

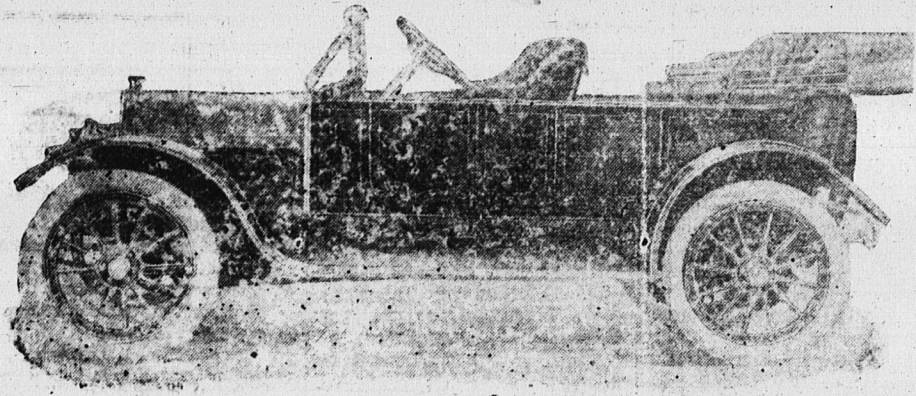
Automobile Xmas Prize Campaign THOUSANDS OF DOLLARS FREE

THE CHARLOTTETOWN GUARDIAN announces a novel voting Campaign in which many costly and desirable prizes, valued at many Thousand Dollars, will be awarded to all energetic persons over sixteen years of age of Prince Edward Island

FOUR GRAND PRIZES

1st GRAND PRIZE
McLAUGHLIN TOURING CAR

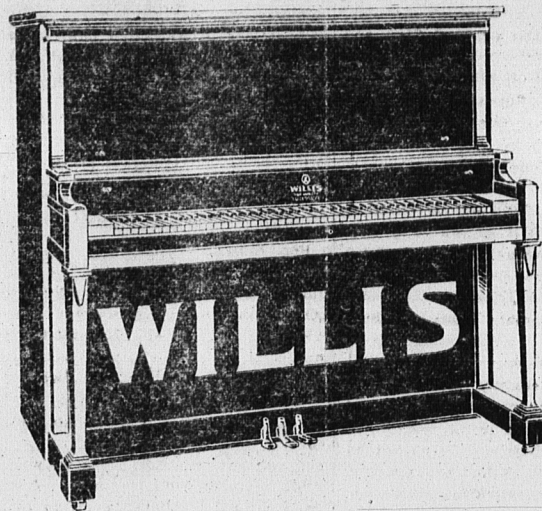
This car was purchased from
R. T. Holman, Limited, Summerside, P. E. I.



The most popular McLaughlin 1918 Model. A complete high quality car. There is an abundance of comfort and seating space for five passengers. Fully equipped, including Electric Starter and Electric Lights.

2nd GRAND PRIZE
\$400. Willis Louis XV. Piano

SUPPLIED BY
A. E. TOOMBS



THIS PIANO WAS SENT SPECIALLY FOR EXHIBITION AT THE PROVINCIAL EXHIBITION HELD IN CHARLOTTETOWN IN SEPTEMBER AND WAS GREATLY ADMIRER BY MUSICIANS AND CONNOISSEURS.

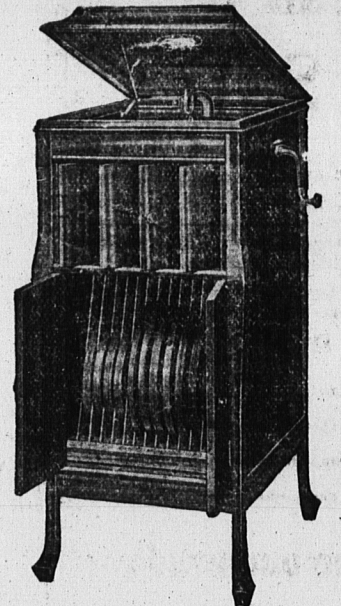
3rd GRAND PRIZE
\$175.00 PATHEPHONE

And 15.00 Worth of Records

The most remarkable Musical Instrument in the World.

Model 175
(William and Mary) (in Mahogany and American Walnut.)

AGENTS
Miller Bros.
Charlottetown



4th Grand Prize \$135.00 Sleigh, Harness and Robe--Purchased from--Grant & Kennedy

RULES

RULE NO. 1.—The campaign begins Monday, Oct. 15th, and closes at 10.00 p.m., Saturday, Dec. 8th, 1917.

NOMINATIONS

RULE NO. 2.—Any white person, married or single, of good moral character and reputation, may enter the campaign by making out one of the Application Blanks (ask for blank or cut from The Guardian) and sending or bringing it to the Campaign Manager, The GUARDIAN, Charlottetown, P. E. Island.

Nominations of candidates may be made by anyone at any time during the Campaign, except during the last two weeks, without cost.

\$25.00 in Gold will be paid to the first person who nominates the candidate who receives the highest vote in the campaign. Time to be stamped on arrival of nominations at The Guardian's Office.

The management of The Guardian reserves the right to reject any nomination or application at its discretion.

Any contestant wishing to have his or her name withdrawn from the list of candidates must write or call personally, as positively no telephone withdrawals will be considered.

No candidate's name can be substituted for another's.

The first publication of names of candidates will appear in a few days.

VOTING

RULE NO. 3.—Each issue of The Guardian will contain a ballot good for one vote when properly filled out with the name of the candidate to whom it is to be credited.

No daily vote coupon will be printed in The Guardian during the last two weeks of the campaign.

Votes can be obtained only by being clipped from The Guardian or secured through the regular subscription channels.

Votes will be issued on paid-in-advance subscriptions to The Guardian during the life of the campaign and for no shorter period than six months.

Candidates are not permitted to buy or sell votes.

No votes will be sold for money or other consideration and can be obtained only by being clipped from The Guardian and by being issued on paid-in-advance subscriptions.

Votes cannot be transferred from one contestant to another.

Should a candidate withdraw from the campaign, the votes will be withdrawn.

Votes once withdrawn cannot be recovered.

The first vote exhibit will appear in The Guardian within a few days.

All votes which have been deposited in the ballot box will be filed in The Guardian's Office, subject to the inspection of the candidates to whom they belong, at any time during the campaign and business hours.

A committee of three responsible business men will act as a Board of Judges on the last day of the campaign, and after a count of the vote declare the winners.

The decision of the Board of Judges to be final and admit of no appeal. On the morning of the last day of the campaign the ballot box will be turned over to the judges who will lock and seal it and it will remain sealed until opened by the judges that night for the final count.

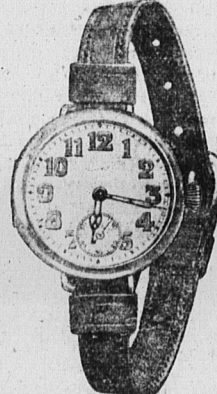
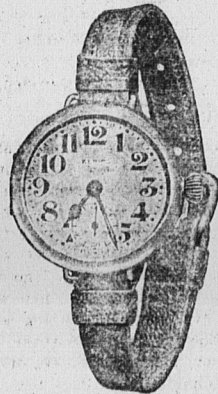
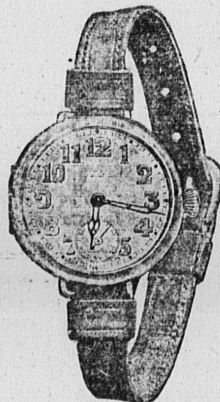
In case of a tie identical prizes will be given those so tying.

RULE NO. 4.—No salaried employee working in the plant of The Guardian, or close relative of same, is eligible to enter this campaign.

RULE NO. 5.—No statement or promise by any solicitor, canvasser or agent varying from the above rules as set forth will be recognized by The Guardian.

DISTRICT PRIZES

After the Winners of the Four Grand Prizes are eliminated the First District Prizes will be given to the highest Candidate in each of the Three Districts in the order of their vote standing. The Highest will receive the \$100. Diamond Ring. The next highest will receive the \$75. Diamond Ring and the next highest will receive the \$50. Diamond Ring.



The Second District Prizes will be Three Handsome Wrist Watches and will be given to the Second Highest in each District after the Grand Prize Winners have been eliminated.

All Jewelry Prizes are on display at the Store of
W. W. WELLNER, Charlottetown P. E. I.

Every contestant who is active until the end of the Campaign and does not win a prize will be paid a commission of ten per cent on all subscription money they secure during the Campaign. In this way every candidate is assured of a prize. There WILL BE NO LOSERS.

RATE OF SUBSCRIPTION AND SCHEDULE OF VOTES

Daily (Morning ed.)	Price	1st Period: Oct. 15 to Nov. 10		2nd Period: Nov. 11 to Dec. 1		3rd Period: Dec. 2 to Dec. 8	
		Old	New	Old	New	Old	New
6 mths. by carrier	\$1.75	135	270	120	240	105	210
6 mths. by mail	\$1.25						
1 year by carrier	\$3.50	315	630	282	570	255	510
1 year by mail	2.50						
2 years by carrier	7.00	825	1650	740	1480	665	1330
2 years by mail	5.00						
3 years by carrier	10.50	1325	2650	1190	2380	1070	2140
3 years by mail	7.50						
Daily (Noon ed.)							
1 year	2.00	175	350	155	310	140	280
2 years	4.00	425	850	380	760	340	680
3 years	6.00	725	1450	650	1300	590	1180

\$25.00 IN GOLD

To the person first nominating the winner of the first prize

FOR FURTHER PARTICULARS APPLY TO

Campaign Manager,--Charlottetown Guardian,--Phone 132-2

THE CHARLOTTETOWN GUARDIAN Automobile Christmas Prize Campaign Information Blank

I am a resident of
and wish information regarding THE GUARDIAN'S AUTOMOBILE
CHRISTMAS PRIZE CAMPAIGN.
NAME STREET
CITY OR TOWN Business Address
DATE PHONE

THE CHARLOTTETOWN GUARDIAN Automobile Christmas Prize Campaign Nomination Blank

Campaign Department, The Charlottetown Guardian, Charlottetown,
P. E. I.
I respectfully nominate Miss
Mrs.
Mr.
Residence
Business Address Phone
District No. as a candidate to enter The Guardian's Auto-
mobile Christmas Prize Campaign.
Yours very truly,
Name Address
Date

DISTRICTS

- DISTRICT NO. 1.**—City of Charlottetown and Summerside.
- DISTRICT NO. 2.**—All territory in and around Tignish, Alberton, Kensington, Montague, Georgetown and Souris.
- DISTRICT NO. 3.**—Will comprise all villages and Post Offices in Prince, Queen's and King's Counties, not included in Districts 1 and 2.