

EXTRA CASH PRIZES FOR NEW SUBSCRIPTIONS THIS WEEK

# The Campaign Bulletin

2nd PERIOD CLOSING JULY 25th

## READERS SPECULATE ON WHO WILL WIN

Thousand of Campaign Fans Watching Outcome, Pull For Favorite, Help With Votes

Who Will Win First Grand Prize? Is Often Asked Question; From A Doz. To Twenty Racing Nip And Tuck For Highest Honors; Field Of Runners-Up Press On Toward Victory And One Of The Beautiful Cars.

As the struggle for supremacy in The Guardian Subscription Campaign continues, and as public interest and enthusiasm and earnest support of candidates' friends come to the front, there is considerable speculation heard on all sides as to which contenders have the best chances for the Chevrolet Master Coach or the Ford Tudor Sedan automobiles.

The Guardian campaign seems to have become a subject of general interest all over Prince Edward Island. Friends of workers are displaying an interest before unthought of. Each section has its hard workers, some making their efforts known by heavy deposits of votes, others working diligently and quietly but getting there just the same. From which of the Towns will the grand capital prize winner come?

With the race so close, with between a dozen and a score of candidates racing nip and tuck for highest honors, votes earned the remaining days of this vital Second Period will be the most material factor in determining the first and second grand capital.

### "HOLLOW FEELING" IS FATAL

Nearing the end of the campaign,—just now when everyone is working to put his or her competitor away back in the last row, under the balcony,—some candidates may have a "hollow feeling" in the pit of their stomach. This is fatal to anyone's cause and if this condition becomes chronic the post mortem will reveal the contender as "also ran."

### MUST "SAVE MY FACE"

"Gee Whiz! I've got to win one of these cars, one hustling contender declared at the campaign offices this morning. "Of course I would like to win the Chevrolet Master Coach, but I cannot have less than a car—I just can't. I couldn't show my face again in a year." This candidate is determined. And the contender is but one of those to whom winning holds more than a prize. Victory, self-satisfaction and vindication of ability are all contributing factors when it comes to a show down with ambitious candidates

The days for greatest activity are here right now. These next eight days until 11 p.m. Saturday, July 25th, will test the resourcefulness of candidates. Here is where their courage upholds them, leaves them all curled up in the dust,—and "also ran." Results from activity this coming week will largely determine whether a candidate will soon be driving a big beautiful new enclosed car or whether he will be compelled to stand by the roadside and let more aggressive contenders speed past in cars earned in this campaign. You are master of your own destiny. Will to win. Earn the winning votes before the hour of 11 p.m. Saturday, July 25th.

Hundreds of subscriptions are available this coming week to candidates determined to find them. Renewals and new subscriptions all count. New subscriptions are especially desirable because of their great vote values. Second payments on subscriptions will also count for thousands of votes while the Second Period schedule is in effect.

# JULY 18th AND JULY 25th

## THESE ARE IMPORTANT DATES

# KEEP THEM IN MIND

### STANDING OF CANDIDATES IN GUARDIAN "WEEKLY PAYROLL" CAMPAIGN

Participants are listed in alphabetical order with votes for publication up to Thursday night. These totals do not necessarily indicate the full strength of candidates as under the rules of the campaign credits may be held in reserve.

|  |           |
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| Miss Little Affleck, Mt. Stewart . . .             | 468,725   |
| Mr. Frank Brown, New London . . .                  | 1,075,725 |
| Mr. Fred Batt, Charlottetown . . .                 | 1,055,225 |
| Miss Pearle Burns, Charlottetown . .               | 1,128,600 |
| Mrs. A. H. Burke, Southport . . . . .              | 1,035,500 |
| Mr. Elmer M. Champion, Kensington .                | 213,000   |
| Miss Mary C. Carter, Cardigan . . . .              | 1,136,800 |
| Mrs. Katherine E. Creamer, Kelly's Cross . . . . . | 870,000   |
| Mr. Wesley Fraser, Elmira . . . . .                | 843,600   |
| Mr. Raymond Genge, Southport . . . .               | 270,070   |
| Mr. Lloyd Gillispie, Milton . . . . .              | 174,000   |
| Mr. Wm. Hennessey, Charlottetown . .               | 155,320   |
| Mr. James E. Hughes, Pradalbane . . .              | 1,150,075 |
| Mr. Arthur Herrell, Hunter River . . .             | 1,098,205 |
| Mrs. Earl Ling, New Wiltshire . . . . .            | 1,115,000 |
| Mr. Wesley, Murray, Fredericton . . .              | 226,907   |
| Miss Winnifred McDonald, Montague . . . . .        | 1,160,000 |
| Miss Tessie McNeill, Summerside . . .              | 1,104,200 |
| Ernest McMillan, Ch'Town R.R.No.3 .                | 272,000   |
| Mr. Welcott McPherson, Kinross . . . .             | 142,000   |
| Miss Lillian Newson, North River . . .             | 1,085,947 |
| Mr. Maitland Owen, Charlottetown . .               | 1,145,275 |
| Mr. Walter O'Brien, Bristol . . . . .              | 137,000   |
| Mrs. Annie Pond, Summerside . . . . .              | 1,068,975 |
| Miss Mildred Ranahan, Ch'Town . . . .              | 1,120,000 |
| Mrs. Fulton Moreside North River . . .             | 410,000   |
| Miss Hattie Tarbush, Charlottetown . .             | 300,000   |
| Mr. Roland Thompson, Summerside . . .              | 1,040,250 |
| Mrs. Georgia B. Walker, Kensington . .             | 1,113,320 |
| Mr. Pius McDonald St. Peter's Bay . . .            | 381,000   |
| Mr. Ray McCallum, Dunstaffnage . . . .             | 450,000   |

Hurry! Hustle! This is the motto you should adopt from now on, and the candidate who fails to do so is bound to be a small prize winner. This is a business proposition—and to the best workers go the best prizes. And the campaign closes in just three weeks.

Don't forget to work for Extensions. Remember they can earn credits for the period in which the original subscription was taken.

THE WORLD IS FULL OF STARTERS! IT'S THE FINISHERS THAT COUNT!

## CASH PRIZE OFFER CLOSING SATURDAY NIGHT JULY 18th. FOR NEW SUBSCRIPTIONS WHO WILL WIN?

WILL BE GIVEN THE CANDIDATE EARNING THE MOST POINTS FOR SECURING NEW SUBSCRIPTIONS BETWEEN THE DATES OF MONDAY, JULY 6th AND SATURDAY, JULY 18th ENDING AT 9 O'CLOCK P.M.

### \$15.00 EXTRA

\$10.00 EXTRA Will be Given the Candidate Scoring Second

\$ 7.00 EXTRA Will be Given the Candidate Scoring Third

\$ 5.00 EXTRA Will be Given the Candidate Scoring Fourth

\$ 3.00 EXTRA Will be Given the Candidate Scoring Fifth

\$ 2.00 EXTRA Will be Given the Candidate Scoring Sixth

\$ 1.00 EXTRA Will be Given to Next Eight Scoring Highest

POINTS ARE COMPUTED ON NEW SUBSCRIPTIONS AS FOLLOWS:

(6) MONTHS — ONE POINT; (1) YEAR — TWO POINTS; (2) YEARS — THREE POINTS; (3) YEARS FOUR POINTS.