

# MEET OPPORTUNITY HALFWAY!

And Ride Back Saturday, October 27th, In Your Own Brand New Chevrolet!

**"Weekly Payroll"**  
COPYRIGHT

Entry Coupon  
GOOD FOR 5000 FREE CREDITS

M .....

Address .....

NOTE—Only ONE Entry Coupon accepted for each "Weekly Payroll" Participant.

This Is  
**"ENTRY WEEK"**  
IN THE BIG CAMPAIGN  
for The Markdale Standard

**"Weekly Payroll"**  
COPYRIGHT

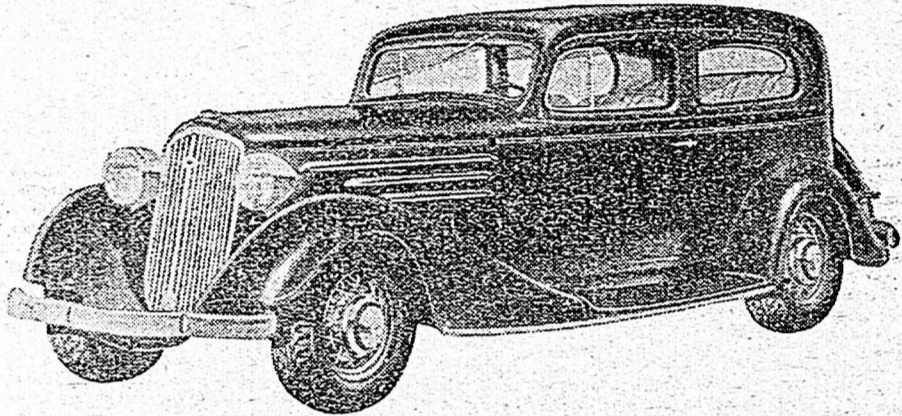
Opportunity Coupon  
Good for 100,000 EXTRA Premium Credits

M .....

Address .....

This Coupon will count for 100,000 Premium Credits when returned to the "Weekly Payroll" Department, together with the first subscription you obtain—new or renewal. Sign the nomination blank, get one subscription and start in this race with more than 100,000 Credits. NOW IS THE TIME TO START.

## GRAND CAPITAL PRIZE 1934 Model Chevrolet Coach

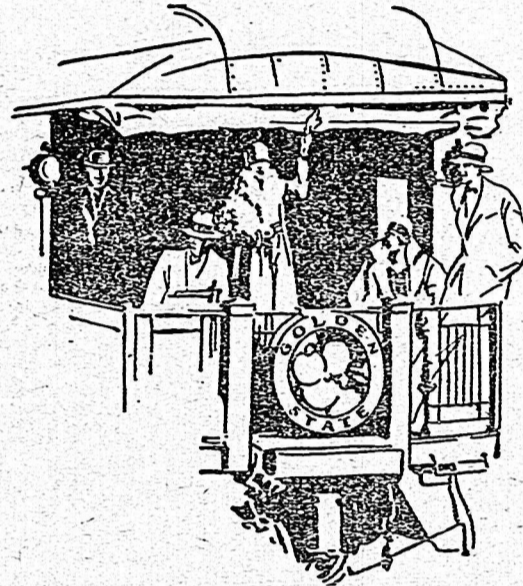


Valued at \$780.00

This Car Will Be Delivered to the Winner, Fully Equipped With License Paid

Purchased from  
**Markdale Garage Co.**  
Chevrolet Dealers, Markdale, Ont.

## SECOND GRAND PRIZE VACATION TRIP DELUXE



To New York City and Return

Round Trip Railroad Fare — Pullman and Meals Enroute — Hotel Expenses for Seven Day Stay in City

— Winner May Accept — **\$200.00 IN CASH** in lieu of Vacation Trip

## EXTRA CASH AWARDS FOR "WEEKLY PAYROLL" WORKERS

Third **"Weekly Payroll"** Winner

In addition to regular "Weekly Payroll" checks, winner of third place will receive extra "bonus" check for 50% of his or her total earnings added.

Fourth **"Weekly Payroll"** Winner

In addition to regular "Weekly Payroll" checks, winner of fourth place will receive extra "bonus" check for 33 1/3% of his or her total earnings added.

Fifth **"Weekly Payroll"** Winner

In addition to regular "Weekly Payroll" checks, winner of fifth place will receive extra "bonus" check for 25% of his or her total earnings added.

Sixth **"Weekly Payroll"** Winner

In addition to regular "Weekly Payroll" checks, winner of sixth place will receive extra "bonus" check for 15% of his or her total earnings added.

**20%**  
Cash  
Commission  
Guaranteed  
All Entrants



## RULES AND REGULATIONS

- No salaried employee of this newspaper is eligible to enter this competition.
- Any reputable man or woman residing in this city or surrounding territory is eligible to enter this drive and compete for awards and weekly pay checks.
- The winners of the awards will be decided by their earned credits, said credits being represented by ballots issued on cash collections and coupons clipped from this newspaper.
- Participants in this drive are not confined to their own town or community in which to secure subscriptions, but may take orders anywhere in this section; or, for that matter, anywhere else.
- Credits are free. It costs the subscriber nothing extra to cast credits for a favorite participant. Credits must be asked for at the time of paying subscriptions, otherwise subscribers waive this privilege.
- Credits are not transferable. Participants cannot withdraw in favor of another participant. Should a participant withdraw from the race, his or her credits will be cancelled. Neither will it be permissible for participants to give or transfer subscriptions to another participant. Credits on such transferred subscriptions will be subject to disqualification at the discretion of the management.
- Any collusion on the part of participants to nullify competition, or any other combination formed to the detriment of "Weekly Payroll" participants or this newspaper will not be tolerated. Any participant taking part in such combination stands liable to forfeit all right to a prize or commission.
- All credits issued on ballots may be held in reserve and cast at the discretion of participants or this newspaper. The free credit coupons appearing from time to time in the paper must be cast before the expiration date.
- In event of a tie for any one of the awards, a prize identical in value will be given each tying participant.
- Participants in this drive are authorized agents of this newspaper, but it is understood and agreed that they will be responsible for all money collected and will remit such amounts in full of regular report days to the "Weekly Payroll" Department.
- No statement or promise made by any representative or participant varying from the rules and statement appearing in the columns of this newspaper will be recognized by the publisher.
- In case of typographical or other errors it is understood that neither the publisher nor "Weekly Payroll" manager shall be held responsible except to make the necessary correction upon discovery of same.
- ACTIVE participants will be paid a twenty per cent cash commission (\$1.00 out of every \$5.00 collected) on all subscription money turned in to their account each week. It is distinctly understood, however, that in the event any participant becomes INACTIVE, failing to make a regular cash report, he or she will, at the discretion of the management, become disqualified and thereby forfeit all right to an award or an extra commission.
- It is understood and agreed that the winners of major awards will consider their weekly pay checks in the light of an "advance" which is refundable upon presentation of prize.
- To insure absolute fairness in the awarding of prizes, the race will be brought to a close with a sealed ballot box. During the entire last "period" of the drive a ballot box—locked and sealed—will repose in the vaults of a local bank, where participants and their friends may deposit their final collections and reserve credits. In this way, no question even the Campaign Manager—can possibly know the actual strength of the various participants, which precludes any possibility of favoritism and insures fairness to the minutest degree.
- Twenty-five thousand credits will be given each worker for every \$10.00 in subscription money turned in during their first week of the campaign.
- To each "Weekly Payroll" participant who earns as much as \$50.00 during their first week of the campaign, this newspaper will give an extra bonus of \$25 cash.
- Five thousand extra credits will be given to each participant who makes a cash report each Tuesday, Thursday and Saturday nights.
- This newspaper guarantees fair and impartial treatment to all participants, but should any question arise, the decision of the management will be absolute and final.
- In becoming a member of this "Weekly Payroll" Campaign participants agree to abide by the above conditions.



## PLAN IN BRIEF

The object of this big "Weekly Payroll" Drive is two-fold. Primarily, to increase the already large subscription list of this newspaper; to collect arrearages and advance subscription payments from present or old subscribers, and at the same time to afford the live-wire, energetic men and women, boys and girls, of this territory an opportunity to profit in a BIG way through their spare time during the next few weeks. So, it is a plan that works both ways, and to the ultimate good of all concerned.

In order to gain this end quickly and advantageously, the most attractive awards ever offered by any newspaper in this section have been made ready for distribution among those who participate most actively. Ambition and energy are the only requisites for success.

Let it be understood at the very outset that this is not a "beauty" nor "popularity" contest, but a strictly legitimate competitive proposition for enterprising men and women, and one into which no element of chance enters. Each active participant will receive a pay check every Saturday night. One feature of this drive is the fact that "Everybody Wins." There will be no losers.

### HOW TO ENTER—WHAT TO DO

The first thing to do is to clip the Entry Coupon appearing below; fill in your name and address and mail or deliver to this newspaper at once. This coupon entitles you, or the person whom you might wish to enter, to 5,000 free credits. These credits are given as a starter to speed you on your way to win. Only one such Entry Coupon will be accepted for each participant.

The next step is to call or write the "Weekly Payroll" Department for a free-working outfit. Thus equipped, you have but to see your friends and acquaintances and have them subscribe to this newspaper through you. That's all there is to it! However, you will never get anywhere unless you make the start—the earlier the better. Once started, let no one discourage you. Anything worth having is worth striving for. Six and a half short weeks and you may be riding in your own BIG automobile or otherwise several hundred dollars richer in purse.

### HOW CREDITS ARE SECURED

It takes credits to win, and they are secured in the following ways: First by clipping the Free Credit Coupons appearing in each issue of this newspaper. There is no limit to the number of these coupons you may secure. Get your friends to save them for you. They all count. Begin gathering them NOW while they are good for 100 credits each. After next week these coupons will be reduced to 50 credits each. The following week to 10 credits, and after that they will be discontinued entirely. The only restriction placed on these coupons is that they must be cast before the expiration date.

The other, and much faster way to accumulate credits in this "Weekly Payroll" Drive is by securing new and general subscriptions to this newspaper. On each order secured credits are issued, the number varying according to the amount paid and during which "period" same are received at the "Weekly Payroll" Department of this newspaper. (See schedule of credits below.)

### EARLY START MEANS EASY FINISH

The advantages of an early start are manifest. This "Weekly Payroll" Drive is of such short duration that immediate action is necessary for success. Orders taken during the early part of the campaign carry the MAXIMUM number of credits. Then, too, the first in the field will undoubtedly get the "cream" of credits and subscriptions, while those who put off entering until a later date will have to take what is left.

Don't lose valuable time "waiting to see what the other fellow is going to do" but pitch right in and show the "other fellow" how to do it!