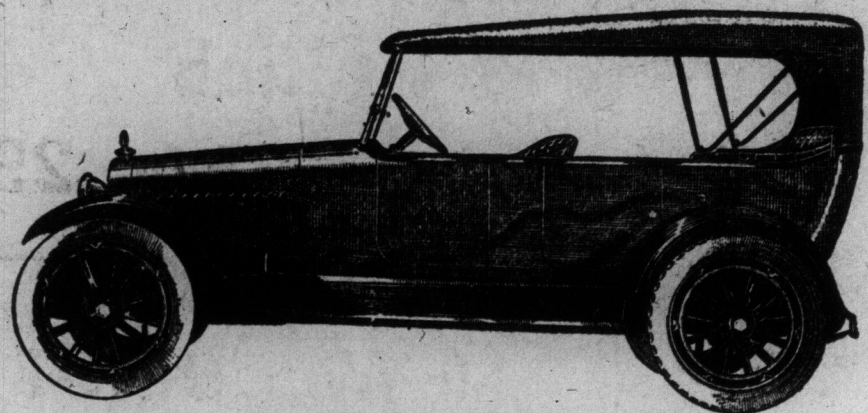


Four New High Grade Automobiles

AMONG THE RICH AND DESIRABLE PRIZES OFFERED IN THE WORLD'S SALESMANSHIP CLUB

SECOND GRAND CAPITAL PRIZE

\$2125 CHALMERS TOURING CAR.



Purchased from and can be seen at
UNITED AUTO SALES, LTD.

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.

A TEST OF SALESMANSHIP

One of the watchwords of the business world today is "Salesmanship." It has been taught in the colleges and schools, and has formed the subject for technical books and lectures. Among the readers of The Toronto World are hundreds of men and women who have taken courses in salesmanship. There are other hundreds who have practiced salesmanship in their daily work. There are many more hundreds who have a natural gift for salesmanship and organization.

The World's "Salesmanship Club Campaign" is one of the most unusual tests of salesmanship ability presented to the public. In the first place, no one knows better than a World reader what a good paper his paper is. He knows its "talking points" by heart, as a result of his intimate acquaintance.

"He" or "his" does not mean that the women are barred; on the contrary, they have a little the better of the proposition. It is one of those "spare time" arrangements, which cannot always be utilized by the man who has to be around when the whistle blows.

EVERY ONE A SALESMAN

Enthusiasm over The World's campaign, with its fascinating challenge to the salesmanship spirit of the world's greatest advertising and selling centres, is reflected in the statement made by Mr. D. M. Barrett, secretary and treasurer of The World Salesmanship Congress, Detroit, in a recent interview.

Mr. Barrett said:

"It is commonly believed that every man is a salesman, all of the time. From the moment that the tiny arms of the babe in the cradle stretched out in an appeal to its mother for what it most needs, up until the moment when the same human being just as earnestly makes his last appeal for mercy, on his death bed, the individual is continuously attempting to sell himself or herself into a greater and greater growth. Those in every department of human activity, who have accurately appraised the universality of this principle or growth, have become the master salesmen of the world, whom business men and professional men are endeavoring to imitate."

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 \$2,125 Chalmers touring car.

The member who closes third will be the winner of the \$1,510 Briscoe touring car.

The one who closes in fourth place will be the winner of the \$1,390 Maxwell touring car.

The \$1,375 Briscoe touring car goes to the fifth highest member.

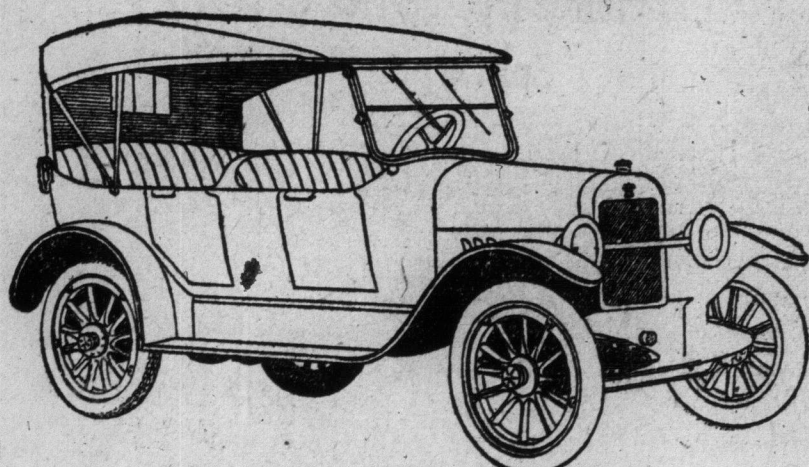
After the grand prize winners have been eliminated the highest member in each of the eighteen districts will be given a \$100 merchandise order.

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.

THIRD GRAND CAPITAL PRIZE

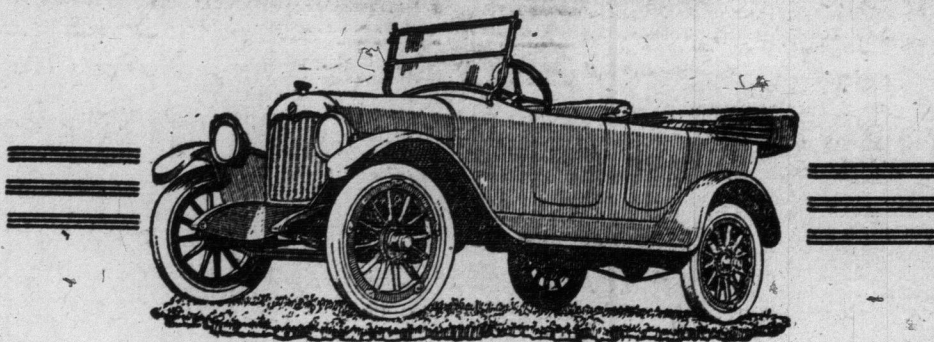
\$1510 BRISCOE TOURING CAR.



Purchased from and can be seen at
BAILEY-DRUMMOND MOTOR CO.

FOURTH GRAND CAPITAL PRIZE

\$1390 MAXWELL TOURING CAR.



Purchased from and can be seen at
UNITED AUTO SALES, LTD.

*This is no luck layout or popularity fandango.
It is business—the reward of persistence
and system.*

There's a prize for everyone. If you are first, you win a \$5,000 Home. If you are fifth, you win an automobile. If you are the ninety-first candidate, you win a \$25 prize.

If you want to put your spirit of achievement and your spare time to excellent use in the next few weeks, put your hand on the telephone, the manager of the Salesmanship Club is on the other end of the line—Main 5308.

The office of the Club is on the ground floor of the World Building, 40 West Richmond Street, and is open from 9 a.m. until 10 p.m. Call and get acquainted with the manager of the Club. He will be glad to see you and to further explain just how you can go about it to be one of the big prize winners.

*"Every man will fight for his home,
but who ever heard of a man fighting
for his boarding house?"*

---Mark Twain

Mark Twain said many things of moment in his well calculated life, but few that hit home so hard as his potent "proverb" above.

Fight? Yes! Work? Yes! But here, indeed, is an opportunity to win a home and get away from the boarding house or the rented home, by the most delightful of industry.

You can endear your friends to you by making The Toronto World their daily associate; you can enlarge your social circle so easily; you can develop the art of Salesmanship, and you can profit so exceedingly in all the opportunities that open up in this campaign.

GET STARTED TODAY, IS EXCELLENT ADVICE.

Subscription Prices and Number of Credits

By Carrier—			By Mail—		
New Subscriptions.	Price.	Credits.	New Subscriptions.	Price.	Credit.
3 Months	\$ 1.35	1,500	3 Months	\$1.00	1,200
6 Months	2.60	4,000	6 Months	2.00	3,000
12 Months	5.00	10,000	12 Months	4.00	8,000
24 Months	10.00	25,000	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.

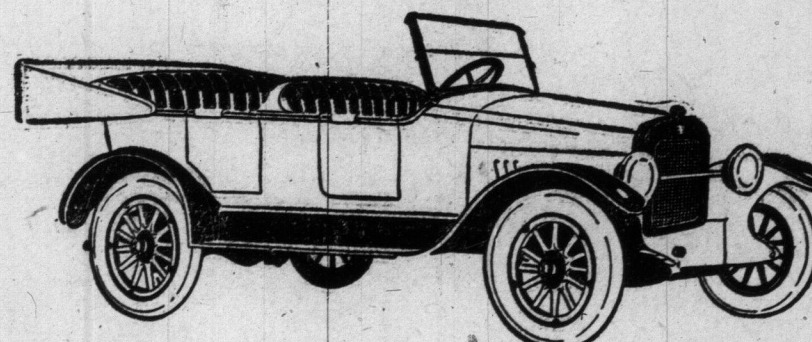
All subscriptions on which credits are allowed must be paid for at full subscription rate.

In addition to the regular schedule of club credits, subscriptions will count as follows during the periods named below.

Special offer period from the beginning of the Campaign to July 30, inclusive. During this period each club of six months' new subscriptions will count for 60,000 extra club credits. From Aug. 4 to Aug. 20, inclusive, all new subscriptions will count double. From Aug. 26 to Aug. 29, inclusive, all new subscriptions will count double, less 20 per cent. of the extra credits.

FIFTH GRAND CAPITAL PRIZE

\$1375 BRISCOE TOURING CAR.

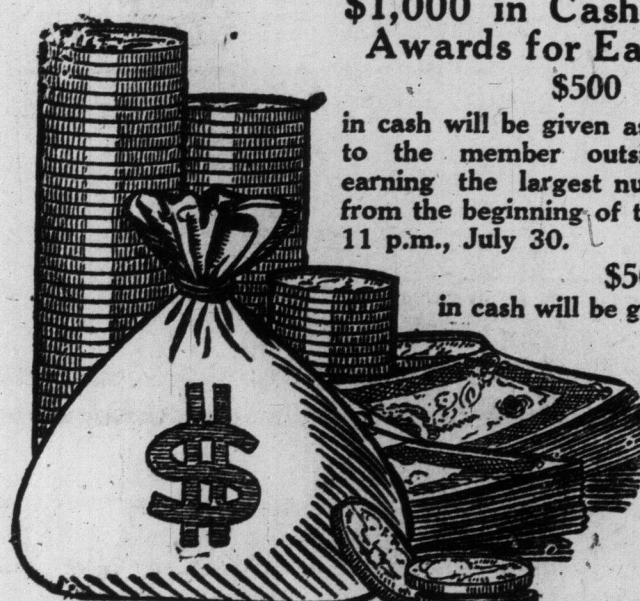


Purchased from and can be seen at
BAILEY-DRUMMOND MOTOR CO.

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 the idea of dividing 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.
Wentworth, Lincoln, Welland, Haldimand and Halton Counties.
District No. 11.
Norfolk, 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, Grenville, Carleton, Dundas, Stormont, Glengarry, Russell, Prince Edward and Prescott Counties.
District No. 18.
Any territory in which The World circulates not described in the other districts.



\$1,000 in Cash as Extra Awards for Early Work
\$500

in cash will be given as an extra prize to the member outside of Toronto earning the largest number of credits from the beginning of the campaign to 11 p.m., July 30.

\$500

in cash will be given as an extra prize to the member in Toronto earning the largest number of credits from the beginning of the campaign to 11 p.m., July 30.

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.

If You Don't Win a Prize You Get a Cash Commission--There Are No Losers

A cash commission of 10 per cent. will be paid every active member who does not win one of the ninety-one prizes. An active member is one who turns in at least one subscription each week during the last two weeks of the Campaign.