

\$8,000 In Cash Prizes

A Wonderful Opportunity for Every Winner
ANSWER THIS PUZZLE---WIN A BIG CASH PRIZE

Are you wide awake to your own interests? Are you determined to get the best of everything? The Mail and Empire will give away **100 CASH PRIZES** totalling over \$8,000 in connection with this new "C-Word" Picture Puzzle. The Mail and Empire has already paid Thousands of dollars in prizes offered in connection with this new Puzzle Game will be forwarded to you.

How Many Objects Beginning With the Letter "C"?

The picture below contains a number of objects and articles beginning with the letter "C". You will find all sorts of things that begin with the letter "C" like "Cow", "Camera", "Cabbage", "Calf", "Cross", etc. See how many you can find. This is not a trick puzzle; nothing is hidden, and you don't have to guess. Rattle off your list of "C-words" and you will win a big cash prize. The quality of your list will determine the size of your prize. The more "C-words" you find, the larger your prize. The picture is a simple one, and articles starting with the letter "C" will be easy for you to find.

YOUR ANSWER TO THE "C-WORD" PUZZLE



Choose Your Own Prize from the \$8,000 List To Be Given Away

Then Start Your List of "C-Words" and Win That Cash Prize for Xmas

YOUR GREATEST OPPORTUNITY FOR PLEASURE AND PROFIT DURING SPARE TIME--START YOUR LIST OF "C-WORDS" TO-DAY

You may never in your lifetime be given another opportunity such as we are offering you in our Puzzle Game to "play and learn" while earning a big cash prize. You can't help enjoying the hunt for "C-Words" in this Picture Puzzle. All you need is an observing eye. Let's all join in and have a jolly good time. No matter what your age, if you like to solve puzzles, try your hand at this one. It really is not a puzzle at all, for all the objects in the big picture have been made perfectly plain, with no attempt to disguise or hide them. Get a pencil and paper and see how many "C-Words" you can find.

When you have made up your list of "C-Words" send it in along with one, two or three yearly subscriptions to The Mail and Empire at \$5.00 per year, which will qualify your answer for the Big Cash Prizes to be awarded on December 23rd to those sending in the 100 best answers. **YOU CAN WIN A HANDSOME CASH PRIZE FOR XMAS.** Start your list of "C-Words" to-day!

THE \$8,000 PRIZE LIST

Winning Answers will receive the One Hundred Cash Prizes according to the table below:

100 GRAND PRIZES	Prize if No Subscriptions Are Sent	Prize if One Subscription is Sent	Prize if Two Subscriptions Are Sent	Prize if Three Subscriptions Are Sent
1st Prize...	\$30.00	\$50.00	\$100.00	\$200.00
2nd Prize...	25.00	40.00	80.00	160.00
3rd Prize...	20.00	30.00	60.00	120.00
4th Prize...	18.00	15.00	30.00	60.00
5th Prize...	16.00	10.00	20.00	40.00
6th Prize...	14.00	5.00	10.00	20.00
7th Prize...	12.00	3.00	6.00	15.00
8th Prize...	10.00	2.00	4.00	10.00
9th Prize...	8.00	1.50	3.00	6.00
10th Prize...	6.00	1.00	2.00	3.00
11th to 20th Prizes, incl.	4.00	7.00	14.00	30.00
21st to 50th Prizes, incl.	3.00	6.00	12.00	20.00
51st to 100th Prizes, incl.	2.00	5.00	10.00	15.00

In the event of a tie for any prize offered, the full amount of such prize will be paid to each tied participant.

Subscription Rates—Payable in Advance
 The Mail and Empire anywhere in Canada by mail, \$5.00 per year. Delivered by carrier-boy in Hamilton, \$6.00 per year.

Mail Your Puzzle Answers and Qualifying Subscriptions to
C. A. MONTGOMERY, PUZZLE MANAGER
THE MAIL AND EMPIRE
 Toronto, Canada

100 --- CASH PRIZES --- 100

How Prizes Will Be Awarded

The "C-WORD" Picture Puzzle Game is a campaign to increase the popularity of The Mail and Empire. It costs nothing to take part, and you do not have to send in a subscription to win a prize. If your list of "C-Words" is awarded First Prize by the Judges you will win \$30.00; but if you would like to win more than \$30, we are making the following special offer whereby you can win greater cash prizes by sending in ONE, or TWO, or THREE yearly subscriptions to The Mail and Empire.

HERE'S HOW THE BIG PRIZES WILL BE AWARDED.

\$500.00 Instead of \$30 will be awarded to the answer winning First Prize if ONE yearly subscription to The Mail and Empire at \$5.00 by mail has been sent in. Second Prize, \$400.00; Third Prize, \$300.00, and so forth. (See second column of figures in prize list.)

\$1000.00 Instead of \$30 will be awarded to the answer winning First Prize if TWO (new or renewal) yearly subscriptions to The Mail and Empire are sent in. Second Prize, \$800.00; Third Prize, \$600.00, and so forth. (See third column of figures in prize list.)

\$2000.00 Instead of \$30 will be awarded to the answer winning First Prize provided THREE (new or renewal) yearly subscriptions to The Mail and Empire are sent in. Second Prize, \$1,600.00; Third Prize, \$1,200.00, and so forth. (See fourth column of figures in prize list.)

Isn't this the most remarkable and liberal offer you have ever had presented to you? And that's not all! We will give extra amounts on all prizes in the same manner. If your answer is qualified by THREE yearly subscriptions and you win fourth prize, you will receive \$600.00, and so forth down the prize list. You are given an opportunity to participate in 100 Prizes totalling over \$8,000, where the 100th prize with THREE subscriptions wins \$15.00, so that you would get your own subscription money back, also the \$10.00 you sent in for your two additional subscribers should you only win the 100th prize.

FREE

Man and Child
CHRISTMAS

Rev. A. J. ...
 Pastor of the best answers to the Games. The cash prizes will be awarded before Christmas.

Picture?

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Then Start Your List of "C-Words" and Win That Cash Prize for Xmas

EASY RULES

1. Any man, woman or child who lives in Canada and is not a resident of Toronto, and who is not in the employ of The Mail & Empire, may submit an answer.
2. Prize Winners in former Picture Puzzle Games conducted by The Mail & Empire, winning \$200.00 or more, are not eligible to participate in this Puzzle.
3. All answers must be mailed by Wednesday, December 9th, 1921, and addressed to C. A. Montgomery, Puzzle Manager, The Mail & Empire.
4. All lists of names should be written on one side of the paper only, and numbered consecutively 1, 2, 3, etc. Write your full name and address in the upper right hand corner. If you desire to write anything else, use a separate sheet.
5. Only such words as appear in Webster's Dictionary will be counted. Do not use hyphenated, compound or obsolete words. Where the plural is used, the singular cannot be counted and vice versa.
6. Words of the same spelling can be used only once, even though used to designate different objects or articles. An object or article can be named only once. However, any visible part of an object may also be named.
7. The answer having the largest and nearest correct list of names of visible objects in the picture that begin with the letter "C" will be awarded First Prize, etc. No name, style or handwriting have no bearing upon deciding the winners.
8. Any number of people may co-operate in answering the Puzzle, but only one prize will be awarded to any one household, nor will prizes be awarded to more than one of any group where two or more have been working together.
9. In the event of a tie for any prize offered, the full amount of such prize will be awarded to each tied participant.
10. Subscriptions (both new and renewals), payable in advance of \$5.00 per year by mail, or \$6.00 per year delivered by carrier boy in Hamilton, will be accepted.
11. All answers will receive the same consideration regardless of whether or not a subscription to The Mail & Empire is sent in.
12. The prominent Toronto citizens, having no connection with The Mail & Empire will be selected to act as judges to decide the winners, and participants, by sending in their answers, agree to accept the decision of the Judges as final and conclusive.
13. The Judges will meet on December 11th, and announcement of the Prize Winners and correct list of words will be published in The Mail and Empire on December 23rd, and prizes will be mailed to the winners before Christmas.

Your own subscription will count, or subscriptions to start at some future date. Just write on the order when you want the paper started, and it will start promptly on that date. You will find it easy to get subscriptions to The Mail and Empire to qualify your answer for the Big Cash Prizes. It is by far the best daily newspaper published in Ontario.

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