

Send this telegram-COLLECT

to Salesmanship Club Manager,

The London Free Press

Room 6

425 Richmond Street, London

You are privileged to go to the 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 It Will Obtain for You 5,000 EXTRA CREDITS

Better Grasp This Wonderful Opportunity!

The Big Important Thing Is To Enter

FIRST GRAND CAPITAL AWARD
\$5,000 HOME OR FARM

---or \$5,000 in cash

SECOND GRAND CAPITAL AWARD



\$2875 WILLYS-KNIGHT
SEDAN

THIRD GRAND
CAPITAL AWARD

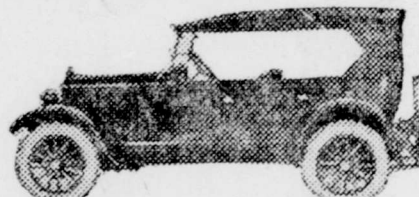


\$2125 CLEVELAND
SIX SEDAN

This Cleveland Two-Door Sedan was purchased from W. C. Morrison, Cleveland dealer, 154 Pullarton street, London, and will be awarded to the candidate obtaining the third largest total of credits in the entire campaign.

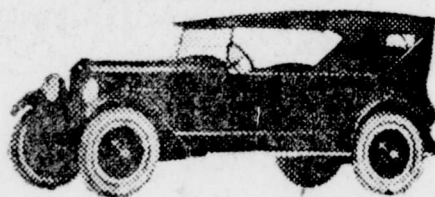
12 other automobiles: 4 of these cars for Section "A"—4 for Section "B"—4 for Section "C," making a total of 14 automobiles to be awarded March 22

\$1512 McLAUGHLIN-BUICK



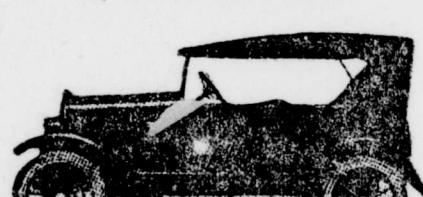
This McLaughlin-Buick Master Four Special was purchased from McLaughlin Motor Car Company, Limited, Richmond street, corner of Bathurst street, London.

\$1265 MAXWELL



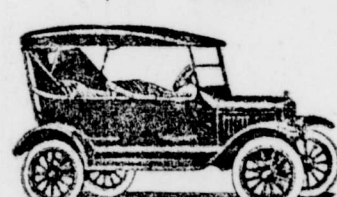
This good Maxwell Standard Touring Car was purchased from the Universal Motor Sales, Limited, Maxwell, Franklin and Chalmers dealers, 354-360 Clarence street, London.

\$785 OVERLAND



This Overland Touring Car was purchased from J. W. McLaughlin, Willys-Knight and Overland dealer, 345-47-49 Dundas street, corner of Waterloo, London.

\$599 FORD



This latest model Ford Touring Car was purchased from Middlesex Motors, Limited, 444 Talbot street, London.

\$600 Extra For Best Effort To
February 18

\$300 EXTRA FOR COUNTRY.

\$300 in cash will be given as an extra prize to the member outside of London turning in the largest total of credits before 10 p.m. on February 18.

\$300 EXTRA FOR CITY.

\$300 in cash will be given as an extra prize to the member in London turning in the largest total of credits before 10 p.m. on February 18.

15%
Cash Commission
Is the Very Least You
Can Win

CLASS OF SERVICE	SYMBOL
Day Message	Blue
Day Letter	Blue
Night Message	Red
Night Letter	Red

Send the following message, subject to the terms on back hereof, which are hereby agreed to.

TO SALESMANSHIP CLUB MANAGER,
LONDON FREE PRESS, LONDON

ENTER MY NAME AS CANDIDATE FOR ONE OF THE 54 AWARDS
AND RUSH FREE PRINTED MATTER.

(Your Name and Address Here)
JUST CLIP OUT THIS TELEGRAM AND HAND IT TO THE TELEGRAPH OFFICE
AND SEND TO US COLLECT.

NINE \$100 CASH AWARDS, ONE
FOR EACH DISTRICT.

THIRTY \$50 CASH AWARDS.

AFTER THE OTHER PRIZES ARE
AWARDED THE NEXT 30 HIGHEST
WILL EACH RECEIVE \$50 IN CASH

CAMPAIGN TERRITORY

For a more equal distribution of the automobiles and the \$100 cash prizes the territory has been divided into three Grand Prize sections, and each section being again divided into three districts, as follows: (Of course, candidates may obtain subscriptions anywhere.)

GRAND PRIZE, SECTION "A," CITY OF LONDON

DISTRICT 1—Wards 1 and 2.
DISTRICT 2—Ward 3.
DISTRICT 3—Ward 4.

GRAND PRIZE, SECTION "B,"
MIDDLESEX (Outside of the City of London), HURON, LAMBTON, ESSEX, KENT and ELGIN COUNTIES.
DISTRICT 4—Middlesex County (outside of the City of London).
DISTRICT 5—Huron and Lambton Counties.
DISTRICT 6—Essex, Kent and Elgin Counties.

GRAND PRIZE, SECTION "C,"
BRANT, HALDIMAND, PERTH, NORFOLK, OXFORD, WATERLOO, WELLINGTON, BRUCE and GREY COUNTIES.
DISTRICT 7—Brant, Haldimand and Perth Counties.
DISTRICT 8—Oxford and Norfolk.
DISTRICT 9—Waterloo, Wellington, Bruce and Grey.

THE PLAN IN BRIEF

The London Free Press has made its SALESMANSHIP CLUB offer unusually liberal and fair. The awards, totaling \$25,000, will be given to those men and women who enter the campaign and assist in boosting the circulation by getting their friends and acquaintances who are now reading The Free Press to renew their subscriptions, and by inducing others to subscribe.

The winners of all prizes will be decided on the basis of credits obtained. And it is easy to obtain credits. Just notice the schedule showing HOW SUBSCRIPTIONS COUNT.

You have the same fair and equal chance of winning, no matter where you reside. There are no strings tied to this offer. It's a fair field and no favors.

Both men and women are eligible. Anybody, except employees of The Free Press, may enter the campaign. CAMPAIGN CLOSES ON MARCH 22.

ADDRESS ALL COMMUNICATIONS TO "THE FREE PRESS SALESMANSHIP CLUB, SECOND FLOOR, 425 RICHMOND STREET, LONDON, ONTARIO." OFFICE OPEN 9 A.M. TO 9 P.M., EVERY DAY EXCEPT SUNDAY. TELEPHONE 18.

HOW AWARDS WILL BE MADE

The \$5,000 home, farm or cash is to be given as the Grand Capital award to the man or woman obtaining the largest total of credits during the campaign.

The \$2,925 Willys-Knight and the \$2,125 Cleveland Sedan will be awarded as the second and third Grand Capital prizes to the two members finishing second and third in the entire campaign.

After the three Grand Capital prizes have been awarded the member finishing first in each of the three grand prize sections will be awarded a \$1,512 McLaughlin-Buick touring car. Next highest in each of the Grand Prize sections will be awarded a \$1,265 Maxwell. Next highest in each of the Grand Prize sections will be awarded a \$785 Overland touring car. Next highest in each of the three Grand Prize sections will be awarded a \$599 Ford touring car.

After the above prizes have been awarded the member standing first in each of the nine districts will be awarded \$100 in cash.

How Subscriptions Count in Salesmanship Club Campaign

The number of credits or new subscriptions to The Free Press follows:

Subscription.	Price.	Credits.
3 months	\$1.95	16,250
6 months	3.90	32,500
12 months	7.80	65,000
24 months	15.60	130,000

Subscription.	Price.	Credits.
6 months	\$2.50	25,000
12 months	5.00	50,000
24 months	10.00	100,000

NOTE—All renewals of old subscriptions count for just three-fourths the number of credits given on new subscriptions as shown by this schedule.

An old subscription or renewal is one given by a person who was receiving The Free Press by carrier, agent or mail on January 21, 1924.

After the 24 above prizes have been awarded the 30 members from the field at large who have the next highest number of credits will each be awarded a \$50 cash prize.

ENTRY BLANK

LONDON FREE PRESS SALESMANSHIP CLUB.

FILL OUT AND MAIL TO-DAY.

GOOD FOR 5,000 CREDITS.

Write name and address plainly. Enter your own name or that of a friend

MR. _____
MRS. _____
MISS _____

Address _____ (Street)

City or Town _____
Only one entry blank will be credited to any one salesman.