

Weather Forecast:
Fair and Warmer

53rd YEAR. No. 22794

The London Advertiser

LONDON, CANADA—THE HOME OF UNBROKEN PROSPERITY.

THE LONDON, ONTARIO, ADVERTISER, MONDAY EVENING, JUNE 11, 1917. 80 COLUMNS.

HOME
EDITION

PRICE, TWO CENTS.

FURTHER BRITISH SUCCESS IN YPRES OFFENSIVE ITALIANS STRIKE AGAIN, TAKING TWO HUN POINTS

COMPULSORY BILL MAKES ALL MALES 20 TO 45 SOLDIERS

To Be Divided in Ten Classes, Starting With Single Men Up to Thirty-One Years—Exemption Boards for Each County.

Toronto, Jan. 11.—The United Press Ottawa correspondent says today:

"This afternoon Sir Robert Borden will introduce his conscription bill for its first reading. According to its provisions all men between 20 and 45 are declared to be soldiers. They are to be called up in about ten classes, 20 to 23, then 23 to 27 and 27 to 31 single.

"The married men will then be started with, and if the necessity arises will go up to the limit.

"All those who have been married since May 18, when the bill was first announced, will be classed as single. Exemption boards will be created in each county to consider applications for exemption. Elements in exemption will be civil occupations in industries considered to be vital to the state, such as agriculture, munitions work and other lines of activity.

"The number of dependents will be another feature in determining exemptions."

MILITARY CHAPLAIN SAYS THE CANADIANS LEAD CLEAN LIVES

Soldiers in France and England Not Immoral, as Charged.

ASSEMBLY HEARS REPORT

Efforts Made To Have Evil Influences Near Camps Removed.

Montreal, June 11.—At the Presbyterian General Assembly the report of the military service board, which investigated reports of drunkenness among Canadian soldiers overseas, was presented.

Rev. Dr. Baird, Winnipeg, chairman of the military service board, outlined the work done by this body. He referred with regret to the grave reports received from the front lines of Canadian soldiers in Great Britain. The board had acted promptly. Presbyterians had been urged to bear with the military authorities here in England, and they had had no assurances as to any great change in conditions. The campaign would be continued.

Rev. Dr. Fraser, Owen Sound, a military chaplain, said that the majority of Canadian boys in England and France were living as clean lives as they were.

Charges Exaggerated.

He had been told and knew that the only fault he could lodge at them was that they smoked considerable quantities of cigarettes. The Canadian Government had done its utmost to keep things clean and sober. If there was a fault it rested outside this country. The moment the men boarded a transport they became a part of the British expeditionary force. The allegations about the military authorities in England about the social evil and drastic legislation had been exaggerated. The Canadian army had been more than the British Tommy because he got more money. If these evils were modified the war would not have been an unmitigated evil.

The College Report.

Rev. Dr. Bruce Taylor, Montreal, presented the report of Presbyterian colleges both in theology and arts owing to the war. The college at Halifax suffered from decreases in revenue, though it added \$15,000 to its capital account. Morris College, Quebec, though it had no staff and no students, did useful educational work with its funds. Ottawa Ladies' College has been able to meet its current expenditure and make a payment of \$1,200 on an annual interest indebtedness of \$3,300. The assembly asked to assume some responsibility for the financial obligations. The college, which suffered by war conditions, but though continued on page three.

GOVT. MAY FIX THE PRICE OF FUEL TO CAN. CONSUMERS

OTTAWA, June 11.—Sir George Foster is expected in the House today to outline the provisions of an order-in-council dealing with the fuel supply. His object is to guarantee sufficient coal for consumers, possibly also going so far as to fix the price.

REDMOND EULOGIZED BY BRITISH PREMIER

LONDON, June 11.—In the Commons today Mr. Lloyd George delivered a eulogy of Mr. Redmond, whose death from a wound received at the front was announced last week. He said Mr. Redmond was, above all, Irish, and felt the war was Ireland's great opportunity for winning liberty for herself by fighting side by side with Great Britain in the world struggle for freedom.

LIBERAL RANK STANDS CLOSE, SIGNS OF SPLIT LESS EVIDENT

Party at Ottawa Is Hanging Together and Subordinating Differences.

[Special to The Advertiser.]

Ottawa, Ont., June 11.—Pending the presentation this afternoon of Sir Robert Borden's conscription bill, there is a tendency in the ranks of the Liberals today to hang together, despite demonstrations and speeches at the Liberal conscription meeting on Saturday night, which pointed to a definite break in the party on this momentous issue.

This morning there appeared to be noticeable closing up of Liberal ranks and subordination of differences of opinion, at least until the details of the bill may be discussed.

It is stated here today that Lieut.-Col. P. E. Blundin will be recalled to the cabinet to act as secretary of state, and again administer the postoffice department in succession to Hon. E. L. Patenaude.

LORD NORTHCLIFFE REACHES STATES TO HEAD WAR MISSION

Will Represent Britain Along Commercial and Industrial Lines.

An Atlantic Port, June 11.—Lord Northcliffe, on an errand to America to co-ordinate British activities as a commercial representative of the British Government, arrived in the United States today on the American steamship "Albatross."

As virtual head of the British war mission in this country, Lord Northcliffe, owner of the London Times, and other English newspapers, comes not, it is understood, as a diplomatic representative, but to work along industrial and economic lines in the furtherance of his Government's interests in America.

In this connection he is expected to co-operate with Canadian officials. French high commissioner in the United States, Lord Northcliffe issued the following statement:

"The war cabinet has designated me head of the British war mission to the United States, and I have been instructed to try to co-ordinate the work of the various admirable British organizations already established here. Until I present credentials at Washington it is impossible, of course, for me to make any further statement.

"I can, however, express my very great personal pleasure at being again in America, which I have so often visited, and which has many delightful associations and friendships for me.

"I am, however, expressing a profound sense of grateful appreciation to the British war mission in this country, and to the many individuals and organizations who have assisted me in my work."

BULGARIANS WILL NOT MAKE WAR ON GREECE, SAYS BULGAR PREMIER

Declares They Are Ready at Any Time to Clean Up Allies.

Berlin, June 11.—Bulgaria has no intention of trying to carry the war into Greece, according to a statement made by the Bulgarian premier, M. Radoslawoff, in an interview with the London Times on Saturday. The premier said that the Bulgarians were in a position to fight the war, but they were not going to do so until they were forced to do so.

"It is not in the direction of our politics, however, to carry the war into Greece," he said. "The violations of international law which the Entente has permitted itself in Greece are no incentive for us to follow suit. In spite of the fact that the Entente has forced Greece to remain neutral, we are not going to do so."

"Even without taking the offensive, we are looking to the future on this front with complete confidence. Things are going our own way, and the same good will on the Russian front. We are fully informed of the state of affairs in Russia, where confusion is far worse than admitted. No danger is menacing us from this source."

Asked regarding the Bulgarian attitude toward Rumania, Premier Radoslawoff answered: "The Bulgarians are only claiming territory in which Bulgarian is spoken."

CALLS CONSCRIPTION CANADIAN REVELLE

Montreal, June 11.—In his sermon at Knox Church yesterday, Rev. Dr. W. T. Herdridge, Ottawa, declared that anyone who striven to come to religious and political strife is really a traitor, playing into the hands of our common foe.

Referring to conscription, he declared that there was no need for the nation being disrupted by such a measure. "It is simply the reveille that calls a sleeping camp to arms," he said.

PERSHING AND PAGE LUNCH WITH GEORGE

LONDON, June 11.—Gen. Pershing and United States Ambassador Page took lunch with King George and Queen Mary at Buckingham Palace today. The king has invited the enlisted men in Gen. Pershing's party to visit the palace on Tuesday.

HOW GERMANS DROP TONS OF BOMBS OVER ENGLAND



This picture shows the "Roland" bomb-dropping apparatus as worked from a German airplane. The apparatus, which weighs 15 pounds, consists of bomb tubes, tube covers and pedal board, so arranged that the observer may operate with his foot.—Drawn by D. Macpherson in the London Sphere.

CADORNA RESUMES HIS OFFENSIVE; CARRIES THE PASS OF ANGELLO AND CAPTURES AN AUSTRIAN TOWN

Rome, June 11.—Via London.—The Italians have resumed the offensive. Today's official statement says they have captured Monte Ortigara, east of Cima Undice, and have carried Angello Pass.

RUSS AND HUN RULERS HAD PEACE PACT READY TO SIGN WHEN REVOLUTION CAME

Negotiations Had Been Virtually Completed, Declares Russian Prince, for a Separate Peace, Which Would Have Been Signed in a Few Days.

Christiania, June 11.—Prince Peter Kropotkin, the Russian Socialist leader, who has been in exile in England for many years and was invited to return home by the revolutionary government, has arrived in Christiania on his way from London to Petrograd. He issued a statement to the Norwegian press warning "all true friends of peace" against any attempt to hinder Germany's defeat.

"Such fantastic dreams as German domination from Berlin to Baghdad must be given up," he said. "France must have Alsace and Lorraine. The independence of Poland must be assured. Until that is done Russia must and will fight for victory."

PERSHING'S OFFICERS AT FRENCH CAPITAL

Paris, June 11.—The first contingent of American officers of Major General Pershing's staff arrived here this morning without formalities.

The officers have come to look over a large amount of work preliminary to their arrival. Informal conferences were held during the day between French and American officers.

ANOTHER RELIEF SHIP IS REPORTED SUNK

LONDON, June 11.—The Belgian relief commission has received an unconfirmed report that the Norwegian steamship "John Bakke," 1,611 tons displacement, with 2,000 tons of wheat for Belgium by way of Rotterdam, has been sunk.

ESTERHAZY SELECTED HUNGARIAN PREMIER

Berlin, June 11.—The Budapest correspondent of the Berlin papers describe the appointment of Count Esterhazy as premier as a lightning stroke, and say that the failure of Dr. Wekerle to form a coalition cabinet was due to the refusal of Count Andrássy and Apponyi to accept portfolios on the ground of their advanced years.

Esterhazy is a graduate of Budapest and Oxford universities, and a cousin of Prince Hohenlohe, first court chamberlain to the Austrian Emperor.

HAIG GATHERS MORE OF GERMAN'S GROUND IN BELGIUM ADVANCE

STOP PACIFISTS GOING TO RUSSIA

LONDON, June 11.—The National Seamen's and Firemen's Union which prevented Frederick W. Jowett, president of the Independent Labor Party, and James Ramsay MacDonald, chairman of the Labor party, from sailing for Petrograd to meet Russian Socialists, on the ground that they are pacifists, has asked the American Union to prevent the departure of pacifists who must attempt to leave American ports.

Currie or Turner May Succeed Byng As Canadians' Head

Considered Probable Latter Has Been Given Higher Command.

Ottawa, June 11.—The militia department knows nothing of the retirement of Gen. Byng, commander of the Canadians, but it is surmised that he is going to a higher command. It is considered probable he may be succeeded by a Canadian—Gen. Currie or Gen. Turner.

RUSSIAN WOMEN ARE TO INSPIRE TROOPS BY FIGHTING HUNS

Minister of War's Wife Enlists in Regiment 800 Strong.

Petrograd, June 11.—The propaganda in favor of a "women's fighting regiment" has made considerable progress. Eight hundred volunteers have already enlisted, among whom it is reported, is the wife of the war minister, A. P. Kornyeyev. Mme. Schabanoff, president of the Pan-Russian Women's League, declares herself in favor of the plan. She says it is the only means to fire the courage and devotion of the men. Ensign Mile. Bouchkareff, the originator of the plan, who has been decorated with the Medal and Cross of St. George for courage in the field, has quarrelled with those who aided her in the organization of the regiment, and has left Petrograd for the front because the others rejected her demand for spartan discipline, with punishment of execution for the smallest breach of discipline if thrice repeated. The corps will be formed without design but will be based on voluntary discipline.

ALL PARTIES TO BE REPRESENTED AT THE IRISH CONVENTION

LONDON, June 11.—John Redmond, the Nationalist leader, who is invited to nominate five members of the Irish convention, Premier Lloyd George announced in the House of Commons today. Sir John Lonsdale will be invited also to nominate five members, the premier added, and William O'Brien two members. There would be ten Irish representatives, five members of the Irish Unionist Alliance, five Feinians and fifteen members nominated by the Government.

LONG DROUGHT ENDS IN WESTERN FIELDS

Winnipeg, June 11.—Rain fell yesterday and last night in many parts of the western provinces, and the long drought seems ended. Following an electrical storm which broke over Winnipeg at midnight, rain began to fall and continued during the remainder of the night and still is falling this morning. It is believed the rain is general throughout Manitoba and a large part of Saskatchewan, while Alberta had not felt the same need of moisture.

THE WEATHER

LOCAL TEMPERATURES.

Following were the highest and lowest temperatures recorded in London during the 24 hours previous to 8 o'clock last night: Highest, 74; lowest, 57.

The official temperatures for the 12 hours previous to 8 a.m. today were: Highest, 68; lowest, 46.

TOMORROW—FAIR AND WARMER.

Forecast.

Variable winds; fair and warmer today and on Tuesday.

Temperatures.

The following were the highest and lowest temperatures recorded in London during the 24 hours previous to 8 a.m. today:

Stations	High	Low	Weather
Ottawa	58	44	Fair
Calgary	48	40	Fair
Winnipeg	48	40	Rain
Port Arthur	48	40	Fair
Perry Sound	48	40	Fair
St. Stanley	48	40	Fair
St. John's	48	40	Fair
Toronto	50	40	Fair
Kingston	50	40	Fair
Ottawa	50	40	Fair
Montreal	50	40	Fair
Quebec	50	40	Fair
Father Point	50	40	Fair

Rain has fallen in nearly all portions of the Western Provinces, and in several localities heavy rain has also occurred in Eastern Ontario, Western Quebec and in the southwestern portion of the Maritime Provinces.

British Commander Reports An Additional Gain to the South of Messines.

LONDON, June 11.—The British have made an additional advance south of Messines, according to an official statement issued by the war office this morning.

The statement follows: "There was considerable artillery activity on both sides during the night east of Ypres. Bodies of hostile troops, assembling in this area were dispersed by our fire. We made a successful raid last night northwest of La Bassée. Much damage was done to the enemy's trenches and mine galleries, and sixteen prisoners were captured. Parties of our troops also raided German positions east of Vermelles and south of Armentieres. They inflicted a number of casualties on the enemy.

"Our own and the enemy's artillery showed great activity last night south of Ypres. Our line has again been advanced slightly south of Messines."

ACTIVITY ON THE DUNES.

Berlin, June 11.—Via London, 4:15 p.m.—There was a considerable increase yesterday in the artillery activity in the sector of the Dunes on the Belgian front near Nieuport and east of Ypres, says the day's army headquarters' announcement.

THE WAR SITUATION

The wiping out of the German salient at Messines appears to be merely the prelude to a projected battle of a far mightier description, after a German reaction of a surprisingly feeble character. The British have resumed trench raids over a front reaching from north of Ypres to as far south as Epehy, a distance of about seventy miles as the crow flies, but far more than this along the tortuous windings of the battlefield.

May Threaten Sub Bases.

The official announcement of raids north of Ypres is of especial interest in view of the recent frequently reported heavy artillery fire on the Belgian front. Some weeks ago the Germans made a voluntary retreat from in front of the Belgian lines, a fact little noted at the time in the pressure of trench raids over a front reaching from north of Ypres to as far south as Epehy, a distance of about seventy miles as the crow flies, but far more than this along the tortuous windings of the battlefield.

Another gleam of light has pierced the dark clouds hanging over Russia. The Cossacks have again vowed their determination to support the Provisional Government, and there are indications that they will receive strong backing from the peasants.

POLICE INSPECTOR FATALLY HURT IN ROW WITH FEINERS

Wounded While Preventing a Meeting of Irish Rebels at Dublin.

Dublin, June 11.—Via London.—Police Inspector Mills was injured fatally last night while preventing the holding of a meeting called by Irish rebels. He died early this morning. Several Sinn Féin men were arrested. The British forces in Ireland, had forbidden the holding of the meeting, but in spite of his order, 2,000 persons gathered on the streets of Dublin. The police, under the command of Sir John MacDonnell, were ordered to disperse the meeting. The police used force, and several persons were injured. Inspector Mills was one of the police who was injured. He was taken to the hospital early this morning. His assailant has not been arrested.

DEATH OF REDMOND WILL HELP DESTROY DISCORD IN IRELAND

LONDON, June 11.—The comments in the morning papers on William Redmond's death are warmly sympathetic. Hope, even expectation, is expressed that his death may bring about a long Irish convention and influence it towards a settlement of Ireland's weary distress. The hearty co-operation of the Irish Nationalist and Unionist at Messines is emphasized in the same sense.

GENERAL ASSEMBLY COMING TO LONDON FOR 1918 SESSION

Presbyterians Decide Upon St. Andrew's Church for the Next Parliament.

Montreal, June 11.—The Presbyterian General Assembly will meet in 1918 in St. Andrew's Church, London, Ont. This was decided at the assembly meeting in Erskine Church this morning. The commissioners also accepted a recommendation that a revised book of praise be published. The remainder of the session was taken up with consideration of reports of church colleges.

OLD KEYMAN DEAD.

Winnipeg, June 11.—Samuel Hitchinson of the G. T. P. telegraph department is dead, aged 70. He was born at St. Catharines and came here from Toronto in 1890 to take over the management of the G. T. P. telegraph department.

Ladies' Canva
Low-Cuts,

With Leather Sole

THE only way
a shoe is, is to
see our Low-Cut
Ladies you will a
exceptional value

have one that will
prices \$1.25 \$1.50

prices, \$1.20, \$1.50

**SEND U. S. MESSAGE
TO EACH SOLDIER,
SAYS RUSS PAPER**

**Wilson's Statement of War
Aims Approved at Petro-
grad and London.**
Petrograd, June 10.—Via London, June 10.

President Wilson's note to Russia dealing with the aims of the United States in the war was published today by all the morning newspapers. The Novoye Vremya, however, is the only journal which comments editorially on it.

"The aim," says the Novoye Vremya, "is to meet the artfulness with which Germany has sought to ensnare Russia in public opinion. The American president realizes the source of the desperate agitation which has been made in Russia and under the banner of social democracy has falsified pacifism. A copy (of the note) must be given to every soldier, workman and peasant."

"It must open the eyes of everyone who is asleep."

and criminal stories that the war was started by capitalists for their own benefit. The Russian democracy will be able to see the difference between the straightforward words of the American democracy and the crude lies by which the servants of the German Emperor are trying to deceive the world."

message to Russia is given prominence in the morning papers, which indorse it enthusiastically. The Morning Post declares that it is one of the most memorable documents issued by any state during the war. The Post continues: "Friendly in tone, it is a prophetic orator. It dismisses dangerous illusions and sets in their place realities that have to be faced, if the friends of freedom are not themselves to betray the cause they proclaim."

The Post hopes that the president's heroic deed will afford

**ARTILLERY WAS ACTIVE
DURING NIGHT HOURS
ALONG FRENCH FRONT**

Paris, June 11—(Noon).—There was active artillery fighting last night north of the Somme, the war office announced. A German raid west of Cerny was repulsed.

The announcement follows:

"There was rather unusual activity of the artillery on both sides north of the Somme, and in the region of Cerny. To the west of this village the enemy attempted a new surprise attack and was repulsed. Four gunners occurred near Hill 304 and in Woivreux. The night

DEATHS AND FUNERALS

FUNERAL OF THOMAS HOPWOOD
The funeral of Thomas Hopwood, whose death occurred on Tuesday last, took place Saturday from the funeral parlors of Smith, Son & Clarke, to Mount Pleasant Cemetery. The service was conducted by Rev. H. B. Ashby, and

The funeral was in charge of Hackett, L. O. B. L., and of the L. O. L. of Mount Brydges, of which the deceased was a member. The service at the grave was conducted by Past County Master Joseph Murray and Anthony Nevin.

The pallbearers were Messrs. Johnston, Altkan, Farrell, Georgehan, White,

DEATH OF CHRISTOPHER DOWNEY
Christopher Downey, for 25 years a resident of London, died at his home, 99 Abblon street, this morning after a lengthy illness. He was born in Dorchester and is survived by two brothers, Arthur and John.

ers and two sisters—William of New York, Martin of Los Angeles, Anna and May at home. Funeral arrangements have not been completed.

DEATH OF MRS. LAWRENCE.

Mrs. A. Lawrence died in Toronto today after an illness of nearly a year. She was the widow of L. T. Lawrence, who was formerly a partner with J. A. Cairncross in the drug business of Cairncross & Lawrence, and who died several years ago. Until a year ago

she resided in the city. Her mother, Mrs. A. D. Cameron of London is in Toronto. The funeral will be held here on Wednesday.

FUNERAL OF GEORGE ROBINSON.
The funeral of George Robinson, who died on Wednesday, was held on Sat-

Monday from his late home, 31 Oxford street west. Funeral service at the house was conducted by Rev. J. D. Richardson of the Empress Avenue Church. Miss Gwendolyn Ware sang. Hackett L. O. B. L., No. 805, was in charge of the funeral, and the service at the grave in Mount Pleasant Cemetery.

The pallbearers, members of Hackett Lodge, were: Henry Wallace, Thomas Fox, Ernest Langford, Frank Neely, Joseph Murray and Anthony Nevin.

London, June 11.—Replying to a question in the House of Commons today regarding Nord Northcliffe's mission to America, Lord Robert Cecil, minister of blockade, said that in order to co-operate fully with the Government of the United States in the conduct of

the war several missions representing a number of the British Government departments had for some time been in America. It was necessary that there should be someone at the head of these missions to revise and co-ordinate their work, and Lord Northcliffe, the minister said, had undertaken this task, which was not in any sense of a dual-

which was not in any sense of a diplomatic nature.

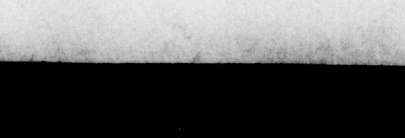
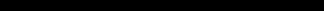
THAT PRESCRIPTION

You are sure of having it filled properly
with fresh quality Drugs at

ANDERSON & NELLES

Druggists,
268 DUNDAS STREET, LONDON.

237



\$16,000.00 TO BE GIVEN IN PRIZES

The London Advertiser Will Inaugurate the Greatest Voting Contest Ever Attempted in the District

Automobiles, Pianos, Beautiful Bedroom Sets, Cabinets of Silver and many other costly articles to be given away.

\$2,000 In Cash for Patriotic Organizations

The whole of Western Ontario is to participate in the biggest contest ever put on. The territory will be divided into districts, with identical prizes for each district, so that, in fact, there will be eight contests in progress at the same time. Automobiles, pianos, phonographs or other automatic musical instruments, costly bedroom sets, cabinets of silver, and other articles, all of first-class quality and worthy of a place in the best of homes, will be donated in the various districts.

The winner in each district will receive an automobile, and, in addition, a check, to be given to any patriotic organization he or she may select.

The candidate in the entire territory receiving the highest number of votes will get a magnificent touring car, and, in addition, a check for \$1,000, to be used for patriotic purposes.

All the other prizes will be worth working for. Watch The Advertiser for a list, which will be announced in a few days.

THE OBJECT OF THE PRIZE CONTEST

The object of this big undertaking is to secure new prepaid subscribers to the Morning, Noon and Evening Advertiser, also to secure renewals and collections of back subscription accounts, and while doing this to ascertain who are the most ambitious, persevering and determined men and women of Western Ontario. It costs you nothing to participate in this contest. If you wish, you may enter as a candidate some friend who is now overseas, and surprise him upon his return by presenting him with an automobile.

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 for the inspection of the candidates after the close of the contest. A committee of well-known businessmen will count the votes and decide upon the prize-winners. The count of votes will be public—all candidates and their friends may be present.

The Districts

DISTRICT NO. 1—Includes all territory within the municipal boundaries of the city of London.

DISTRICT NO. 2—Two counties, Essex and Kent.

DISTRICT NO. 3—Two counties, Lambton and Middlesex, except the city of London.

DISTRICT NO. 4—Two counties, Elgin and Norfolk.

DISTRICT NO. 5—Two counties, Oxford and Brant.

DISTRICT NO. 6—Two counties, Waterloo and Wellington.

DISTRICT NO. 7—Two counties, Huron and Perth.

DISTRICT NO. 8—Two counties, Bruce and Grey.

NOT LUCK! NOT CHANCE!
EFFORT ALONE
WILL WIN THE PRIZES!

Subscription Price

of the

Morning, Noon or Evening ADVERTISER

DELIVERED BY CARRIER IN CITY OF LONDON.

Six Months	\$2.50
One Year	\$5.00
Two Years	\$10.00
Three Years	\$15.00

DELIVERED BY MAIL OUTSIDE CITY OF LONDON.

Six Months	\$1.50
One Year	\$3.00
Two Years	\$6.00
Three Years	\$9.00

VOTING POWER OF NEW SUBSCRIPTIONS.

A new subscriber is one whose name was not on The London Advertiser's lists when this Contest started.

\$1.50 paid in on new subscription	2,500 votes
\$2.50 paid in on new subscription	3,000 votes
\$3.00 paid in on new subscription	7,000 votes
\$5.00 paid in on new subscription	10,000 votes
\$6.00 paid in on new subscription	15,000 votes
\$7.50 paid in on new subscription	20,000 votes
\$9.00 paid in on new subscription	25,000 votes
\$10.00 paid in on new subscription	30,000 votes
\$12.00 paid in on new subscription	40,000 votes
\$15.00 paid in on new subscription	50,000 votes

VOTING POWER OF OLD SUBSCRIPTIONS

An old subscriber is one whose name was on The London Advertiser's lists when this Contest started.

\$1.00 paid on an old subscription	200 votes
\$1.50 paid on an old subscription	400 votes
\$2.50 paid on an old subscription	1,000 votes
\$3.00 paid on an old subscription	1,500 votes
\$5.00 paid on an old subscription	3,000 votes
\$6.00 paid on an old subscription	4,000 votes
\$7.50 paid on an old subscription	6,000 votes
\$9.00 paid on an old subscription	9,000 votes
\$10.00 paid on an old subscription	15,000 votes
\$15.00 paid on an old subscription	25,000 votes

All new subscriptions will date from the day The Advertiser commences delivery. For instance, if a subscription is given on June 1, 1917, and does not start until June 10, the date will be June 10, 1917.

15,000 EXTRA VOTES will be allowed each candidate for the first new daily subscription turned in, which is a year or more in length. Competitors will be furnished extra receipt books for friends who wish to assist them in winning one of the costly prizes. Send or bring all remittances for same direct to the Contest Department of The London Advertiser, and a receipt of same vote certificate will be issued. All checks, drafts, money orders, etc., are to be made payable to The London Advertiser Company. All personal checks must be marked "accepted" by the bank on which they are drawn.

If you haven't sufficient room to write all the instructions on the face of the stub, you may write on the back of same.

TWO GRAND PRIZES

The candidate securing the greatest number of votes in this contest, irrespective of districts, will be awarded a **Magnificent Passenger Touring Car**, and will be given \$1,000 in cash to be donated to any patriotic organization in the district in which the candidate lives.

15,000 Extra Votes

will be given to each candidate for the first new daily subscription to the Morning, Noon or Evening Editions of The Advertiser for one year or more which they turn in. These votes will be given in addition to the regular scale of votes allowed under the vote schedule found elsewhere on this page. These 15,000 EXTRA VOTES mean a big start toward winning the big passenger automobile, or one of the other automobiles or prizes.

Information, Rules and Conditions of The Advertiser's Big Prize Contest

Everyone over the age of 16, 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 over 16 are acceptable as candidates.

Candidates may nominate themselves. Nominations must be accompanied by the proper address of candidates.

No employee of The Advertiser or members of an employee's family can enter or compete for any of the prizes. The Advertiser reserves the right to reject any nominations.

Nominations may be made at any time during the Contest.

Vote coupons good for 100 votes will be published in The Advertiser, which, when neatly cut out, name filled in, and brought or mailed to the Contest Department of The Advertiser, will count for the amount thereon.

Votes cannot be purchased. They must be secured by clipping them from The Advertiser or by securing subscriptions.

All remittances must be accompanied by subscriber's name and address.

All votes issued on subscriptions are good until the end of the Contest, and will be polled at the discretion of the candidate or subscriber.

Candidates who seek to lessen competition by discouraging other competitors, or whose friends endeavor to lessen competition by the same means, will be disqualified, and dropped from the Contest.

Votes are not transferrable except under the following circumstances: If a candidate wishes to withdraw from the contest he or she may change the votes to a suitable substitute, but said substitute must be a new candidate who has not been before accepted in the contest.

A committee of well-known businessmen will be selected by The Advertiser 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 Judge's Final Count of votes.

Cash must accompany all subscriptions where votes are to be issued.

The list of candidates and the number of votes polled will be published periodically during the Contest.

Active voting begins June 15, but candidates may start subscription-getting at once.

In case of a tie, the prize will be equally divided among those polling a tie vote.

The Advertiser reserves the right to alter the rules and regulations or any of the offers except a reduction in the prize list, the protection and the best interests of the candidates and newspaper.

The Advertiser 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 coming from the rules or statements published in The Advertiser will be recognized in the contest.

Candidates influencing or attempting to influence any of the Judges shall forfeit all rights to a prize.

A candidate is not required to be a previous subscriber to The Advertiser to enter the competition.

Persons who enter and take part in this Prize Contest, themselves to abide by the foregoing rules.

Time for Winning Is Short!

The Big Prize Contest will last only ten weeks, a very short length of time, considering the value of the prizes to be won. The opening date will be June 15, and the first published list of candidates and the votes cast for each will be published in the editions of The Advertiser on the following date. Candidates may begin vote-gathering at once, however, and votes will be issued for subscriptions turned in from today on. Receipt books are ready at the Contest Department of The Advertiser, Dundas

Street, London. If you cannot call, phone 3670 or write the Contest Manager for supplies.

On August 24, at midnight, the Big Prize Automobile Contest will come to a close—just ten weeks in which to win a handsome automobile or an elegant piano or some other costly prize.

SEND IN YOUR NOMINATION NOW AND GET THE EARLY START.

A TIP ON HOW TO

First—Enter the competition by sending in a nomination blank properly filled out. The nomination blank is good for 5,000 votes, and only one Nomination Coupon will be accepted for any one candidate.

Then enlist the aid of your friends and neighbors. Use your telephone. Let them all know that you are a candidate before

they promise their help to some other candidate.

Be ambitious and determined to win from the start. If you have friends you cannot see at once, write them.

Votes will be given on new subscriptions and on renewals of standing subscriptions, also on payments of arrearages.

Call or send to The Advertiser Contest Office, Dundas Street,

Nomination Blank

GOOD FOR 5,000 VOTES

Nominate Yourself or a Friend.

PRIZE CONTEST DEPARTMENT OF
THE ADVERTISER:
Dundas Street, London.

Gentlemen,—I hereby nominate as a candidate in your Automobile Prize Contest:

Name

Address

Nominated by

Address

NOTE—Only one nomination blank will be accepted for any one candidate.

A special office has been fitted up in The Advertiser building for the exclusive use of the Contest Manager. The office hours of the Contest Department for the present will be from 9 in the morning until 6 in the evening. By appointment, conferences may be had at The Advertiser office, your home or place of business at any time in any one of the eight districts.

Don't hesitate. Plunge right into the Prize Contest while the plunging is good. Get in on the ground floor. Start at the beginning. Do not admit to yourself that any other person can excel you. You have a better chance of securing the big touring car or other costly prizes.

Address All Communications to PRIZE CONTEST DEPT. of The London Advertiser,
Dundas Street, London, Ont. Local and Long Distance Phone 3670

