



Will You Send Me Your Three Best Recipes In Exchange ^{for this} Lovely Casserole?



I HAVE been appointed the Editor of the New "Recipe Page" in EVERYWOMAN'S WORLD, Canada's Great Home Magazine. I received this appointment when EVERYWOMAN'S WORLD decided to tell its thousands of Canadian women readers of the best well tried recipes in use in Canadian homes. Will you tell me how you make the three dishes that your family like best, and thereby gain the opportunity of receiving this exquisite Royal Alexandra Casserole and a fine big prize as well?

For my Recipe Department which opens in an early issue of EVERYWOMAN'S WORLD, it is the desire of the publishers that I leave the old beaten track and instead of giving only the fancy recipes and cooking school advice, usually found in magazines, devote my page to telling the readers of EVERYWOMAN'S WORLD how to make the dishes that are finding greatest favor in Canadian families, from day to day.

I must make my page a more interesting feature for Canadian housekeepers than can be found in any other magazine and how better could I accomplish this purpose than by asking Canadian housewives to send me their favorite well-tried recipes! I could not possibly publish a recipe page so good and so complete as one produced from the recipes of good cooks all over the Dominion, because then every recipe given will be one that has been tried and proven by the practical results of each individual contributor.



**Just Write Out Your
Three Favorite Recipes
and Send Them to
Me To-Day.**



I want you to tell me how you make any three things that have found favor with your family and friends. You have recipes that I want to publish and tell other women about. Send them to me today



**A Word About This Lovely
Royal Alexandra
Casserole.**



Once you have cooked with a casserole you will wonder how you ever managed to keep house without one. Casserole cooking is the greatest advancement the art of cooking has made in the last fifty years.



This casserole is fire proof and practically unbreakable and after dishes are prepared and cooked in it, you simply place the casserole in its handsome frame and put it on the table. Both time and labor are saved by the food being brought right from the oven to the table and served in the dish in which it is cooked.



Almost everything you would want to cook in the oven can be done to perfection in a casserole; meat, meat pies, stews, poultry, all



cereals, puddings, vegetables, and all kinds of desserts etc., etc. It is a wonderful means of reducing living expense because with it you can turn left overs, odd and ends of meat, etc., that you might ordinarily throw away, into the most tempting and delightful dishes served "en casserole."

With your casserole I will send you a book of lovely new Casserole Recipes that will show you how to make new delights of a lot of your old favorites and help you to cut living expense in half.

We chose this lovely casserole as the most suitable reward possible to give to the good Canadian housewives whose recipes are approved for publication in my Recipe Page. It is a genuine "Royal Alexandra" in the beautiful French Carmelite Brown color and has spotless porcelain lining. Its beautiful mount or frame is in a charming dainty, pierced filigree pattern. You would pay at least \$3.00 to \$5.00 for such a casserole in your jewelry store and it will delight you beyond measure. I will write to you just as soon as your three favorites are received and if they are accepted for publication and qualified according to the simple conditions of the contest you will at once receive this exquisite casserole and in addition



This is **First Prize** Other Valuable Prizes

A HANDSOME PANDORA RANGE And \$200.00 IN CASH PRIZES Will be Awarded for the Best Sets of Answers Received

CONTEST PRIZES ARE AS FOLLOWS:

- 1st PRIZE.—McCLARY PANDORA STEEL RANGE (either coal or combination gas and coal, at the option of the winner).
- 2nd PRIZE \$50.00 in Cash
- 3rd PRIZE \$25.00 in Cash
- 4th PRIZE \$15.00 in Cash
- 5th PRIZE \$10.00 in Cash
- 6th PRIZE \$ 5.00 in Cash

AND 50 CASH PRIZES OF \$2.00 EACH

For the awarding of these prizes the sets of recipes will be judged from the standpoint of variety and economy of materials, nutritive properties, ease of preparation, tastiness, etc. Remember that the recipes most likely to win one of these grand prizes are some of your own favorites that you have tried, know to be good and that your family and friends all like. The lovely casserole that you will receive at once when you qualify your recipes for publication in EVERYWOMAN'S WORLD is entirely in addition to any of the above big prizes, that your recipes may win in the recipes received for the awarding of these prizes. Two assistants from the Faculty of a leading Domestic Science Institute will assist me in judging the sets of recipes forwarded to me at once so let me have yours right now.

This Recipe Contest is Absolutely Free To All

Whether you are a subscriber to EVERYWOMAN'S WORLD or not, will not make the slightest difference. The recipes received will be judged entirely on their merits. I want the very best recipes of Canadian housewives everywhere. Be sure to send me yours.

You can help me with your recipes to make this Recipe Page the most delightful and helpful feature to be found in EVERYWOMAN'S WORLD. Please let me hear from you at once and I will reply promptly telling you if your recipes are accepted for publication and how to qualify them for receiving the lovely casserole and the opportunity for a grand prize as well. Address me as follows:

The winner of this excellent First Prize may choose the McClary Range best suited to her requirements. I will award a McClary Pandora, a combination gas and coal range, a steel range, or a gas range of equal value.