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 POKES AND ERRORSHELP OUT GIBSON
Bisons Failed to Supply O position in the Monday Fixture.
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OPPORTUNITY OF A LIFETIME Offered by The Toronto World \$5000 HOME AND FOUR AUTOS FREE HERE ARE TWO OF THE FOUR HIGH-GRADE AUTOMOBILES \$2125Chalmers

$\$ 1375$ Briscoe STANDARD TOURING CAR FULLY EQUIPPED.
The Briscoe is well known among drivers of the medium priced cars as one that gives entire satisfaction.

It is the car with THE HALF-MILLION DOLLAR MOTOR.

Less Gas and More Mileage


Purchased from and can be seen at BAILEY-DRUMMOND MOTOR CO. $\$ 5,000$ 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-CITYMEMBERS

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 refward for early effort.

## THE \$16,000 PRIZE LIST

## Chialmers Touring Car Briscoe Touring Car <br>  <br> $18 \$ 100$ Prizes $18 \$ 50$ Prizes. <br> $50 \$ 25$ Prizes.........

 merchantise orders, full details of which will be announc-
ed later.

## HOW AWARDED

 The club member who has the greatest number ofcredits at the close of the campaign will be the winner ot
the 5 . 0 on The $\$$ The meomer mher has the second greatest number
of creits will be the winner of the $\$ 2,125$ Chalmers tourny car.
The member who closes third will be the winner of The $\$ 1,1510$ Briscoe touring car

The onevwh closes in fourth place will pe the winner of the $\$ 1,390$ Maxwell highest member. | After the grand prize winners have been eliminated |
| :--- | Ahther the erand prize winners have been eliminated be given a $\$ 100$ merchandise order. The second highest member in each district will be given After the grand prize winners and the distrite prize winners have been eliminated, the fifty next highest can-

didates in the field at large will be given a $\$ 25$ merchan-

## THE PLAN IN A NUTSHELL

 ed matter and all that is is necessary for you to have in orider to start work at once. The ofife of the "Salesmanship Club" is open every week day, 8.30 a.m. to to 9.00 p.m., and
members of the Clubb of 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 lefall of your frienas
know
knat you are in the campaign to win one of the big prizes, and that you expect their support
 years. If the entry blank is accompanied by a subscription for any tength of time, 15,000 extra credits are given, which, together with the eniry blank, makes zo, 000 credits besides the regular num-
ber allowed for subscriptions. A very nice start in the big The advaritage of an early start cannot be emphasized otoo mucc. for those who enter right
now and lose ho time in starthg 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 |  |  |
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| Number of Credits |  |  |
| By Carrier- |  |  |
| New Subscriptions 3 Months |  | Cred |
| Month | ${ }_{2.60}$ | 4,0 |
| 12 Months | 5.00 | 10,0 |
| 24 Months | 10.00 |  |
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| 6 Months |  | 3,0 |
| 12 Months |  |  |
| 24 Months |  | 20,0 |
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| Toronto and suburbs and the |  |  |
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| delivery $i$ is made by mailAll subseriptions on which credits are allowed must be |  |  |



> \$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.

## The Entry Blank Below Gives You A Running Start

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

## Entry Blank <br> 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
Cily or Town
Only One Entry Blank Will Be Credited to Any One Member.



THE TORONTO WORLD

Extra Fancy California Plum
CHAS.S. SIMPSON, ${ }^{\text {rRUIT MARKET }}$
STRAWBERRIES


|  | OATS, RYE, BARLEY |
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MINING STOCKS FAIRLY ACTIVE

Dome Lake Sells Off on Newe

of Fire-Heavy Tradi



# SIMPSON'S MID-SUMMER SALE 

 Store Will Remain Closed All Day Today--Dominion Day Extraordinary Sale Arrow Brand Shirts $\$ 2.50$, $\$ 3.00$ and $\$ 3.50$ Values, Wednesday $\$ 188$$\mathrm{M}^{\mathrm{I}}$EN! A remarkable sale will be held in this store commencing at 8.30 Wednesday when hurdreds of shirts in values ranging from $\$ 2.50$ to $\$ 3.50$ will be offered for sale at the extraordinarily reduced price of $\$ 1.88$. At the former prices these shirts were better buys than anything in Toronto, but now at $\$ 1.88$ the attraction is irresistible.

Through a fortunate purchase of the entire floor stock of the left-overs, broken ranges and cancelled orders from the Arrow shirt factory we are enabled to offer the men of this city genuine bargains in shirt values,

When you buy a shirt bearing this label TRADE ARROW MARK
WUMICLUETT. PEABODY \& CO.CANADA/
you know in advance that the color is fast, the stỳle right and the pattern exclusive.

The assortment is varied and will please even the most exacting and fastidious. The sizes range from 14 to 18 and everyone is assured of a perfect fit: These shirts are especially adapted to satisfy the hard-to-fit. In addition to the wide range of sizes the sleeves are of different lengths.

## Colors

In the lot are the season's most fashionable colors adapted to suit all tastes, for those who desire the more extreme in stripes and colorings and likewise for those whose tastes are more conservative and subdued. There are plain and fancy hairline stripes of black, blue, helio--also two or three tone effects in bright or medium designs and plain white with fancy cord.

## Materials

These shirts are all neatly fashioned from the most durable and popular cloths as percale, crepe and corded materials. They are finished with the popular double French cuff style. Sizes are 131-2 to 18. These shirts reguly sell at $\$ 2.50, \$ 3.00$ and $\$ 3.50$.

The sale of these shirts will begin at 8.30 Wednesday morning. We anticipate a big rush and we would offer a suggestion that all interested be on hand early. Sale price $\$ 1.88$.

## STORE CONVENIENCES FOR

 OUT-OF TOWN VISITORS

## HOME FURNISHINGS

Rugs for Verandah and Summer Home
In the Midsummer Sale
Prairie Grass Rugs at Moderate Prices.
Woven from tough and durable grass-attractive for bedroom or veranda. Shades of green and brown with figured effects or plain centre. Sizes 2 feet 6 inches x 4 feet 8 inches at $\$ 1.75$ each; $3 \times 6$ feet at $\$ 1.95$ each; 4 feet 6 inches $\times 7$ feet at $\$ 4.25$ each; $6 \times 9$ feet at $\$ 6.50$ each; $8 \times 10$ feet at $\$ 7.50$ each; $9 \times 12$ feet at $\$ 12.50$ each.

## Cocoa Fibre Rugs.

Tough and durable-will stand outside exposure and rough wear. Stencilled in fast colors on one side only, in plain and figured effects. Size 2 feet 3 inches $\times 4$ feet 6 inches at $\$ 1.75$ each; 4 feet $\times 6$ feet at $\$ 4.50$ each; 4 feet 6 inches $\times 7$ feet 6 inches at $\$ 6.25$ each; 6 feet $\times 9$ feet at $\$ 9.75$ each; 5 feet x 10 feet at $\$ 12.50$ each.

Fine Japanese Matting 35c Up.
Finely woven rice straw matting-plain natural color, or in colored designs, at $35 \mathrm{c}, 40 \mathrm{c}$ and 50 c per yard.

Printed Linoleum Only \$1.19 Per Square Yard.
In tile, floral, wood and block patterns, heavy glazed finish, and well seasoned. Two yards wide only. $\$ 1.19$ per square yard.


Midsummer Sale in the

## HARDWARE

Deparminer
$\left.\begin{array}{|c|c}\text { Four-Passenger Lawn } & \begin{array}{c}\text { Force Cups 39c. }\end{array} \\ \text { Swings } \$ 8.69 .\end{array} \quad \begin{array}{c}\text { For removing stoppages } \\ \text { High - grade make }\end{array}\right)$

Swascenger La
High - grade make painted and varnished. 10 only to sell Wednesday at

Child's Swing $\$ 2.49$.
Similar to a large lawn swing-suitable for little only to sell. Midsummer
Thon SIMPPS(ON Conpur Limited


ARROW SHIRTS


