

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 here. The contest is the most attractive and entertaining ever conducted in Canada.

**CAN YOU NAME THE PROVERB
THIS PICTURE REPRESENTS ?**



"To hold one's nose to the grindstone."



**READ
CONDITIONS
CAREFULLY**



1st Grand Prize—\$2250 Jackson Touring Car
1913 Olympic Model, Five Passenger, Fully Equipped
with All Latest Attachments.



"No Hill Too Steep, No Sand Too Deep."

On Exhibition at The Jackson Car Co. of Ontario, Limited
Garage and Showrooms, 338 High Park Avenue

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.

List of Prizes

- 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, 338 High Park Avenue.
 - 2ND PRIZE—\$750 BLUNDALL PLAYER-PIANO, Louis XV. style, 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, 274 Yonge Street.
 - 5TH PRIZE—\$205 INDIAN MOTORCYCLE. Purchased from The Toronto Motorcycle Company, 384 Spadina Avenue.
 - 6TH PRIZE—\$205 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, 263-265 West Queen Street.
 - 8TH PRIZE—\$225 SIX-PIECE BEDROOM SUITE, in full mahogany. Purchased from S. Levinter, 401-405 West Queen Street.
 - 9TH PRIZE—\$150 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, 263-265 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.
 - 13TH TO 17TH PRIZES—\$50 — LEATHER TRAVELING BAGS, at \$10 each. Purchased from Pink Trunk & Bag Co., 149 West Queen Street.
- ADDITIONAL PRIZES TO BE ANNOUNCED LATER.

CONTEST OPENS THURSDAY, OCTOBER 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.