

Put CANADA On WHEELS

\$5,000⁰⁰ Cash Prizes

FOR THE BEST LETTERS ON
"What My Car Means to Me"

Here are the Contest Rules:

WHO MAY ENTER

Any Canadian owner of a passenger motor car, except automobile dealers, salesmen or other employees.

HOW TO ENTER

Get an Entry Blank from an Overland dealer, or write "Contest Department, Willys-Overland Limited, Toronto, Canada."

WHEN TO ENTER

Do this now. It does not obligate you in any way. You do not have to send your letter until later, but in the event of two or more letters being considered by the judges as equally good, preference will be given the owner whose entry was received first.

A FEW SIMPLE RULES KEEP FOR REFERENCE

- (1) Remember, the subject of your letter is to be: "What MY car means to ME."
- (2) Your letter may be written in English or French—no preference will be shown either language.
- (3) It must not exceed 500 words in length.
- (4) Do not mention the make of your car in your letter.
- (5) Do not mention your name or name of your town or district in your letter.
- (6) Write your name and address on a separate slip of paper and enclose with your letter. Send in sealed envelope.
- (7) In case a farmer wins the \$1,000 prize, the special award of \$250 will go to the farmer writing the second best letter in this class, similarly with other special classes.
- (8) Contest closes June 1st.

75 AWARDS TO BE MADE

- \$1,000 for the best letter written by any Canadian automobile owner.
- \$250 for the best letter from a farmer.
- \$250 for the best letter from a doctor.
- \$250 for the best letter from a commercial traveller.
- \$250 for the best letter from a woman motorist.
- \$100 EACH to TEN others.
- \$50 EACH to TWENTY others.
- \$25 EACH to FORTY others.

Winning Letters to be published throughout Canada.

Booklet and Entry Blank on application to

JAMES FLEMING, St. John, N. B.
Woodstock Dealer: H. A. HILYARD,
St. Stephen Dealer: McWHIA & BUCHANAN,
Perth Dealer: GEORGE E ARMSTRONG,
Sussex Dealer: THE NATIONAL GARAGE CO., LTD.

Overland

Willys-Overland Limited, Toronto, Canada