

Twenty-four Hours a Day

Calling one day upon a business man in his office, I found him, as usual, "up to his eyes" in work.

"Sit down and wait a moment," he said, handing me a chair.

"You are always working," I remarked; "how many hours do you put in each day?"

"Twenty-four," he replied, with a smile.

My face expressed my astonishment. "Yes," he said, "I work ten or twelve hours here; the rest of the time I am working at the other side of the world—by proxy, of course."

"I don't understand," I said.

"Let me explain," he returned, more seriously than before. "When I was at school I became deeply interested in the missionary cause. I determined to go out to China and work in the field. But my father died, and his business here was in such a state that no outsider could successfully carry it on. There were a mother, sisters and younger brothers dependent upon the profits of the house. But I determined, nevertheless, to have a representative in the field, and I took up the support of a native preacher of China."

Here my friend took down a much-thumbed map of Southern China, and pointed out a certain town.

"That is where my man is at work," he said. "We have representatives of our business in several of the principal cities of the world. I call this our 'missionary branch.' My man there is working while I sleep. He is my substitute. In that way I work twenty-four hours a day—for the Master. I work here for the money to keep my representative working over there."

Won a Ford Touring Car

SMITH'S FALLS MAN THE HAPPY ONE

Same Magazine Gives The Western Home Monthly Readers the Opportunity of Winning 1917 Overland Touring Car. Many Other Big Valuable Prizes

Readers who intend sending entries to the big contest, announced on this page by the Continental Publishing Company, Limited, will be interested in reading the following letter from Mr. Hugh A. Ross, the winner of the Ford Touring Car, awarded as first prize in the last Everywoman's World contest. Mr. Ross, who is a well-known photographer of Smith's Falls, Ontario, says:—

"To say that I am delighted with my good fortune is putting it mildly indeed. I have been in a number of contests in late years with little success, so you can readily understand how I appreciate being the winner of a Touring Car."

"I would like to acknowledge my appreciation of the very evident fairness to contestants, with which you conducted this contest, and trust you will realize sufficiently in advertising your excellent magazine, to repay your outlay in furnishing a very interesting and entertaining pastime for your numerous readers."

Puzzling out the groceries in John Brown's store may require considerable ingenuity, but the task is bound to afford a great deal of interest and amusement. The first prize is, as you will note, a magnificent five passenger Overland Touring Car, 1917 model, and the vast number of other prizes make the opportunity well worth grasping. Every Western Home Monthly reader should try it.

Strangers All Round

Edward has developed an interest in family trees.

"Father," he said, "have we any poor relations?"

"None that I know."

"Well, have we any rich ones?"

"None that know us."

"My husband," remarked a Philadelphia matron to a group of friends, "was a confirmed smoker with a tobacco heart when I married him a year ago, but today he never touches the weed."

"Good," said one of the group. "To break off a lifetime habit requires a strong will."

"Well, that's what I've got," said the wife.

Fooled the Ghosts

Mike—"Begorra, an' I had to go through the woods the other night where Casey was murdered last fall an' that they say is haunted, an' bedad, I walked backward the whole way."

Pat—"An' what for wuz ye after doin' that?"

Mike—"Faith, so that I could see if anything wuz comin' up behind me."

Saving the Men

Mr. Stebbins (reading)—Statistics go to show that the male population of the world is fast falling off.

Mrs. Stebbins—Good gracious! Isn't there some way of tying them on?

When Holloway's Corn Cure is applied to a corn or wart it kills the roots and the callosity comes out without injury to the flesh.

Win This

Overland 75

Touring Car

in \$1000.00 other Fine Prizes

First Prize

1917, 5-Passenger Overland Touring Car, Completely Equipped.

What groceries did Brown advertise?



JOHN BROWN is noted for being the liveliest merchant in town because of the novel way in which he advertises and creates interest in his well known grocery store. Recently Mr. Brown presented a clever problem to his customers. It is one that will give much amusement and entertainment to every puzzle lover. Look at this picture of Mr. Brown's Store, and you will see his idea. He carefully covered the labels of the boxes, barrels and bins containing fourteen of the staple lines of his stock. Then he engaged a clever cartoonist and had him draw a series of puzzle pictures to be used as labels to represent the names of the hidden goods. The artist caught the spirit of the idea, and at once drew picture No. 2 to represent currants (cur-ants). Then he drew picture No. 4 as a label for tomatoes (Tom-eight-O's). With these two names to start you and the grocery list below by way of suggestion can you find what the other twelve represent?



2nd PRIZE
Famous Indian Motorcycle,
Value \$300.00

SEE LIST OF GROCERIES BELOW

1917 Overland Touring Car

First Prize for the Best Reply

A Host of other Grand Prizes to be Awarded

They include \$300.00 Indian Motorcycle; Clare Bros. Famous High Oven Range; fine Phonograph and Records; Waltham Watches for men and women; 1917 Cleveland Bicycle; genuine Hoosier Kitchen Cabinet; famous Singer Sewing Machine; Perfection Oil Range; Cabinet of Rogers Silverware, Mahogany Dressing Table, 1900 Washing Machine, Wrist Watch, Sets of Books and many other big prizes of great value.

Big Complete Illustrated Prize List will be sent to you direct

THIS CONTEST IS ABSOLUTELY FREE OF EXPENSE

3rd Prize—Clare Bros. Famous

High Oven Range, Value \$60.00

A FEW HINTS—A good plan is

to write down on a sheet of paper all

the articles or things usually found in a

grocery store and then see if any of the pictures

will fit the names you have written.

In Mr. Brown's Store you will find for instance,

Apples, Almonds, Dates, Butter,

Catsup, Baking Powder, Cabbage, Mustard,

Biscuits, Coffee, Flour, Borax,

Tea, Farina, Matches, Oranges,

Pickles, Rolled Oats, Soap, Sugar,

Tomatoes, Stove Blacking, Molasses, Vinegar.

All the names represent articles in everyday use

and which are to be found in any grocery store. No

trade mark names or special manufacturers' names

are used, so with these few hints and a little thinking

you should be able to solve all the pictures.

Note that 10 points toward the prizes are given

for each correct answer. (See Rules.)

THE OBJECT OF THE CONTEST—Frankly,

this great event is intended to advertise and in-

troduce EVERYWOMAN'S WORLD, Canada's great-

est magazine to hundreds of new homes, which

should know that a magazine of such excellence

and real worth is being published right here in

Canada by Canadians for Canadians. You can

easily help us to do this when you enter the con-

test, but you do not have to be a subscriber nor

pay anything.

Follow These Simple Rules When Sending Your Entry.

1. Write your answers in pen and ink, using one side

of the paper only. Put your name and address on

the upper right hand corner. Anything other than your

name and address and your answers to the picture

must be on a separate sheet. Do not send fancy, drawn

or typewritten entries.

2. Boys and Girls under 14 years of age are not al-

lowed to compete, nor are the members and

employees of the Continental Publishing Co., Limited,

EVERYWOMAN'S WORLD, nor any of their relatives nor

friends.

3. Contestants will be permitted to submit as many

as three sets of answers to the puzzle, but only

one set can be awarded a prize.

are you asked or expected to take the mag-

azine or spend a single penny in order to

compete and win the touring car or one of

the other magnificent prizes.

EVERYWOMAN'S WORLD is now the

established favorite in more than 1,300,000

of Canada's best homes. Though that is

the greatest circulation ever attained by

any Canadian magazine, it doesn't satisfy

us. Our motto is "Everywoman's World

in Everywoman's Home." Hundreds

of Canadian homes which may not know

it now, will welcome this handsome, in-

teresting, up-to-the-minute magazine, and

once it is introduced, they will want it

every month.

Therefore, when your answers are re-

ceived, we will write and tell you the num-

ber of points you have gained toward the

prizes, and send you free a copy of the

latest issue of this greatest of Canada's

magazines. Then, in order to qualify your

entry, we will ask you to do us the small

favor of introducing it to just five friends or neighbors.

We will even send

you sample copies to leave with each of your friends, if you wish. State your

willingness to accord this favor when you submit your answers. The company

agrees to pay you in cash, or reward you with a handsome gift for your

trouble, entirely in addition to any prize your entry may win in the contest.

April 30th, 1917, immediately after which the judges will

award the prizes. Entries should be forwarded promptly.

6. Each competitor will be required to show the sam-

ple copy of EVERYWOMAN'S WORLD, which we shall

send, to four or five friends or neighbors who will

want to subscribe. For this service, the Company guar-

antees to reward you with cash payment or a valuable

prize. Such rewards to be entirely in addition to any

prize your answers may win in the contest.

7. Contestants are not required to be subscribers or

readers of EVERYWOMAN'S WORLD nor are they

asked to subscribe or to buy anything. In awarding the

prizes, the Judges will have no knowledge of whether

the entry comes from a subscriber or not.

Include two 2-cent stamps to pay postage on the sample copy, illustrated prize list, etc.

Address Contest Editor, Everywoman's World, Continental Publishing Co., Limited

33 Continental Bldg., Toronto