

Automobile Xmas Prize Campaign

THOUSANDS OF DOLLARS FREE

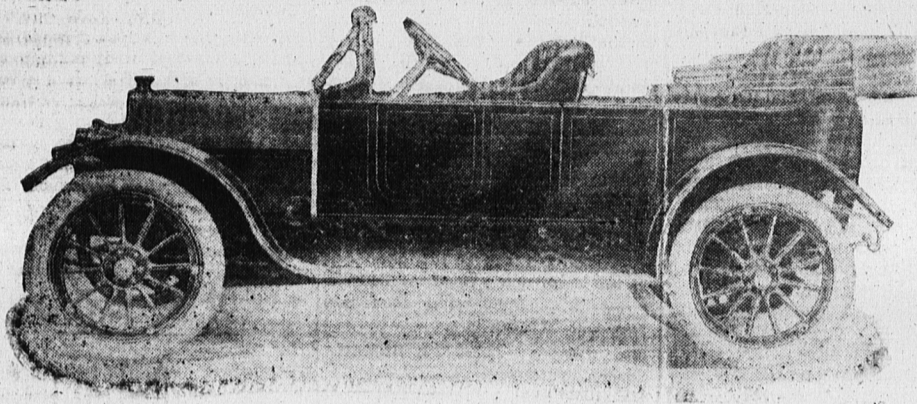
THE CHARLOTTETOWN GUARDIAN announces a novel voting Campaign in which many costly and desirable prizes, valued at many Thousand Dollars will be awarded to all energetic persons over sixteen years of age of Prince Edward Island

FOUR GRAND PRIZES

1st GRAND PRIZE

McLAUGHLIN TOURING CAR

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

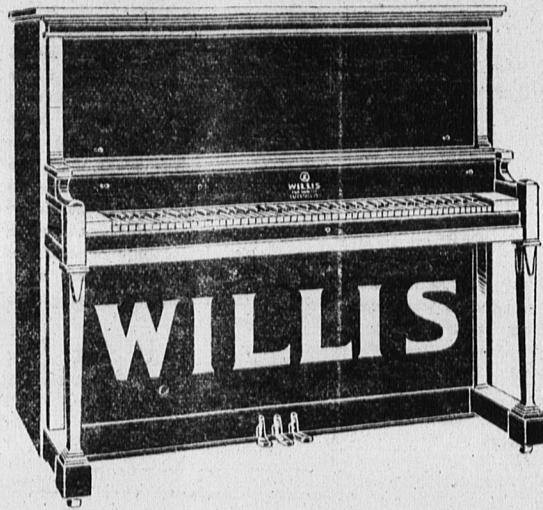


The most popular McLaughlin 1918 Model. A complete high quality car. There is an abundance of comfort and seating space for five passengers. Fully equipped, including Electric Starter and Electric Lights.

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

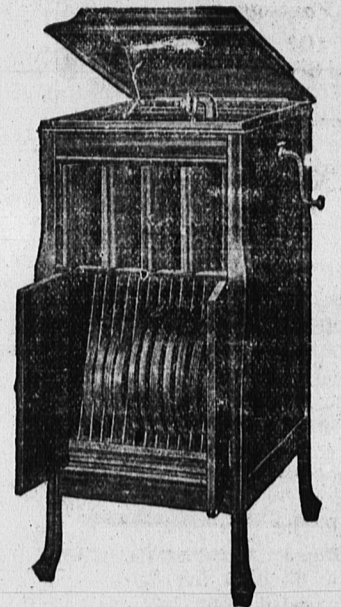
\$175.00 PATHEPHONE

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 & Co., Ch'town

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 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.

VOTES

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 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 a 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.)	1st Period Oct. 15 to Nov. 10		2nd Period Nov. 11 to Dec. 1		3rd Period Dec. 2 to Dec. 15	
	Price	Votes Allowed	Votes Allowed	Votes Allowed	Votes Allowed	Votes Allowed
1 year, by carrier, \$3.50	175	350	650	1300	140	280
1 year by mail, 2.50						
2 years by carrier, 7.00	425	850	1550	3100	340	680
2 years by mail, 5.00						
3 years by carrier, 10.50	725	1450	3800	7600	880	1760
3 years by mail, 7.50						
Daily (Noon ed.)						
6 months, \$1.00	135	270	120	240	105	210
1 year, 2.00	315	630	285	570	255	510
2 years, 4.00	825	1650	740	1480	665	1330
3 years, 6.00	1825	3650	1790	3580	1070	2140

\$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.
 Miss
 I respectfully nominate Mrs.
 MR.
 Residence
 Business Address Phone
 District No. as a candidate to enter The Guardian's Automobile 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.