

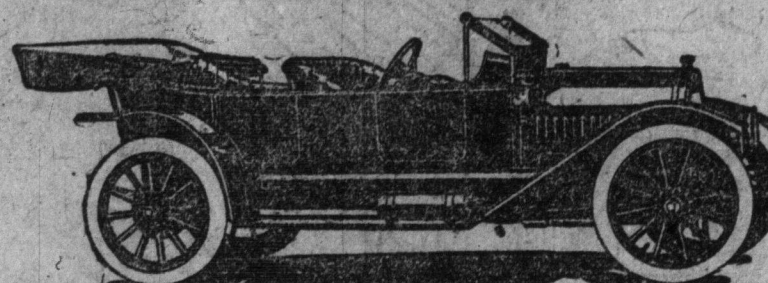
MAKE HAY WHILE THE \$5,000 IN PRIZES IS SHINING IN THE WORLD GREAT PROVERB CONTEST

ENTRY MAY STILL BE MADE

ALTHO the great Proverb Contest of The Toronto World is now bowling merrily on toward its finish there is still time to enter and compete for the many valuable and attractive prizes. But there's no time to lose. Make hay while the prizes are shining.

PROVERB No. 60 APPEARS ON PAGE 2, TODAY'S NEWS SECTION---ENTER NOW

FIRST GRAND PRIZE \$2250 JACKSON TOURING CAR

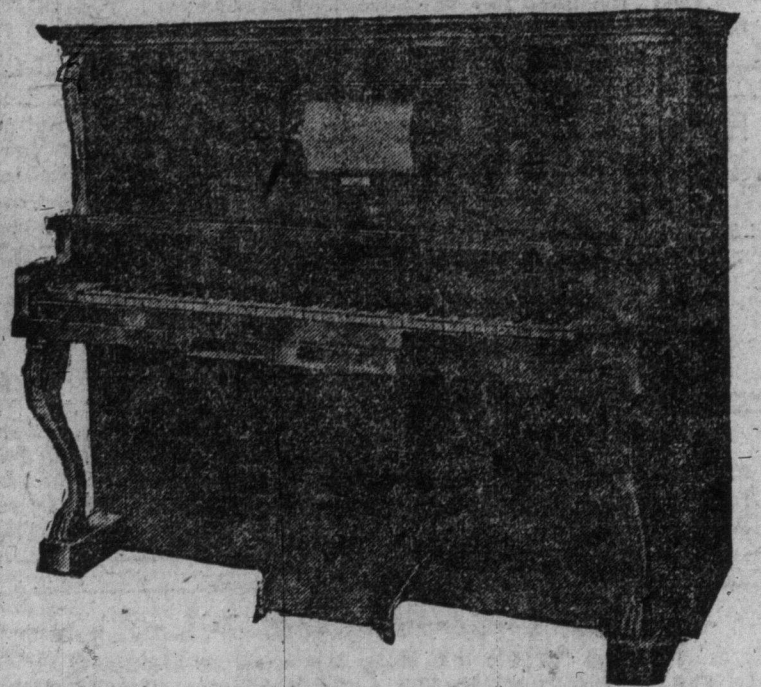


"NO HILL TOO STEEP, NO SAND TOO DEEP"
New 1913 Olympic Model, fully equipped, with Top, Lights, Windshields, Self-Starter and all attachments.
PURCHASED FROM The Jackson Car Co. of Ont. Ltd

HOW TO ENTER THE CONTEST

TO ENTER NOW it is only necessary to secure the back numbers of the Proverbs. All of the Proverb Pictures and their Coupons—from the beginning of the contest to date—will be sent to any address in Canada upon receipt of \$1.02—Stamps, Express or P. O. Money Order.

2nd GRAND PRIZE—\$750 Blundall Player Piano



STYLE LOUIS XV.—Artistic, rich-toned instrument of rare musical qualities.

The Blundall Piano Co., 144 Spadina Av.

Get Monday's World for Proverb Picture No. 61.

LIST OF PRIZES Aggregating \$5,000 in Value

1ST PRIZE—\$2250 NEW OLYMPIC 1913 MODEL FIVE-PASSENGER JACKSON TOURING CAR, with all the latest attachments, fully equipped. Purchased from The Jackson Car Company of Ontario, Limited, 233 High Park Avenue.

2ND PRIZE—\$750 BLUNDALL PLAYER PIANO, in mahogany, with fifteen music rolls and bench. Purchased from The Blundall Piano Company, 144 Spadina Avenue.

3RD PRIZE—\$350 R. F. WILKS UPRIGHT PIANO, in beautiful Walnut Case. Purchased from R. F. Wilks, 11-13 Bloor Street East.

4TH PRIZE—\$300 BURNETT UPRIGHT PIANO, in mahogany. Purchased from the Burnett Piano Company, 216 Yonge Street.

5TH PRIZE—\$225 INDIAN MOTORCYCLE. Purchased from Percy A. McBride, 343 Yonge Street.

6TH PRIZE—\$225 EXCELSIOR AUTOCYCLE. Purchased from Percy A. McBride, 343 Yonge Street.

7TH PRIZE—\$250 NINE-PIECE DINING ROOM SUITE, in fumed oak. Purchased from L. Yolles, Furniture, 363-365 West Queen Street.

8TH PRIZE—\$225 SIX-PIECE BEDROOM SUITE, in full mahogany. Purchased from S. Levinter, 401-403 West Queen Street.

9TH PRIZE—\$100 GENUINE SOLITAIRE DIAMOND RING. Purchased from Ellis Bros., Diamonds, 108 Yonge Street.

10TH PRIZE—\$100 FOUR-PIECE LIBRARY SUITE, in fumed oak, pigskin leather upholstered. Purchased from L. Yolles, Furniture, 363-365 West Queen Street.

11TH PRIZE—\$100 GENUINE SOLITAIRE DIAMOND RING. Purchased from Ellis Bros., Diamonds, 108 Yonge Street.

12TH PRIZE—\$50 DIAMOND CLUSTER RING. Purchased from Ellis Bros., Diamonds, 108 Yonge Street.

13TH TO 17TH PRIZES—\$250—LEATHER TRAVELING BAGS, at \$10 each. Purchased from Pink Trunk & Bag Co., 149 West Queen Street.

18TH TO 42ND PRIZES—\$2250—L. E. WATERMAN IDEAL FOUNTAIN PENS, \$1.50 each.

ADDITIONAL PRIZES TO BE ANNOUNCED LATER.

Rules Governing the Contest

The Toronto World Proverb Contest is a test of skill and diligence, designated to encourage thought and research on the part of the young and provide a pleasant mental diversion for everyone.

Every day, for a period of seventy-five (75) days, there will appear in The Toronto Daily and Sunday World, an illustration, cartoon or other representation of a commonly used and well-known English proverb.

The Toronto Daily World will award PRIZES AGGREGATING OVER \$5000 IN VALUE to readers of The Daily and Sunday World who send in the correct or nearest correct answers to the entire series of illustrations. The first proverb picture was published in The Daily World, Thursday, Oct. 3. The last will be published on Dec. 16.

The correct answers, to serve as a basis of awards, are being selected according to their common use by the Contest Manager and three representatives of The Daily and Sunday World, and will shortly be placed under seal in a Safety Deposit Vault.

This list of correct answers will remain under seal until called for by the judges, whose names will be announced in due course, and who will have full control of the examination of the answers and awarding of the prizes.

The correct answers are included in The Toronto World's Book of English Proverbs, which is published as a guide and reference for contestants' use in the contest.

To compete for the prizes, contestants need only to supply the proverbs represented by the illustrations that will appear daily, and send in their answers, at the close of the contest, according to the rules. The person sending in the correct or nearest correct list of answers to the entire series of seventy-five (75) illustrations will be awarded the first prize. The person sending in the second nearest correct list of answers will receive the second prize, etc., etc. Entry may be made any time before the contest is entirely closed. Rules follow:

1. The Toronto World's Proverb Contest is open to all readers of The Daily and Sunday World in Canada, except employees of their families. Anyone not excepted as above mentioned may enter the contest by simply becoming a regular reader of The Toronto Daily and Sunday World.

2. Contestants must write the Proverbs represented by the illustration upon the coupon provided therefor and which will appear on Page 2 of The Daily and Sunday World every day during the Contest. Answers may be written with pen, pencil or typewriter, and arranged in any manner to suit the contestant.

3. Each picture represents only one proverb. Where contestants are not certain as to the correct proverb represented, they will be permitted to send five (5) answers (not more) to each proverb illustration. If the correct answer is given, incorrect answers will not count against a contestant.

4. Only one answer may be written upon a single coupon. Extra coupons must be used for additional answers, and all coupons of the same number must be kept together in making up the set.

5. Different members of a family may compete in the contest, but only one prize will be awarded to any one family or household, and only one set of answers will be accepted from any individual contestant.

6. Answers must not be sent in until the last proverb illustration has been printed. After the last picture has been printed, contestants must arrange their coupons in numerical order, fasten them securely together and deliver or mail them in a neat, flat package (not folded or rolled), plainly addressed to the Contest Manager, The Toronto World, Toronto, Canada, within the time specified in the following rule.

7. The time of receiving answers will have no effect upon the awarding of the prizes, with this exception: A contestant may be delivered at the Office of The Toronto World or bear postmark of mailing of not later than midnight, December 15, 1913, twelve o'clock.

8. The prizes will be awarded to readers sending in the correct or nearest correct set of answers to the entire series of seventy-five (75) Toronto Daily and Sunday World Proverb illustrations.

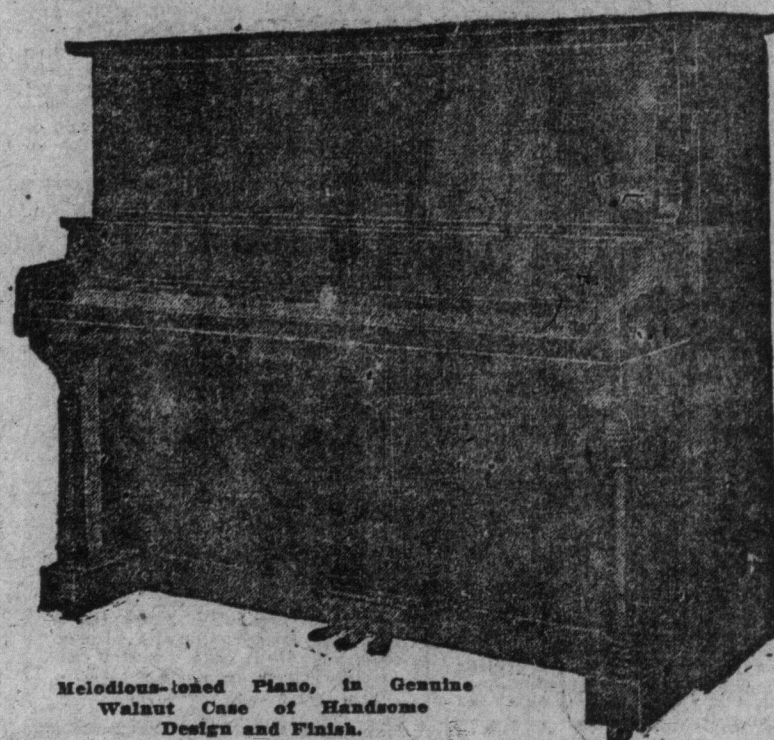
9. In the event of a tie between two (2) or more persons, the contestant sending in the nearest correct list of answers with the least number of coupons will be declared the winner. Where two (2) or more contestants submit the same number of coupons upon the same number of coupons the value of the prize or prizes thus tied for will be equally divided among those tying.

10. In making the awards the judging committee, whose names will be announced in due course, will take into account the similarity and exact wording of the proverbs as selected by the Contest Manager and three representatives of The Daily and Sunday World, and as contained in The Toronto World's Book of English Proverbs; points World's Book of English Proverbs; spelling, wording, punctuation, and the correct construction of the proverbs are the essentials that will be graded.

11. Where a set of answers is securely fastened together the contestant will be permitted to stamp (with rubber stamp) or abbreviate his or her name on the space allotted for name, and omit the full address from the greater majority of the blanks. PROVIDED THAT SUCH FULL NAME AND FULL POSTOFFICE ADDRESS IS plainly and distinctly written upon the FIRST SIX AND LAST SIX BLANKS of the set.

12. In sending in the answers at the close of the contest it is important that contestants seal all packages containing answers and if mailed, contestants should exercise great care to see that postage is fully prepaid at the rate, one cent per ounce, or fraction thereof, in Toronto, and two (2) cents per ounce, or fraction thereof, if mailed to any other part of Toronto, as The Toronto World is not bound to pay postage due on any set of answers.

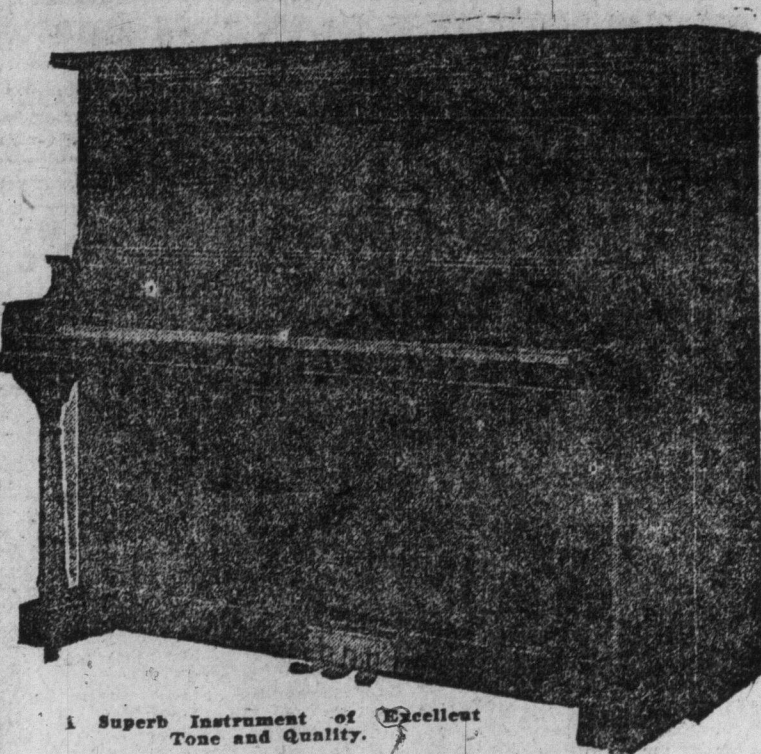
3rd GRAND PRIZE—\$350 R. F. WILKS PIANO



Melodious-sounding Piano, in Genuine Walnut Case of Handsome Design and Finish.

PURCHASED FROM R. F. Wilks, Pianos 11-13 BLOOR EAST

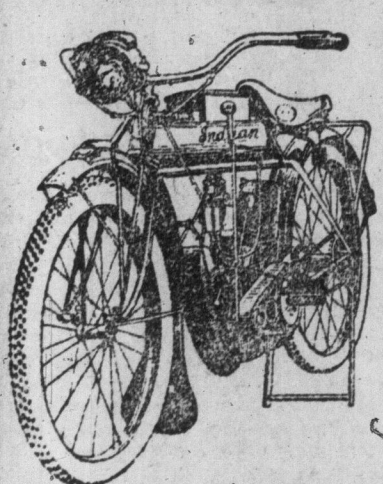
4th GRAND PRIZE—\$300 BURNETT PIANO



A Superb Instrument of Excellent Tone and Quality.

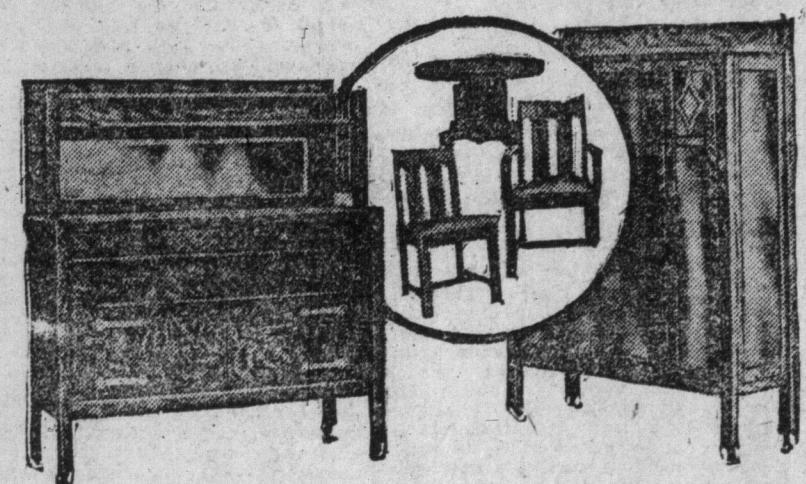
PURCHASED FROM The Burnett Piano Co. 276 YONGE ST.

5th GRAND PRIZE—\$265 INDIAN MOTORCYCLE



Purchased from The Toronto Motorcycle Co. 384 Spadina Avenue

7th GRAND PRIZE—\$250 DINING ROOM SUITE



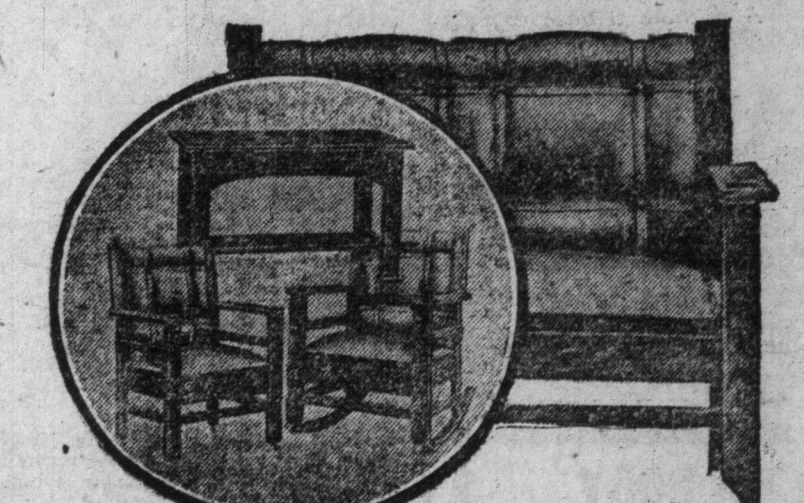
Beautiful Nine-Piece Suite, in fumed quartered oak.
PURCHASED FROM L. YOLLES, Furniture 363-365 WEST QUEEN STREET

9th GRAND PRIZE—\$150 DIAMOND RING



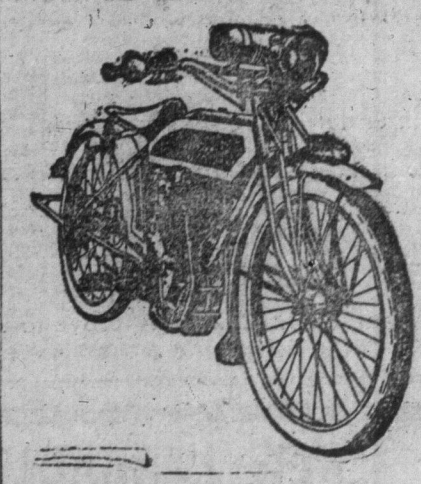
Clear white stone of first quality and rare brilliancy
PURCHASED FROM ELLIS BROS., Diamonds 108 YONGE STREET

10th GRAND PRIZE—\$100 4-Piece Library Suite



Four-piece fumed oak suite, upholstered with genuine pigskin leather.
PURCHASED FROM L. YOLLES, Furniture 363-365 WEST QUEEN STREET

6th GRAND PRIZE—\$265 EXCELSIOR AUTOCYCLE



Purchased from PERCY A. McBRIDE 343 Yonge Street

The First 60 Proverb Pictures Have Been Published—Only 15 More to Come
Extra Back Proverb Pictures and Coupons May Be Had at the Office or by Mail at 1c for the Daily and 5c for the Sunday