

# IT TAKES VOTES TO WIN! VOTES DROP ONE-HALF AFTER SATURDAY JULY 11th.



Help Your Favourite  
This Week

### Readers :

Your favorite contestant needs your help NOW. The race is "nip and tuck"—anyone can win!

After this week your subscription counts just half as many votes. Help somebody win NOW!

The votes accumulated by workers between now and the close of the "First Period," ending Saturday night, will prove a big factor in deciding the winners of the two automobiles.

NOW is the time when subscriptions count the most in votes; NOW is the time when NEW subscriptions count TRIPLE votes. NOW is the time when long term subscriptions bring the biggest votes and NOW is the time for "second payments."

The success of each contestant depends upon what they do between now and the end of the big votes on July 11th.

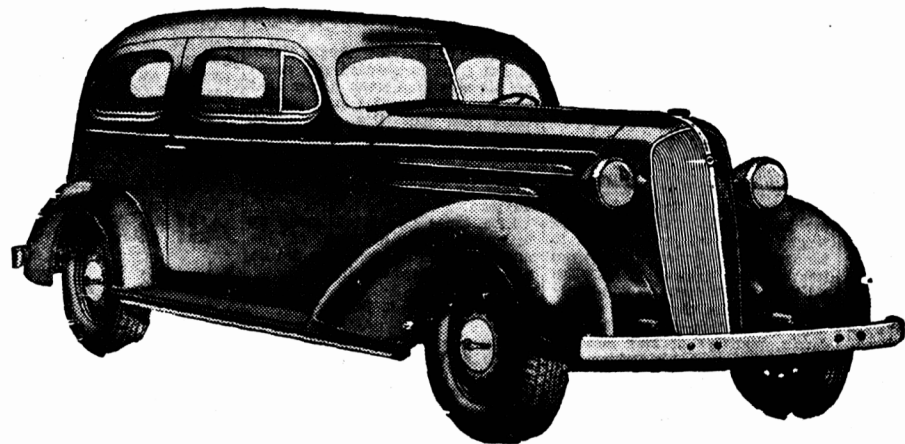
### Contestants :

Develop automobile speed this week! Work Every Minute!

Get every subscription you can—Get NEW subscriptions—get long term subscriptions—get second payments.

## Give Your Subscription Before July 11 HELP SOMEBODY WIN THE CARS

1936 MODEL Chevrolet Master Coach



RETAIL VALUE \$985.00

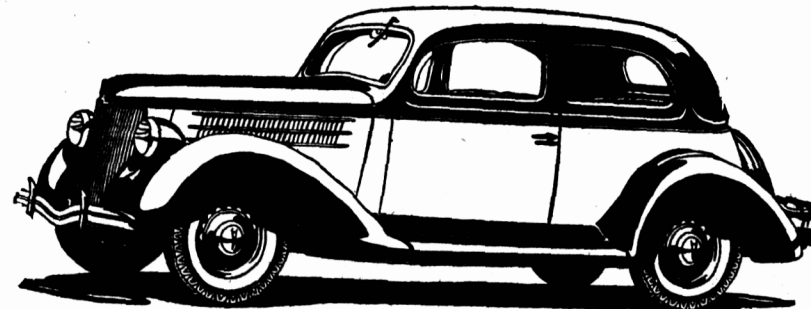
On Display at

A. HORNE & CO.

129 Kent Street, Charlottetown, P. E. I.

OR THE WINNER MAY TAKE \$800 IN CASH

1936 FORD V-8 TUDOR Standard Sedan



RETAIL VALUE \$860.00

ON DISPLAY AT

ALLISON MacLEOD

SALES AND SERVICE  
Charlottetown, P. E. I.

OR THE WINNER MAY TAKE \$650 IN CASH

TO  
THESE  
**2**

### FIRST PERIOD Ending Saturday Night

By Carrier	By Mail P. E. I.	By Mail Canada-U.S.A.	Vote Schedule
3 yrs. ....\$12.00	3 yrs. ....\$ 9.00	3 yrs. ....\$13.50	25,000
2 yrs. ....\$ 8.00	2 yrs. ....\$ 6.00	2 yrs. ....\$ 9.00	15,000
1 yr. ....\$ 4.00	1 yr. ....\$ 3.00	1 yr. ....\$ 4.50	8,000
6 mo. ....\$2.00	6 mo. ....\$ 1.50	6 mo. ....\$ 2.25	3,000

### LOOK AT THE CREDIT SCHEDULE !

Compare the Value of your Subscription NOW and their Value After This Week

ACT NOW!

### SECOND PERIOD July 12 to July 25

By Carrier	By Mail Out of City	By Mail Canada-U.S.A.	Vote Schedule
3 yrs. ....\$12.00	3 yrs. ....\$ 9.00	3 yrs. ....\$13.50	20,000
2 yrs. ....\$ 8.00	2 yrs. ....\$ 6.00	2 yrs. ....\$ 9.00	12,000
1 yr. ....\$ 4.00	1 yr. ....\$ 3.00	1 yr. ....\$ 4.50	6,000
6 mo. ....\$ 2.00	6 mo. ....\$ 1.50	6 mo. ....\$ 2.25	2,000

**DON'T  
PUT OFF !**

Folks, if you have promised one of the workers your subscription, we frankly tell you that NOW is the time when you should make the promise good. Remember that promises are only Liabilities, while credits are assets. Do not wait until next week to give your sub-

scriptions. It will cost just as much then as now, but your favorite worker will receive hundreds of credits less—credits that might mean a choice prize. Help all you can, as soon as you can.