

\$100.00 IN MERCHANDISE FREE

PROWSE BROS., LTD., MAKE EXTRAORDINARY OFFER TO CANDIDATES IN EXAMINER COMPETITION—WILL AWARD GOODS FROM THEIR STORE TO THE VALUE OF \$100 TO THE CANDIDATE WHO COLLECTS THE MOST SUBSCRIPTIONS TO THE EXAMINER DURING NEXT TWO WEEKS—A GRAND OPPORTUNITY FOR SOME CANDIDATE TO SECURE A NEW OUTFIT. CALL AT THE STORE TO-DAY—SELECT THE NEW SUIT, OR HAT OR SHOES ETC! YOU WANT—THEN GET BUSY AND WIN THEM—\$100 IN MERCHANDISE FREE FOR THE NEXT TWO WEEKS EFFORT.

The Story of This Great Offer

That the business men of Charlottetown are keenly alive to the Great Interest being taken in the Guardian and Examiner Automobile Competition is evidenced today by the offer of a Special Prize in the form of \$100 worth of merchandise to be awarded by Prowse Bros., Limited.

This is an offer extraordinary and the Examiner is delighted to be able to announce this splendid EXTRA reward to the candidates in the Big Competition. Merchandise to the value of \$100 from one of Charlottetown's greatest department stores is a prize well worth the best efforts of the contestants. This prize will be awarded to the candidate who turns in the largest amount of money on EXAMINER subscriptions between July 25th and August 6th. The points of course, secured on all these subscriptions will also count on the regular prizes in the Great Competition which will be given at the close of the competition. From this it will be plain to everyone that Special EXTRA Prizes will not conflict in any way with the main competition. Below is a letter from Prowse Bros., outlining their splendid offer. Take advantage of this candidates, and commence at once piling up the subscriptions that will win this EXTRA \$100 in merchandise.

Charlottetown, P. E. I.,
July 23, 1921
Examiner Publishing Co.,
Charlottetown, P. E. I.

Gentlemen:—
Like everyone else in Charlottetown we have become interested in the extraordinary Automobile Competition now being conducted by the Examiner and the Guardian.

In order to prove our interest we propose to give a Special Prize to be competed for by your candidates

This is the proposition:—To the candidate turning in the largest amount of money on Examiner subscriptions between July 25, and August 6th both dates inclusive we will award goods in our store up to the value of \$100. The winning candidate may make his or her own choice in the selection of the merchandise to the value of \$100.

It is understood of course that this Extra reward will not conflict in any way with your main competition, and points of course secured on all Examiner subscriptions in winning the Special Prize will be counted on the regular prizes to be awarded at the close of the competition.

May I take advantage of the occasion and say that you have my best wishes for the successful termina-

tion of the competition enterprise. As an advertiser of Charlottetown newspapers I am naturally concerned in any plan which contemplates extending the circulation of mediums through which my announcements reach the public. A merchant's success depends largely upon the number of people he is able to talk to, and I understand that every attempt on the part of the newspaper to increase its number of readers is the result of determination to give the advertiser the greatest value for his money. Advertising is of value according to its distribution. For this reason I believe that the Automobile Competition idea is a very good thing for the business men of the community. I recall very few successful newspapers which have achieved power in their community by pursuing a "stand still" policy. This applies to the entire continent.

No one who has any idea of what it costs to secure and retain newspaper circulation expects the Guardian and Examiner to make any money out of the Automobile Competition. On the contrary it would be singular if a newspaper were to do more than break even on the undertaking. Because this is true, the opportunity presented to the candidates is a real one. The man who talks the contrary is either ignorant or selfishly concerned in defeating your purpose. Awaiting the pleasure of congratulating the winner. We are,

Yours very truly,
PROWSE BROS LTD.

**EXTRA
POINTS
THIS
WEEK**
**This \$15.00
Club Offer
Positively
Closes Next
Saturday
Night**

50,000 Extra Points This Week

On every \$15 Club of subscriptions turned in this week, candidates will receive an EXTRA point ballot of 50,000 EXTRA points. The \$15 Club may consist of subscriptions ranging in length from one year up, either to The Guardian, or Examiner, on all arrearage subscriptions, renewal subscriptions and new subscriptions, also on every \$15 worth of subscriptions turned in since the close of the last EXTRA Vote Offer.

WILL NOT BE GIVEN AGAIN

This \$15 Club offer will not be given again during the remainder of the Competition IT IS FOR THIS WEEK ONLY. No EXTRA votes will be given for a part of a \$15 Club. Get busy at once and see how many of the EXTRA points you can secure before next Saturday night, July 30.

ONLY SUBSCRIPTIONS TO THE CHARLOTTETOWN EXAMINER counts on the special prize \$100 Merchandise Prize.

Opportunity for New Candidates

Join the Competition to-day—Win the Extra \$100 Merchandise Prize—Everybody starts even—Only Subscriptions secured between to-day, July 25th and August 6th (both inclusive) will be counted—Start at once and win—\$100 will buy you many new articles of wearing apparel—The winner may select anything in the store up to the value of \$100—A grand reward for two weeks effort—Start at once—Don't delay a minute.

FILL IN THIS
BLANK

It is not too late to
enroll in the contest.



Nominate Yourself

The Charlottetown Guardian Auto
Prize Competition
NOMINATION BLANK

Gentlemen:
I nominate _____
Address _____
Nominated by _____

10,000 FREE POINTS

given with the first nomination for each new member. The names of persons making nominations will not be divulged.

ENROLL YOUR NAME EARLY

Extra Points This Week

50,000 EXTRA Points will be given this week besides the regular point schedule, for every \$15 worth of subscriptions turned in by next Saturday night.

\$ 15 worth of subscriptions this week will bring	50,000
\$ 30 worth of subscriptions this week will bring	100,000
\$ 45 worth of subscriptions this week will bring	150,000
\$ 60 worth of subscriptions this week will bring	200,000
\$ 75 worth of subscriptions this week will bring	250,000
\$ 90 worth of subscriptions this week will bring	300,000
\$105 worth of subscriptions this week will bring	350,000
\$120 worth of subscriptions this week will bring	400,000
\$135 worth of subscriptions this week will bring	450,000
\$150 worth of subscriptions this week will bring	500,000

This \$15 Club Offer positively closes next Saturday night—a word to the wise is sufficient—Pile up the points this week.

Address all Communication to

COMPETITION MANAGER, The Daily Guardian, Charlottetown, P. E. I

Competition Office is in The Daily Examiner Office, Great George Street, Phone 313. Open even-ings until 9 o'clock. Get busy at once and win an Auto mobile.