

We will be pleased to furnish you with extra receipt books, so that your friends may assist you in securing subscriptions.

When friends are signing receipts for a candidate, they must sign the candidate's name, not their own name.

PRICE LIST OF THE ST. JOHN STANDARD

By CARRIER, in St. John and suburbs where carrier system is established:

6 months \$5.00
1 year \$10.00
2 years \$20.00

By MAIL, outside of St. John (except U. S.):
6 months \$5.00
1 year \$10.00
2 years \$20.00

By MAIL to all British possessions \$5.00 per year.
By MAIL to points in United States \$5.00 per year.

NOTE: The Standard cannot be delivered by mail in St. John without additional postage charges being paid.
Semi-Weekly: \$1.50 per year in Canada; \$2.50 per year in United States or Great Britain.

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 everyone 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.

Call or send to THE STANDARD CONTEST OFFICE, 4th Floor, Standard Building, The Contest Department Assistants will be glad to have you call, so they can explain anything you do not understand. Telephone or write if you cannot call, and full instructions and supplies will be sent to you.

Secure every daily vote coupon possible, but principally work for votes secured on subscriptions. They count up faster.

TIME FOR WINNING IS SHORT.

The Big Prize Contest only lasts 10 working weeks, a very short length of time, considering the value of the prizes to be won. The opening date is Saturday, Jan. 22nd, and the first published list of candidates and the votes cast for each will be published in the editions of The Standard on that date.

Candidates may begin vote gathering at once, however, and votes will be issued for subscriptions secured from today on. Receipt Books will be ready at the Contest Department of The Standard today. Write to the Contest Department for a supply, and they will immediately be sent to you.

25,000 EXTRA VOTES

Will be given to each and every candidate for the first daily subscription of one year or more which they turn in (either new, renewal or arrearage subscription).

These votes will be given in addition to the regular scale of votes allowed under the vote schedule found elsewhere in today's advt. These 25,000 extra votes will mean a big start toward winning the elegant Seven-Passenger Studebaker, or one of the other automobiles, Movie Star "Try-Outs," or one of the other prizes.

SECURE THE EARLY START TODAY! SEND IN YOUR ENTRY BLANK AT ONCE!

A SQUARE DEAL FOR ALL

Is the motto of the contest. Every candidate will receive equal treatment and there will be no favorites. All books and records will be open to the inspection of the candidates after the close of the contest, and all records will be audited before the final count. The final count of votes will be public—all candidates and their friends may be present.



Mrs. Charlie Chaplin (Mildred Harris) one of the many present day movie stars who became world famous under The Universal Film Co's direction. Mildred Harris was first starred at the early age of 16 years. 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, (Filmdom's largest and most progressive Moving Picture Company.)

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.



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 \$1,650 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 magazine and 2nd prize on exhibition at the Gray Dorr Agency (Wm. Pirie, Son & Co., 45 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.

Address all Communications to

THE AUTOMOBILE AND MOVIE STAR DEPARTMENT OF THE ST. JOHN STANDARD

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

CUT OUT NEATLY

The Standard's Big Automobile and Movie Star Contest

Good for 50 Votes

FOR

ADDRESS

This Coupon, when neatly cut out and brought or mailed to the Contest Department of THE STANDARD will count for 50 votes for the person whose name is written thereon

Valid After Jan. 27. Cut Out Neatly.

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.

USE THIS BLANK

Fill out the entry blank on this page and send it to the Auto and Movie Star Department of The Standard. You will then be enrolled in the big free-for-all. Do it today. Every minute is precious. The competitors with the early start in the race will stand the best chances for winning the big automobiles, Movie Star Contracts and other free prizes.

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