

EXTRA CASH PRIZES FOR NEW SUBSCRIPTIONS THIS WEEK

The Campaign Bulletin

2nd PERIOD CLOSES JULY 25th

BATTLE FOR VOTES ON IN FULL BLAST

Candidates Excited, Manifest Intense Activity, Realize Big Valuable Prizes Within Reach

Great Interest Shown As Friends Lend Hand To Favorite In Prize Event; Votes In Increasing Number Pour Into Campaign Headquarters As Enthusiasm Grows.

KEEP IN MIND SATURDAY JULY 18th. LAST DAY TO GET POINTS FOR SECURING NEW SUBSCRIPTIONS

Candidates entered in the Charlottetown Guardian Subscription Campaign have launched their most determined efforts this week in the race for big, beautiful, luxurious motor cars. Huge waves of determination are gripping aspirants for the big prizes and votes are increasing in volume and pouring into subscription headquarters. Enthusiasm of the candidates has spread to their friends and acquaintances. In many sections of Prince Edward Island and for which Charlottetown is the hub a great amount of "neighborhood pride" is being shown and great effort is being made to have one of the cars won by the favorite in each community. Many candidates who call at headquarters are expressing new determination to put forth their best efforts during this important and last high vote period.

Less than four weeks and this interesting Campaign will come to a close and the most stupendous list of prizes ever conceived by any newspaper in this territory will be distributed. Votes decrease as the Campaign progresses. The next slash in vote values comes on July 25th.

The Second Period is now on and the present vote schedule will be in effect for TEN DAYS more,—then the schedule is very sharply reduced in anticipation of the lowest vote schedule of the entire campaign, which is effective in the final period.

Delay Is Dangerous

The longer you delay in getting into "full swing" the less valuable your subscriptions will be from a vote standpoint. And this is what you are after—VOTES—or you should be after them if you expect to be one of the big prize winners. The Guardian Prizes are to be distributed to those who deserve them,—to those who make the best records in the vote columns. "Wishes" will not get you anywhere in this campaign, but the VOTE producers will be handsomely rewarded in accordance with the effort put forth. This is a campaign of "live wires."

The race in the first period was truly a neck and neck affair and is attracting attention all over Prince Edward Island. It will be interesting to see which of the contenders prove themselves the most able and the most popular and become owners of the two big speedy, beautiful cars.

JULY 18th AND JULY 25th

THESE ARE IMPORTANT DATES

KEEP THEM IN MIND

LITTLE CHANGE IN LINE-UP FROM LAST WEEK!

It's still anybody's race. More public spirit is needed in the support of the candidates however. The race ends three weeks from Saturday, so you readers give your renewals and extensions to your favorite so he or she may be more sure of their prize.

HERE'S THE RESULT OF THE LAST COUNT

Names listed in alphabetic order

Miss Little Affleck, Mt. Stewart	468,725
Mr. Frank Brown, New London	590,125
Mr. Fred Batt, Charlottetown	582,375
Miss Pearle Burns, Charlottetown	649,600
Mrs. A. H. Burke, Southport	575,900
Mr. Elmer M. Champion, Kensington	213,000
Miss Mary C. Carter, Cardigan	655,800
Mrs. Katherine E. Creamer, Kelly's Cross	555,900
Mr. Wesley Fraser, Elmira	545,600
Mr. Raymond Genge, Southport	270,070
Mr. Lloyd Gillispie, Milton	174,000
Mr. V. M. Hennessey, Charlottetown	155,320
Mr. Fred Howes, Charlottetown	127,300
Mr. James E. Hughes, Bradalbane	670,400
Mr. Arthur Herrell, Hunter River	600,250
Mrs. Earl Ling, New Wiltshire	640,500
Mr. Wesley Murray, Fredericton	226,907
Miss Annifred McDonald, Montague	680,000
Miss Jessie McNeill, Summerside	547,200
Ernest McMillan, Ch'Town R.R.No. 3	272,000
Mr. McClellan McPherson, Kinross	142,000
Miss William Newson, North River	635,202
Mr. Scotland Owen, Charlottetown	666,275
Mr. Walter O'Brien, Bristol	137,000
Mrs. Annie Pond, Summerside	535,580
Miss Mildred Ranahan, Charlottetown	602,500
Mrs. Fulton Moreside, North River	410,000
Miss Hattie Tarbush, Charlottetown	300,000
Mr. Roland Thompson, Summerside	563,400
Mrs. Georgia B. Walker, Kensington	620,325
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 CLOSES 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** Will be Given the Candidate Scoring Second
- \$10.00 EXTRA** Will be Given the Candidate Scoring Third
- \$ 7.00 EXTRA** Will be Given the Candidate Scoring Fourth
- \$ 5.00 EXTRA** Will be Given the Candidate Scoring Fifth
- \$ 3.00 EXTRA** Will be Given the Candidate Scoring Sixth
- \$ 2.00 EXTRA** Will be Given the Candidate Scoring Seventh
- \$ 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.