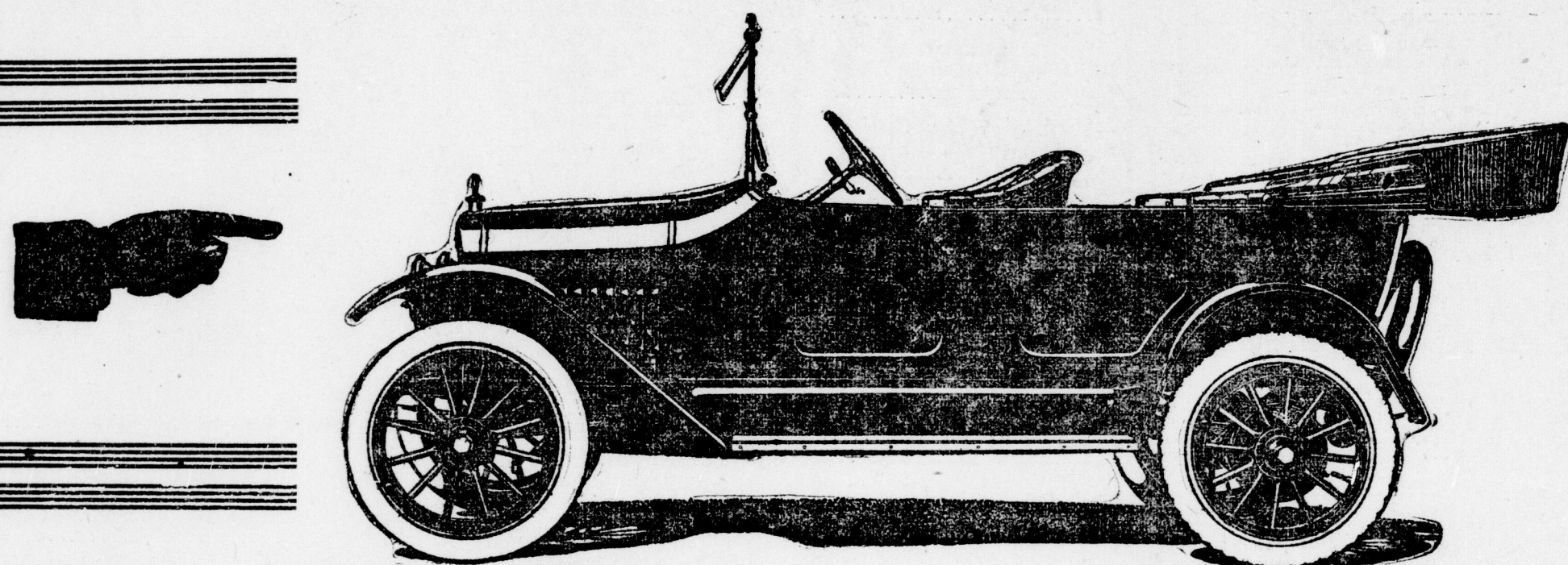


\$935.00 Maxwell Automobile

Is The

Special Prize This Week



This MAXWELL CAR Is the Last Special Prize That Will Be Given In This Contest!

Get every subscription you can, both new ones and renewals, as your success in the contest depends on your work this week

AN EXTRA SUPPLY OF RECEIPT BOOKS WERE PRINTED YESTERDAY, A NUMBER OF WHICH WERE MAILED TO CANDIDATES LAST NIGHT. THIS \$935 MAXWELL CAR WILL BE GIVEN TO THE CANDIDATE TURNING IN THE MOST MONEY FOR BOTH OLD AND NEW SUBSCRIPTIONS AND THE GREATEST NUMBER OF NEW SUBSCRIPTIONS BY 8:30 P.M. SATURDAY, AUGUST 18. THE EXTRA 50,000 VOTE OFFER IS GOOD FOR THIS WEEK, ALSO THE 25,000 EXTRA VOTE OFFER. THIS SPECIAL PRIZE OF AN AUTOMOBILE AND THE EXTRA VOTE OFFERS ARE GIVEN SPECIALLY TO ASSIST CANDIDATES WHO ENTERED LATE IN THE CONTEST. IT WILL GIVE TO YOU, MR. CANDIDATE, A CHANCE TO WIN AN AUTOMOBILE, AND PROBABLY TWO, AS YOU WILL BE PILING UP A TREMENDOUS VOTE TOWARD WINNING ONE OF THE MANY OTHER PRIZES.

**50,000
EXTRA
VOTE**

For every \$15 worth of new subscriptions turned in by 8:30 p.m. August 18.

1,000,000 VOTES!

THIS IS HOW TO GET THEM

Two Three-Year subscriptions, London, \$5 a year	100,000
Bonus on \$30 Worth	100,000
Two Five-Year New Subscriptions, by Mail, \$3 a year	100,000
Bonus on \$30 Worth	100,000
Two Three-Year Renewals, London, \$5 a year	50,000
Bonus on \$30 Worth	50,000
Two Five-Year Renewals, by Mail, \$3 a year	50,000
Bonus on \$30 Worth	50,000
Nine One-Year New Subscriptions, London, \$5 a year	90,000
Bonus on \$45 Worth	150,000
Ten One-Year New Subscriptions, by Mail, \$3 a year	70,000
Bonus on \$30 Worth	100,000
	1,010,000

**25,000
EXTRA
VOTE**

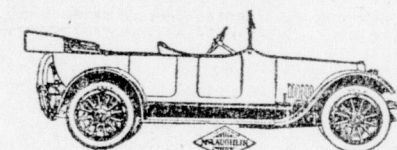
For every \$15 worth of old subscriptions turned in by 8:30 p.m. August 18. This in addition to the regular schedule of votes given on back subscriptions and renewals.

**\$1,000
In
Gold**

Will be given if at any time during the remainder of the contest a better vote offer is given. At no time during the remainder of the contest will it be possible to secure more votes for subscriptions as can be secured by 8:30 p.m. Saturday, August 18. Neither will there be any more special prizes given. This is conclusive evidence, therefore, that the best offers are now on. Get busy!

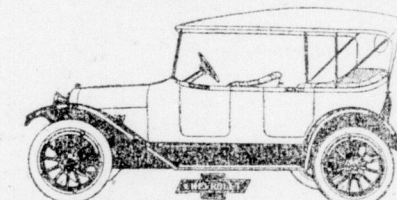
These Are the Big Prizes the Candidates Are Working For---

\$1,600 McLaughlin Touring Car and \$1,000 In Cash



For the candidate getting the greatest number of votes irrespective of districts. The \$1,000 in cash to be donated to patriotic organizations.

Eight Five-Passenger Chevrolet Touring Cars, Costing \$750 Each



One for each of the eight districts, in addition to which will be given \$125 in cash, to be donated to some patriotic organization.

Eight Mason & Risch Pianos, Costing \$400 Each
One for each of the eight districts.

Eight Bedroom Sets

Finished in walnut,
Costing \$150 Each
One for each of the eight districts.
Now on exhibition at Ontario Furniture Co., London.

Eight Cabinets of Silver,
One for each of the eight districts.
Now on exhibition at Smallman & Ingram's, London.

Eight Hoosier Kitchen Cabinets, Costing \$50 Each

One for each of the eight districts.
Now on exhibition at Trafford's Furniture Store, London.

Eight Canadian "WHITE" Sewing Machines, Costing \$50 Each

Now on exhibition at Ontario Furniture Co., London.