

EXTRA CASH PRIZES FOR NEW SUBSCRIPTIONS THIS WEEK

The Campaign Bulletin

2nd PERIOD CLOSES JULY 25th

HARD to FIGURE LEADERS, RACE CLOSE

Leading Contenders Benefit Materially, Close Figuring Alone Determines Positions

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 alfabetic 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	575,000
Mr. Elmer M. Champion, Kensington	213,000
Miss Mary C. Carter, Cardigan	655,800
Mrs. Katherine E. Creamer, Kelly's Cross	555,000
Mr. Wesley Fraser, Elmira	545,600
Mr. Raymond Genge, Southport	270,070
Mr. Lloyd Gillispie, Milton	174,000
Mr. Wm. 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 Winnifred McDonald, Montague	680,000
Miss Fessie McNeill, Summerside	547,200
Ernest McMillan, Ch'Town R.R.No. 3	272,000
Mr. Welcott McPherson, Kinross	142,000
Miss Lillian Newson, North River	635,202
Mr. Maitland Owen, Charlottetown	666,275
Mr. Walter O'Brien, Bristol	137,000
Mrs. Annie Pond, Summerside	585,580
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!

Votes Pile Up Rapidly Under Liberal "Second Period" Schedule; Cash Prizes Offered This Week For New Subscriptions; Competition Depends Almost Entirely Upon Results Secured Coming Week; Struggle For Supremacy To Be Determined In Next Three Weeks.

TWELVE NAMES ELIMINATED FROM SCORE BOARD ACCOUNT OF INACTIVITY

ON THE HOME STRETCH

Entering the "Second Period"—the best vote-making period for the remainder of The Guardian Subscription Campaign—candidates are getting set for the home stretch and from now on to the finish the campaign promises to be an exciting race between stellar contenders for highest honors and motor cars.

Saturday night saw the close of the first period of the campaign. The first period was a tremendous success. Hundreds of thousands of votes were issued and every really active candidate profited splendidly.

Candidates enter the second period well bunched. While some profited in greater degree than did others, as is but natural, an analysis of votes earned reveals the fact that leading contenders who are striving for high honors and automobiles benefited most equally in their splendid period close efforts. It is a fact that without the closest figuring today's leaders could not be determined. This however, is but natural when it is considered that those determined to win availed themselves well of the time and opportunities provided and, naturally, this could produce but one result—a fast, close race.

The campaign, so far as the respective scores of candidates is concerned, today depends almost entirely upon results obtained by the various contenders between now and the close as to who the ultimate leaders will be.

This analysis is fact, not fancy, and is based upon the results of a careful checking and auditing of all votes produced during the first period, which ended Saturday night. Ample time was taken to give careful attention to every detail, two days having elapsed between the end of the first period and tonight's summing up of vote totals.

The struggle for supremacy will be fought out during the next few days. The "Second Period," which provides the highest vote schedule of the remainder of the campaign, ends one week from this Saturday night, on July 25th, and the entire campaign comes to a fateful close just three weeks later, also on a Saturday night.

Days that will test the resourcefulness of candidates are here. Now for the sensations and the surprises. Here is where their courage upholds them and makes them fight, or the lack of it takes the stiffness out of their knees and leaves them trailing in the dust—an "also ran." These are times, too, when supreme courage urges them on when they tire and they make the GAMEST FIGHT OF ALL.

Names of twelve inactive candidates are eliminated from the Score Board today. These candidates, by the lack of activity, are stricken from the lists and anyone who may have promised to help one of this number may consider himself or herself free to throw support to some other candidate who is actively campaigning. Any one eliminated, upon giving satisfactory assurance to The Guardian of intent to work may have his or her name reinstated upon probation.

Votes credited to those entrants now eliminated will be cancelled. Votes are not transferable in this campaign. Candidates cannot withdraw in favor of another candidate. Should a candidate withdraw from the race, or otherwise disqualify himself, his or her votes will be cancelled. Neither is it permissible for candidates to give or transfer subscriptions to another candidate. However, it is permissible for a candidate to receive as much help and support from others, not candidates, as he or she can command.

Corral Winning Votes

Votes will pile up rapidly during the next eleven days—that is while the "Second Period" schedule is in effect. While the Second Period schedule is less than the first, votes are so liberal that any candidate can take advantage of it and win. The decrease in the schedule between the first and second periods is not to be compared to that between the second and final periods.

The LIVEST part of the competition is now at hand and while all the leaders are on the same footing, at the same time those who want to—and will—are afforded the opportunity of the entire campaign to forge ahead and corral the winning votes.

CASH PRIZE OFFER CLOSES SATURDAY NIGHT JULY 18th. FOR NEW SUBSCRIPTIONS

The "SECOND PERIOD" Vote offers the big gest of remainder of the campaign ends Saturday night July 25th, at 10 o'clock. The Entire campaign ends, and all prizes and Motor Cars, will be awarded August 8th.

Mr. SUBSCRIBER

Your favourite candidate needs your help badly. A number of candidates are working very hard to win an automobile or one of the other valuable prizes offered in the "Weekly Payroll" Subscription Campaign.

Place yourself in their position and you will realise how happy it would make them to have you call them by phone or write and say "I want you to win, I will give you a second payment on my subscription, and I am going to try and get a subscription from my neighbour, too."

Anyone of the prizes are worth winning. Your support is worth having, your subscription may be the very one your favourite candidate may need to put her over the top, and its now it will do your favourite candidates the most good. A helping hand has helped many a race or fight to be won.

ACT BEFORE THE VOTES DROP SATURDAY NIGHT.

100 Per Cent. Efficiency Counts.

From now on until the finish is the time when 100 per cent. efficiency counts.

A few more laps and the course will have been run. Only a short time remains to choose between victory and defeat—success or failure. Opportunities in plenty present themselves today to those candidates sufficiently determined to realize them.

Means Something To Win.

Think and plan constantly, for it means success.

Figure ways to win, and always remember that your adversaries, as keen perhaps and as resourceful as yourself, are racking very astute brains for the same purpose.

The reward is extraordinary. The fact of winning proves a winning personality. It proves ability. Sometimes a campaign of this nature proves up the "yellow" in your "bogus" friends, and it always tests your mettle and measures your strength. Now for the HOME STRETCH.

