

ONE GRAND PRIZE

1917 Model Ford Touring Car

Value \$527.00

37 Prizes \$5.00 each = = \$185.00

1 Special Prize = = 25.00

Total \$737.00

FOR THE SCHOOL CHILDREN OF THIS SECTION

I want every scholar in the Public Schools of York, Carleton and Sunbury Counties, and in the Parishes of Ludlow and Blissfield only in the County of Northumberland, and in that portion of Queens County east of the St. John River, to write an essay on the following points:

1. Explain why the Ford car is operated more cheaply as to tires, gasoline, oil and general repairs than any other car ever manufactured.
2. Explain what Ford Service means to owners in having a generous supply of parts at lowest prices always at hand.
3. Explain why the majority of doctors, commercial travellers, etc., prefer to use Ford cars.
4. Explain in particular why the Ford is better adapted to New Brunswick with its rough hilly roads than any other car.
5. While the Ford Car pays the dealer a much smaller profit than any other car sold, (most other cars paying 3 to 4 times a Ford profit—some much more), I have always refused to sell the higher priced cars, largely because I could not conscientiously recommend them as being as good value as the Ford. Is this good business on my part? If so, why so? If not, why not?

These essays are to be written and sent to me not later than April First, 1917. They will be examined by a number of Committees and a prize of \$5.00 each will be paid to the party writing the best essay, as follows:

In each of the 14 parishes of York County, \$5.00.....	\$70.00
In each of the 11 parishes of Carleton County, \$5.00.....	55.00
In each of the 7 parishes of Sunbury County, \$5.00.....	35.00
One each in Ludlow and Blissfield Parishes, Northumberland Co., \$5.00.....	10.00
One Prize, City of Fredericton.....	5.00
One Prize, Town of Woodstock.....	5.00
One Prize in that portion of Queens County, east of St. John River.....	5.00
37 Prizes at \$5.00.....	\$185.00

All school children will be allowed to compete for the above and prizes will be paid in each section, whether there are one or 100 contestants in that section.

As there will be a great disparity in ages of contestants, children will be allowed to secure help from parents, teachers, clergy or Ford owners.

In addition to above there will be one grand prize—a 1917 Ford Touring Car, value \$527.00, for which the following will be allowed to compete and for which there must be 600 entries. Every Ford owner, or every party holding a Ford Contract for later delivery in above territory will have the right to nominate one child only—his own or any other,—to compete for this grand prize. Owners of two Fords may select two children. It will not matter whether the Ford cars have been purchased from me or from my predecessors in the business, or are second-handed, so long as they are owned in the territory described above. Only one essay can be written on each car. If 600 of such essays are

written, the leading ones in each district will be submitted to a special committee and a 1917 Model Ford Touring Car will be presented to the writer of the essays adjudged to have been the best.

Compositions must not be less than 500 words or more than 1,000. They will be marked as follows:—

12 p. c. for argument on each of the 5 Divisions.....	60 p. c.
Composition.....	20 p. c.
Writing.....	10 p. c.
Spelling.....	10 p. c.
Total	100 p. c.

They must be written in the hand-writing of child sending in essay. Where very young children write, there may be some allowance made for penmanship.

For obvious reasons, the children of parents associated with me in the sale of Ford cars will not be allowed to compete.

There will also be a special prize of \$25.00 cash paid to the teacher whose pupils send in the most compositions.

Send compositions in on or before April first, 1917. Mark all papers with name, age of writer, post office address, parish, name of car owner or contract holder and number of car, thus:—

Name:—John Doe.
Age:—12 years.
Post Office address:—Hartland.
Parish:—Brighton.
Name of Teacher
Name of Car owner or Contract Holder, (if any)
Number of Car

Read above instructions carefully and do not write for further particulars. If necessary, apply to local agent for further information, as it will be impossible for me to answer a large quantity of communications on this matter.

"Ford Times," the monthly Ford Magazine, will furnish much information valuable to you in competing for these prizes. If you do not receive a copy in your family, write direct to Ford Motor Company, Ford, Ontario, and they will send it to you, free of charge.

R. L. PHILLIPS, Ford Dealer for York, Carleton, Sunbury and Portions of Northumberland and Queens Counties

FREDERICTON, N. B.

H. L. Grant, Sub-Dealer, Woodstock.
Florenceville Garage, Sub-Dealer, Florenceville.

Charles Price, Sub-Dealer, Canterbury.
D. S. Peacock, Sub-Dealer, Williamsburg.
S. T. Sipprell, Sub-Dealer, Hartland.

M. Bohan, Sub-Dealer, Bath.
Russel Swan, Sub-Dealer, Harvey Station.
H. T. Douglas, Sub-Dealer, Stanley.

W. B. Derrah, Sub-Dealer for Queens Co., East, Chipman.