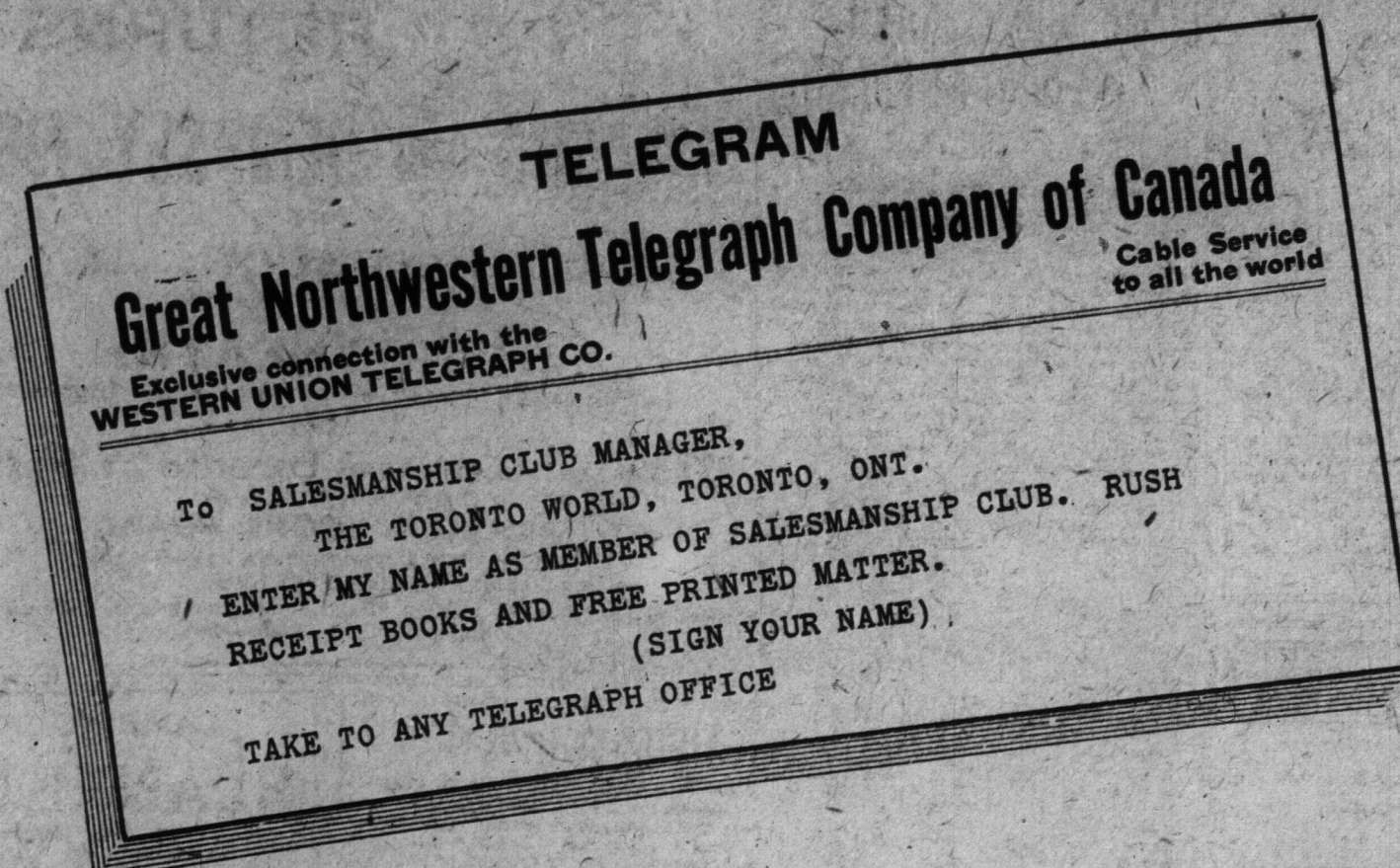


SEND THIS TELEGRAM COLLECT



To "Salesmanship" Manager The Toronto World's "Salesmanship Club"

[WORLD BUILDING, TORONTO, ONT.]

You are privileged to go to any telegraph office and send this telegram direct to us. We want you to get started as soon as you can and we stand ready to help you in every way we can. Set the wires burning TODAY.

IT WILL SERVE AS YOUR ENTRY BLANK AND
WILL START YOU OFF WITH 5,000
FREE CREDITS

\$5,000 Home of Your Own Selection is the First Award

The club member who closes the campaign with the most credits is allowed to select any \$5,000 home or farm anywhere and The World will foot the bill. Drive your own bargain, buy the best property that \$5,000 cash will purchase and The World writes the cheque in payment.

EVERY ACTIVE WORKER REWARDED

There are no losers in this campaign. Every member who remains active until the close, but who fails to win one of the 91 prizes offered, will be paid a cash commission of 10 per cent. on all subscription money he or she has turned in.



\$500 IN CASH EXTRA FOR OUT-OF-CITY MEMBERS

The member outside of the city of Toronto who earns the most credits from start of campaign to July 30 will be given a special Extra Award of \$500 IN CASH, as reward for early effort.

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.

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.

THE PLAN IN A NUTSHELL

All that is necessary to do to become a member of the "Salesmanship Club" is to clip out the entry blank, fill it in with your name and address and mail or bring it to the "Salesmanship Club" department of The World. This starts you off with 5,000 credits.

As soon as your entry is received, you are immediately supplied with receipt books, free printed matter and all that is necessary for you to have in order to start work at once.

The office of the "Salesmanship Club" is open every week day, 8.30 a.m. to 9.00 p.m., and members of the Club or anyone interested in knowing more about this big proposition are welcome to call at any time.

After you have enrolled your name as a member of the Club, you should let all of your friends know that you are in the campaign to win one of the big prizes, and that you expect their support in the way of giving you subscriptions to The World.

Credits are obtained by securing paid-in-advance subscriptions to The Toronto World (daily edition), from either old or new subscribers, for any length of time, from three months to two years.

If the entry blank is accompanied by a subscription for any length of time, 15,000 extra credits are given, which, together with the entry blank, makes 20,000 credits besides the regular number allowed for subscriptions. A very nice start in the big prize race.

The advantage of an early start cannot be emphasized too much, for those who enter right now and lose no time in starting an active campaign will have by far the best of it.

Then there are the two \$500.00 extra cash prizes which are offered for the best work done up to July 30.

Subscription Prices and Number of Credits

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

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 equally throughout 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—Westwark, Lincoln, Welland, Haldimand and Halton Counties.
District No. 11—North York, Oxford, Brant and Waterloo Counties.
District No. 12—Elgin, Middlesex, Lambton, Kent and Essex Counties.
District No. 13—York, Huron, Bruce and Grey Counties.
District No. 14—Simcoe, Waterloo 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.

\$500 IN CASH EXTRA FOR TORONTO MEMBERS

The member in the city of Toronto who earns the most credits from start of campaign to July 30 will be given a special Extra Award of \$500 IN CASH, as reward for early effort.

Use Entry Blank below if
you would prefer to mail
it to us instead of tele-
graphing it.

DON'T FORGET THAT
YOU GET 15,000 EXTRA
CREDITS IF A SUBSCRIP-
TION FOR ANY LENGTH
OF TIME ACCOMPANIES
THE ENTRY.

Entry Blank The World's Salesmanship Club.

Good for 5,000 Club Credits

Write Name and Address Plainly. Enter your name or that of a friend.

Name

Address

City or Town

Only One Entry Blank Will Be Credited to Any One Member.