

THE WORLD AND ITS WORK

WHY IT PAYS ANY MAN TO BE A SUBSCRIBER.

AND PAYS HIM STILL BETTER TO BE AN AGENT.

Read What Follows Carefully and You Won't Have to Ask Questions—Pointers to Agents, Telling Them How to Send Money and How to Collect Their Commissions—Work and Profit for Everybody Who is in Earnest—The Field is "The World" and There is Plenty of Room for All to Work in It.

The total circulation of The World is one-hundredth of all the daily newspapers published in the United States and Canada. The total copies printed in 1881 numbered 121,000,000, the ink used weighed 247,000 pounds, and the paper weighed 31,000,000 pounds, or 9,402 tons. No other paper published on earth combined these things.

The World goes to 28,000 post-offices. It is known to every man, woman and child in every community. No "sample" copies are ever really needed, because everybody is thoroughly familiar with it. The agent has no talking to do and no explanations to make, as he has with other papers. He can get an advertisement in The World while he is going out on another paper.

Now is the time for the agent to get up his club. The World has led the fight for Tariff Reform and good government. What it has done is fresh in the public mind. He will meet with hearty co-operation and encouragement on every side. Let him begin now and see what he can do.

POINTERS FOR AGENTS.

What They Should Remember in Their Work.

The World makes no profit on its special offers and contracts. Whether subscribers buy or do not buy makes no difference to it. Its profit comes only from subscriptions. It has selected a small number of premiums of recognized worth, such as are necessary in every household, and, by making special contracts with the manufacturers, its readers are enabled to buy them at a discount from the wholesale price. This is done as a favor to its readers and to put them under an obligation to The World. It is not done as a business proposition, and only subscribers are permitted to buy at these prices. Very often the price sent is less than the price The World pays to the manufacturer. For when a contract is made in which the payment is part cash and part deferred, the subscriber is asked to send only the cash required and is presented with the advertising matter, which is not a business proposition, but a favor to the subscriber. It is not done as a business proposition, and only subscribers are permitted to buy at these prices. Very often the price sent is less than the price The World pays to the manufacturer.

The World's sole profit comes from the good-will it secures by saving its subscribers the cost of the goods they buy. It is not done as a business proposition, and only subscribers are permitted to buy at these prices. Very often the price sent is less than the price The World pays to the manufacturer.

TERMS TO AGENTS.

How Much to Charge and How Much to Retain.

Agents have no difficulty in raising large clubs. When they forward lists of names sample copies are sent to each, making their work easier. The agent receives and reads a sample copy, the agent takes and no time is wasted. The World wishes a bright, active agent as its post-office in the United States. He can make the World pay him, for any commission he may wish to take. He can make the World pay him, for any commission he may wish to take.

HOW TO SEND MONEY.

A Few Useful Hints for Everybody as Well as Agents.

There is no one transaction which is so important, yet so commonly managed with carelessness, as the sending of money for subscriptions or premiums. The World is in constant receipt of letters stating that money has been sent for some purpose and that nothing further has been heard of it. In these cases the blame is invariably laid upon The World, whereas the sender of the money can hardly see how it can be his fault. It is a common practice to induce others to send letters to the publisher, and to send the money in the same envelope. This is against the express wishes of the post-office authorities, and repeated warnings of the World, and the inclusion of the money in the same envelope as the subscription, which is a violation of the post-office regulations, and may result in the money being lost or stolen. It is a violation of the post-office regulations, and may result in the money being lost or stolen.

EVERY ONE IS PLEASED.

Subscribers Who Know When They Have Got a Winner.

SPORTSMAN COURT-HONOR VY.—The last of the books ordered have been received, and I am very much pleased with all of the articles. I think they are great bargains. May The World live long to secure such benefits for its subscribers.

FERRIS, N. J.—Scott's and Dickson's words came all right. I am more than satisfied. Every one who sees them wonders how they can be furnished for so small an amount of money.

WAYS OF SAVING MONEY.

HOW IT PAYS ALMOST ANY ONE TO SUBSCRIBE TO "THE WORLD."

WHAT "THE WORLD" HAS DONE AND IS DOING FOR ITS FRIENDS.

A Few Words That Will Interest Everybody—Do You Want a Sewing-Machine, a Gun, a Set of Business, a Dictionary, a Watch, a Fountain-Pen or an Encyclopedia?—Then Read What Follows.

Every subscriber to The World should understand clearly and exactly what it has done and is doing for those whose names are on its list. While he may not need any of the advantages for himself, he may be able to put some friend or neighbor who is not a subscriber under lasting obligations to him.

Nothing is given with the subscription and no presents of any kind are made to new subscribers. All premiums and special contracts are for the benefit of those who are already, or who may become, subscribers, and these premiums may be obtained at any time by subscribers. There need be no waiting for special offers. Whatever offer may be made at any time will include all those whose names are on the subscription list, and it will include those who send in a subscription after. No distinction is made between those who subscribe first and those who subscribe later.

The object of The World's special contracts is to make its subscribers especially favored in any community. For this reason a subscriber may not only buy for himself under each contract, but for his family and friends. The agent, by placing them under an obligation, is merely putting them under an obligation.

A WORD IN YOUR EAR.

How the Agent Can Save the Seed for a Rich Harvest.

To the agent The Weekly World is one of the dearest, if not the very dearest weekly newspaper published in this country. The cost of making a copy is probably double that of any other paper, and it offers no extra discounts to agents for large clubs, because it costs too much to make it, and this is the case with every agent, large or small. Every agent makes all the profit there is on the circulation he secures. This profit becomes his fixed income. He has the same commission on all renewals as on the original subscription. The World never takes him, and a record of over 60 per cent. renewals shows what a list must be worth to an active agent.

To enable the agent to secure subscribers, The World accepts subscriptions for three months at any time under any circumstances. The agent can depend upon it making no offer to secure subscribers that will interfere with his work. The agent can make more money selling The World at 20 per cent. than selling other papers. The agent can make more money selling The World at 20 per cent. than selling other papers.

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DO YOU WANT A WATCH?

THIS IS THE TIME TO BUY IT WHILE THE WATCH WAR RAGES.

THE BEST MOVEMENTS IN CHEAP OR DEAR CASES.

The Monarch cases are engine turned. In ladies' watches the cheapest and best movement is the 15-jewel nickel watch. In men's watches the best movement is the 17-jewel nickel watch. In pocket watches the best movement is the 17-jewel nickel watch. In pocket watches the best movement is the 17-jewel nickel watch.

The World's watch war on the advertising side will see the people buying watches through the mail has culminated in a boycott by all the American manufacturers and resellers and in the closing of every legitimate source of supply to the new-fangled movement in favor of solid, reliable, and durable watches. This simply puts The World to the trouble of buying 1,000 watches from forty dealers in different cities instead of buying them from one dealer in this city.

BEAUTIFYING THE HOME.

How Every Woman May Be Her Own Paperhanger.

The bare white walls of the ordinary corner home are useful indeed, but no one can claim any beauty for them. Many a woman has looked around her rooms in despair at the inability to do anything to tone down the blank white walls. The million-dollar idea is to paper the walls. The million-dollar idea is to paper the walls.

Watches and Chains.

Description and prices are given in full in our regular columns.

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LETTERS FROM SUBSCRIBERS.

THANKS AND ENCOURAGEMENT FROM THE READERS OF "THE WORLD."

CHEMIST CITY, Pa.—It is a great pleasure to receive the WEEKLY WORLD and have explained all the different ways the poor laboring man is imposed upon by the monopolists.

ROOSEVELT, N. Y.—The World, Long may it live to do good. It is just the paper for farmers and farmers' boys to read. I have been subscribing for The World for six years and expect to read it as long as I am able to get it.

HELMUTH LAKE, N. Y.—I send you two more three-months' subscribers to The World, and I hope to keep them weekly, until after election at any rate. The World talks immensely with all thinking people, as it always does a reason why—especially with the tariff agitators.

ST. MARTINEZ, La.—Our thanks are for The World for killing, or at least helping to kill, the infamous Force bill, which we hope that the Fall elections in the North will send the worst and most devoted champion of the rights of the people of all the newspapers in our dear land of liberty.

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DO YOU SING OR PLAY?

HERE IS MUSIC FOR THE MILLION AND FOR YOU.

Two Great Offers Which Every Lover of Music Will Do Well to Read—The Best Made at Lowest Prices—Why Pay a Tax to the Music Makers When You Can Buy Direct from the Publishers?

Provo City, Utah.—The music which comes about a week ago, I received with much satisfaction. The other night I received the other night's satisfaction and this one is "satisfactory." I. W. McKENNA.

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"WELL WORTH THE PRICE."

That is What They Say About the Heaver Falls and Harroes.

HEAVER FALLS, Pa.—The Heaver arrived last week and I am truly thankful to receive the same as any of The World's subscribers as a luxury well worth the price at which they are sold. May the flag of The World fly for best favors and the best of some more money. I am H. H. HERRON.

WHAT THEY THINK OF THE WATCH.

Unsolicited Testimonials from Hundreds of Forerunners.

BURTON CANTON, Pa.—Your premium twelve-dollar watch received last week. It is a beautiful piece of workmanship, worth much more than the amount demanded for it, and it is most artistically finished. It is certainly superior to all I have seen for the same sum of money.

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