

ENTER THE SALESMANSHIP CLUB And Win Your Share of \$16,000 Awards

\$500 IN CASH EXTRA FOR TORONTO MEMBERS

The member in the city of Toronto who earns the most credits from start of campaign to July 30 will be given a special Extra Award of \$500 IN CASH, as reward for early effort.

Entry Blank

The World's Salesmanship Club.

Good for 5,000 Club Credits

Write Name and Address Plainly. Enter your name or that of a friend.

Name

Address

City or Town

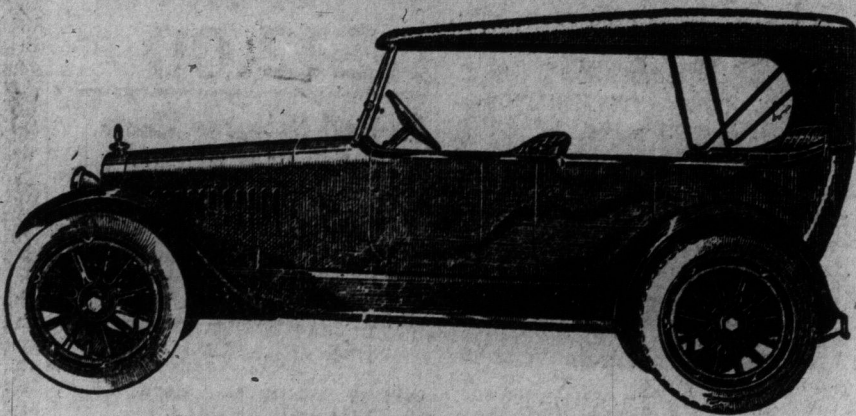
Only One Entry Blank Will Be Credited to Any One Member.

\$500 IN CASH EXTRA FOR OUT-OF-CITY MEMBERS

The member outside of the city of Toronto who earns the most credits from start of campaign to July 30 will be given a special Extra Award of \$500 IN CASH, as reward for early effort.

SECOND GRAND CAPITAL AWARD

\$2125 CHALMERS TOURING CAR.



Purchased From and Can Be Seen at
UNITED AUTO SALES, LIMITED.

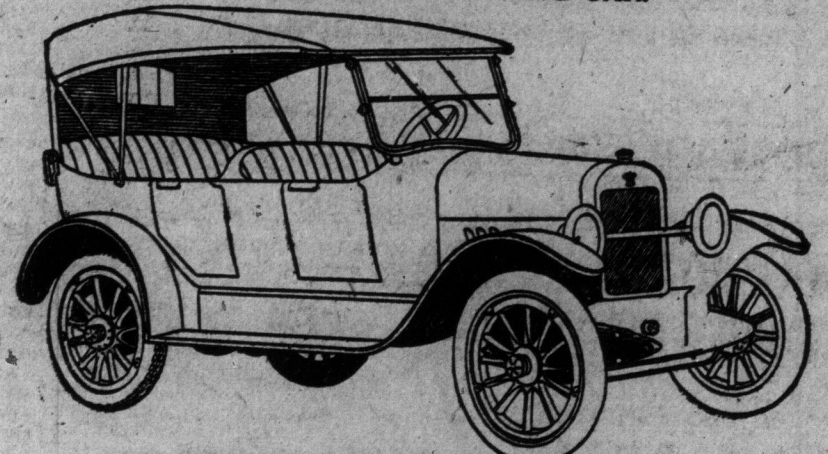
THE \$16,000 PRIZE LIST

\$5,000 Home	\$ 5,000
Chalmers Touring Car	2,125
Briscoe Touring Car	1,510
Maxwell Touring Car	1,390
Briscoe Touring Car	1,375
18 \$100 Prizes	1,800
18 \$50 Prizes	900
50 \$25 Prizes	1,250
Extra Cash Awards	1,000
Total	\$16,350

The \$100, \$50 and \$25 Prizes above referred to will be merchandise orders, full details of which will be announced later.

THIRD GRAND CAPITAL AWARD

\$1510 BRISCOE TOURING CAR.



Purchased From and Can Be Seen at
BAILEY-DRUMMOND MOTOR CO.

How to Enter and Win

All that is necessary to do to become a member of the "Salesmanship Club" is to clip out the entry blank, fill it in with your name and address and mail or bring it to the "Salesmanship Club" department of The World. This starts you off with 5,000 credits.

As soon as your entry is received, you are immediately supplied with receipt books, free printed matter and all that is necessary for you to have in order to start work at once.

The office of the "Salesmanship Club" is open every week day, 8.30 a.m. to 9.00 p.m., and members of the Club or any one interested in knowing more about this big proposition are welcome to call at any time.

After you have enrolled your name as a member of the Club, you should let all of your friends know that you are in the campaign to win one of the big prizes and that you expect their support in the way of giving you subscriptions to The World.

Credits are obtained by securing paid-in-advance subscriptions to The Toronto World (daily edition), from either old or new subscribers, for any length of time, from three months to two years.

If the entry blank is accompanied by a subscription for any length of time, 15,000 extra credits are given, which, together with the entry blank, makes 20,000 credits besides the regular number allowed for subscriptions. A very nice start in the big prize race.

The advantage of an early start cannot be emphasized too much, for those who enter right now and lose no time in starting an active campaign will have by far the best of it.

Then there are the two \$500.00 extra cash prizes which are offered for the best work done up to July 30.

FIRST AWARD, \$5,000 HOME



The above is only a suggestion. The winner can select any \$5,000 Home or Farm in any part of the territory covered by The Daily World.

Subscription Prices and Number of Credits

By Carrier—

New Subscriptions.	Prices.	Credits.
3 Months	\$ 1.35	1,500
6 Months	2.60	4,000
12 Months	5.00	10,000
24 Months	10.00	25,000

By Mail—

New Subscriptions.	Prices.	Credits.
3 Months	\$ 1.00	1,200
6 Months	2.00	3,000
12 Months	4.00	8,000
24 Months	8.00	20,000

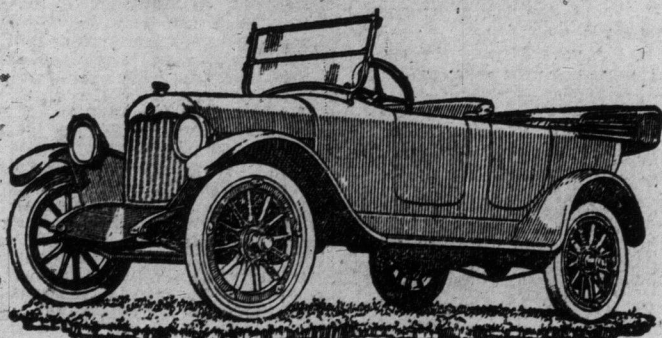
Note:—Renewals of old subscriptions count for just one-half the number of credits shown above. An old subscription is one given by a person receiving The World on day Campaign was announced.

Subscriptions are delivered by carrier only in the City of Toronto and suburbs and the City of Hamilton. Everywhere else delivery is made by mail.

All subscriptions on which credits are allowed must be paid for at full subscription rate.

FOURTH GRAND CAPITAL AWARD

\$1390 MAXWELL TOURING CAR.



Purchased From and Can Be Seen at
UNITED AUTO SALES, LIMITED.

DIVISION BY DISTRICTS

The territory in which The Toronto World circulates has been divided into eighteen districts, as outlined below. This division by districts is done with the idea of dividing the minor prizes equally throughout the territory. Club members are not confined to their own districts in working for subscriptions. Subscriptions may be secured anywhere.

- District No. 1—Ward 1, City of Toronto.
- District No. 2—Ward 2, City of Toronto.
- District No. 3—Ward 3, City of Toronto.
- District No. 4—Ward 4, City of Toronto.
- District No. 5—Ward 5, City of Toronto.
- District No. 6—Ward 6, City of Toronto.
- District No. 7—Ward 7, City of Toronto.
- District No. 8—Ward 8, City of Toronto.
- District No. 9—York County (Excluding City of Toronto) and Peel County.
- District No. 10—Weston, Lincoln, Welland, Haldimand and Halton Counties.
- District No. 11—North York, Oxford, Brant and Waterloo Counties.
- District No. 12—Elgin, Middlesex, Lambton, Kent and Essex Counties.
- District No. 13—Perth, Huron, Bruce and Grey Counties.
- District No. 14—Simcoe, Dufferin and Wellington Counties.
- District No. 15—Ontario, Durham and Northumberland Counties.
- District No. 16—Victoria, Peterboro, Haliburton and Muskoka Counties.
- District No. 17—Hastings, Lennox and Addington, Frontenac, Leeds, Lanark, Greville, Carleton, Pendergast, Stormont, Glengarry, Russell, Prince Edward and Prescott Counties.
- District No. 18—Any territory in which The World circulates not described in the other districts.

HOW AWARDED

The club member who has the greatest number of credits at the close of the campaign will be the winner of the \$5,000 Home.

The member who has the second greatest number of credits will be the winner of the \$2125 Chalmers touring car.

The member who closes third will be the winner of the \$1510 Briscoe touring car.

The one who closes in fourth place will be the winner of the \$1390 Maxwell touring car.

The \$1375 Briscoe touring car goes to the fifth highest member.

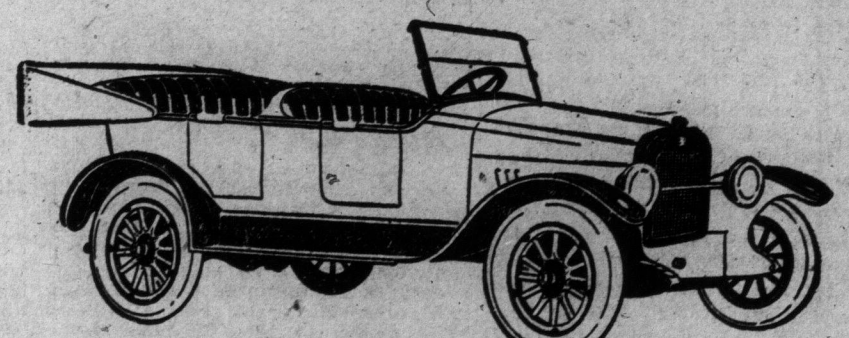
After the grand prize winners have been eliminated the highest member in each of the eighteen districts will be given a \$100 merchandise order.

The second highest member in each district will be given a \$50 merchandise order.

After the grand prize winners and the district prize winners have been eliminated, the fifty next highest candidates in the field at large will be given a \$25 merchandise order.

FIFTH GRAND CAPITAL AWARD

\$1375 BRISCOE TOURING CAR.



Purchased From and Can Be Seen at
BAILEY-DRUMMOND MOTOR CO.

FIRST SUBSCRIPTION CREDIT 15,000 EXTRA

TORONTO WORLD SALESMANSHIP CLUB.

In order to give those who enter the Salesmanship Club an early advantage, 15,000 EXTRA CREDITS are allowed, providing the entry blank is accompanied by a subscription.

Subscriber's name

Address

Amount paid \$....., for subscription to The Toronto World (daily edition) for months.

By sending this blank with any subscription, along with entry blank, the club member will start off with 20,000 credits, in addition to the regular number allowed in the schedule.

THERE ARE NO LOSERS!

Every active member who does not win one of the 91 awards, will be paid 10 per cent. commission on all subscriptions collected.

An active member is one who turns in at least one subscription each week during the last two weeks of the campaign.

For Further Particulars Call and See, Phone or Write

SALESMANSHIP CLUB DEPT.

THE TORONTO WORLD

Phone Main 5308

Office Open Until 9 p.m.