

One Week More

10 p. c. points less after Saturday Night

Candidates should get every available subscription this week--Cash all your promises--Great Competition will be ended three weeks from next Saturday--Will YOU win a touring car ?

Are You Advancing
or Stepping to
the rear in the
Guardian's Great
Competition--work
earnest consistent
work will win--
Energy and action
counts---

Four weeks
more and the
competition will be
all over.
Which Prize will
be Yours ?

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.

Get every possible
Subscription to
The Examiner
before
Saturday Night ---
Win Prowse Bros
Great \$100
Merchandise Prize---
Six Days More
left in which to
win this great
special prize---
Get the Examiner
Subscription
NOW

Address all Communication to

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.

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