

RULES OF \$5000 CONTEST TODAY

Conditions of Great Contest
Place School Child on Equal
Basis With College
Student.

Correct Answers To Be Locked Up

The correct "proverb answers" to the seventy-five (75) proverb pictures the first official illustration of which will be published in The Toronto World, Thursday, October 3rd—and which are now being selected according to their common use by the Contest Manager and three other representatives of The World, will shortly be placed under seal and locked up in a safety deposit vault, where they will remain until the contest is entirely closed. After the contest is over these correct "proverb answers" will be removed by the judges whose names will be announced in due course, and who will have full charge of the examination of the answers sent in and the awarding of the prizes. This correct list of answers will also be published with the announcement of the winners.

The Toronto World's Great Proverb Contest, which will open on next Thursday, October 3rd, and which is to be conducted for the entertainment and profit of the many thousands of World readers, will be the most extraordinary of its kind ever conducted by a daily newspaper.

The magnificent and valuable list of prizes offered to the fortunate contestants aggregate in value more than \$5,000, and there is enough of these fine prizes to make it almost certain that honest, painstaking effort will not go unrewarded.

Thus, The Toronto World is planning to furnish a fascinating game, certain to attract as regular daily players every member of the family, and to which zest is added because of the fact that the lucky ones will be rewarded with gifts of great value.

The rules and conditions of the contest place everyone, young and old, upon an equal basis; the boy that works in the shop stands as good a chance as the college professor, and the business man of large affairs will have no better show than the bright schoolboy or girl.

English proverbs, the basis for the illustrations of the contest, are the homely, common-sense sayings which everyone has heard since childhood, and they are common property of everyone. No one has an option on them; no one can corner them. They are a part of the vernacular supplementing daily conversation.

So the proposition narrows down to a question of common sense ability in correctly applying what everybody knows to the illustrations that will be published.

It is hardly necessary to point out the basis for the assurance which is felt that every reader of The Toronto Daily and Sunday World is to become a participant in this most interesting and richly rewarded game.

The rules and conditions governing the competition and a sample proverb picture and its answer, together with a list of the grand capital prizes, appear on another page of this issue of The World, and those who are planning to take part in the enterprise should read and study them carefully, for upon following the rules closely will depend the contestants' chances to secure the rewards.

The first of the official proverb pictures will be published on next Thursday, October 3rd, and persons who are not at present regular readers of The Toronto Daily and Sunday World should lose no time in placing an order with their nearest newsdealer to have the Daily and Sunday editions of The World delivered to them regularly, as the demand for additional copies of both the Daily and Sunday editions will be large and it may be difficult to supply back copies.



Nellie McCoy, the Famous Dancer, with Kitty Gordon, in "The Enchantress," at the Princess Next Week.

ALL TORONTO IS TALKING ABOUT THE WORLD'S GREAT \$5,000 PROVERB CONTEST

UNIQUE AND FASCINATING—exciting and novel. Be ready to enter this great competition on Thursday, Oct. 3rd, and see how simple and easy it will be to solve PROVERB PICTURE NO. 1, as well as those to follow. The contest is free and open to all regular readers of The Toronto Daily and Sunday World. It costs you nothing and you may win that \$2250 Jackson Touring Car or one of the many other desirable and valuable prizes. There is no guessing, just the naming of seventy-five proverbs that will be illustrated similar to the sample proverb picture shown herewith. The contest is the most attractive and entertaining ever conducted in Canada.

What Proverb Does This Picture Represent?



Answer: "A stitch in time saves nine."



READ
CONDITIONS
CAREFULLY



LIST OF PRIZES

- FIRST 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, 338 High Park Avenue.
- SECOND PRIZE**—\$750 Blandall Player-Piano, Louis XV. style, with fifteen Music Rolls and Bench. Purchased from The Blandall Piano Company, 144 Spadina Avenue.
- THIRD PRIZE**—\$850 R. F. Wilks Upright Piano, in beautiful walnut case. Purchased from R. F. Wilks, 11-13 Bloor St. E.
- FOURTH PRIZE**—\$300 Burnett Upright Piano, in mahogany. Purchased from The Burnett Piano Company, 270 Yonge St.
- FIFTH PRIZE**—\$265 Indian Motorcycle. Purchased from The Toronto Motorcycle Company, 384 Spadina Avenue.
- SIXTH PRIZE**—\$265 Excelsior Autocycle. Purchased from Percy A. McBride, 343 Yonge Street.
- SEVENTH PRIZE**—\$250 Nine-Piece Dining-Room Suite, in fumed oak. Purchased from L. Yolles, Furniture, 363-365 West Queen Street.
- EIGHTH PRIZE**—\$225 Six-Piece Bedroom Suite, in full mahogany. Purchased from S. Léviner, 401-405 West Queen St.
- NINTH PRIZE**—\$150 Genuine Solitaire Diamond Ring. Purchased from Ellis Bros., Diamonds, 108 Yonge Street.
- TENTH PRIZE**—\$100 Four-Piece Library Suite, in fumed oak, pig-skin leather upholstered. Purchased from L. Yolles, 363-365 West Queen Street.
- ELEVENTH PRIZE**—\$100 Genuine Solitaire Diamond Ring. Purchased from Ellis Bros., Diamonds, 108 Yonge Street.
- TWELFTH PRIZE**—\$50 Diamond Cluster Ring. Purchased from Ellis Bros., Diamonds.
- THIRTEENTH TO EIGHTEENTH PRIZES**—\$50 Leather Traveling Bags at \$10 each. Purchased from Fink Trunk & Bag Co., 149 West Queen Street.

Additional Prizes to Be Announced Later

Conditions Governing the Contest

The Toronto World Proverb Contest is a test of skill and diligence, designed 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, and similar to the sample proverb picture and answer published on this page.

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 will appear in The World, Thursday, October 3rd.

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.

The 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 will also be included in The Toronto World's Book of English Proverbs, which will be 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 The Daily and Sunday World and members 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 Rule 7.

7. The time of receiving answers will have no effect upon the awarding of the prizes with this exception: all answers must be delivered at the Office of The Toronto World or bear postmark of mailing of not later than midnight, December 28, 1912, twelve days after the close of the contest.

8. The prizes will be awarded to Toronto Daily and Sunday World readers sending in the correct or nearest correct set of answers to the entire series of seventy-five (75) 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 correct answers 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 proverb answers 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: 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 same, 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, outside of Toronto, as The Toronto World is not bound to pay postage due on any set of answers.

All communications or letters of inquiry concerning the Proverb Contest must be addressed to the Contest Manager, Toronto World, Toronto, Canada.

CONTEST OPENS THURSDAY, OCT. 3RD—75 PICTURES—75 DAYS

If you are not a regular reader of The Daily and Sunday World, place an order with your newsdealer to begin serving you with a copy of The World every day from now on.