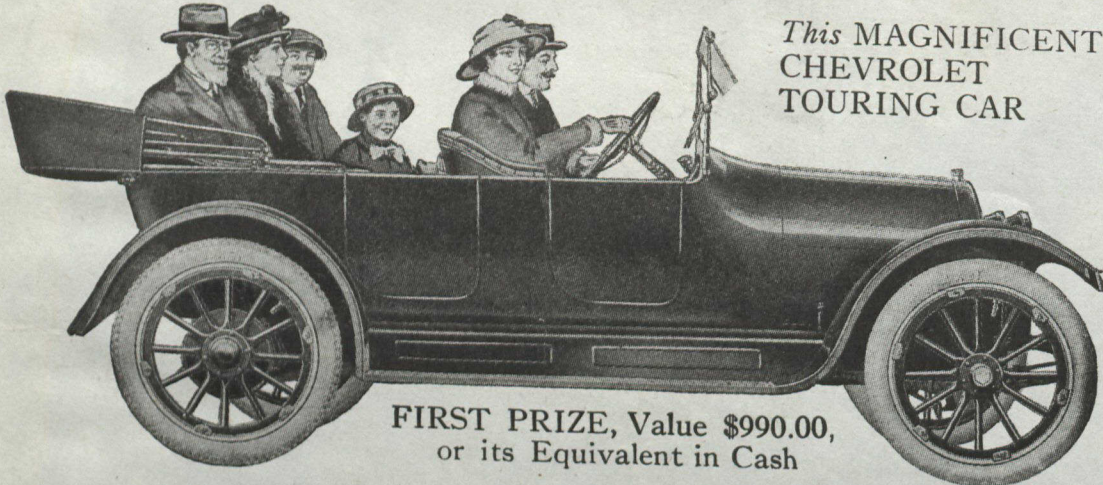


"Pick My Leading Man"

—MARY PICKFORD

Win this 1920 CHEVROLET TOURING CAR or Some Other Prize—\$2,500.00 in Handsome Prizes



This MAGNIFICENT
CHEVROLET
TOURING CAR

FIRST PRIZE, Value \$990.00,
or its Equivalent in Cash

PRIZES

1st Prize 1920 CHEVROLET Touring Car, Value \$990.00

2nd Prize 1920 FORD Touring Car, Value \$740.00

Or INDIAN MOTOR CYCLE

3rd Prize,	\$150.00	14th Prize,	\$5.00
4th Prize,	100.00	15th Prize,	5.00
5th Prize,	50.00	16th Prize,	5.00
6th Prize,	25.00	17th Prize,	5.00
7th Prize,	20.00	18th Prize,	5.00
8th Prize,	15.00	19th Prize,	3.00
9th Prize,	10.00	20th Prize,	3.00
10th Prize,	10.00	21st Prize,	3.00
11th Prize,	10.00	22nd Prize,	3.00
12th Prize,	10.00	23rd Prize,	3.00
13th Prize,	5.00	24th Prize,	3.00

And 25 Extra Prizes of \$1.00 each.
\$500.00 Additional Cash Prizes will also
be awarded.

MISS PICKFORD Wants You to Send Her the Names of These Five Well-known Movie Actors. Can You Do It?



1. Plain Rachelich



2. Learn a Lass



3. Jet Black Rig



4. Sell Raw Hip



5. In for a Bad Glass Uk

I HOPE to release one of the greatest motion picture plays of my career this year. I have taken this play from a wonderful story written by America's happiest author. This story is abounding in love and humour, pathos and happiness. I am not going to tell you the name of this play until after this contest is over, but if you are one of the contestants, you will be one of the fortunate ones who will hear the name of it before anybody else. I will also write and tell you the name of the actor I select to play the leading part with me.

Of course I am going to play the Leading Lady's part in this photoplay, but I have not yet chosen the actor to play the Hero's part with me. I have recently met many of the greatest motion picture actors, but none of them would be suitable for this part. There are now five left to choose from, whose pictures are shown here and it is from one of these five that I am going to pick the man who is to play the Hero's part with me in this production.

If you wish to help me select him—although this is not required of you in the Contest—you may select from these five the one actor whom you think should play with me in this new production.

I Want You to Send Me the Names of These Five Favorite Actors. Can You Do It?

I want to test the skill and ability of those who know me and love me through my plays, and I have made the object of this test to recognize and name these five most prominent movie actors. When you have recognized them, and in order to help you name them correctly, I have put their names underneath their pictures in jumbled letters. I want you, if you can, to unscramble these letters and put them into their right order and you will have their names. In case you are not familiar with the names of the most popular motion picture actors of to-day, I am adding a list of their names, which you will see below. This list may help you.

Names of Some of the Favorite Players—Fred Huntley, Allan Sears, Owen Moore, Milton Sills, Jack Pickford, Charlie Chaplin, Charles Ray, Elliot Dexter, Wallace Reid, Francis Ford, Dustin Farnum, Henry Walthall, Warren Kerrigan, Jack Gilbert, Harold Goodwin, William S. Hart, Thomas Meighan, Antonio Moreno, Stuart Holmes, Francis X. Bushman, William Farnum, Robert Harron, Douglas Fairbanks, Earl Williams, Ralph Lewis, Tom Moore.

I am not Going to ask You for a Cent of Your Money to Enter this Contest

I am going to tell you frankly why this contest is being run. I am a Canadian girl and proud of it. I love everything Canadian and am anxious to see Canadian things reach the highest pinnacle of success. I have therefore pledged myself to help EVERY-WOMAN'S WORLD obtain 25,000 new or renewal subscriptions to their splendid magazine. I am doing this because EVERY-WOMAN'S WORLD, Canada's Greatest Magazine, is such a lovely magazine that I personally want every woman in Canada to be a reader. Will you help me?

The Continental Publishing Co., Limited, who publish EVERY-WOMAN'S WORLD, stand back of this contest in every statement that I have made in this advertisement.

When I acknowledge your entry to this puzzle and you know your standing for the prizes, I am going to have The Continental Publishing Co., Limited, send you a complimentary copy of EVERYWOMAN'S WORLD. Then I am going to ask you to help me in this good work by qualifying your entry. The way you can do this is by just showing the copy I send you to four of your friends or neighbours who will appreciate this really worthwhile Canadian magazine and who will subscribe to it through you.

As soon as you have done this for me, I will have your entry marked "Qualified" to go before the four prominent gentlemen, having no connection with this competition, who have been chosen as Judges.

Miss Mary Pickford, as Honorary Judge, and three independent judges, having no connection whatever with this firm, will award the prizes, and the answer gaining 250 points will take first prize.

Use one side of the paper only, and put your name and address (stating whether Miss, Mrs. Mr. or Master) in the upper right hand corner. If you wish to write anything but your answers, use a separate sheet of paper.

How to Send in Your Solution

You will get 20 points for every name solved correctly, and 40 points will be given for general neatness, punctuation and spelling; 10 points for handwriting and 100 points for fulfilling the conditions of the contest. Contestants must agree to abide by the decision of the judges. The contest will close at 5 p.m., May 31st, 1920, immediately after which the answers will be judged and prizes awarded.

DON'T DELAY! Send your answers to-day; this announcement may not appear again in this paper. Address your entry to

MARY PICKFORD, CONTEST EDITOR,
255 Spadina Avenue, Toronto, Ontario.



Sincerely,
Mary Pickford.