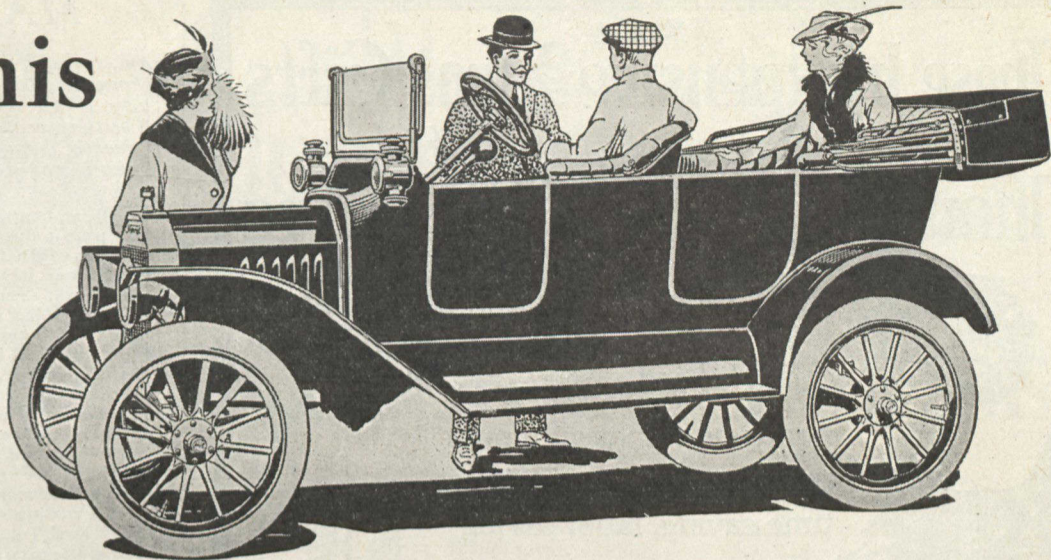


An Evenings Entertainment for Clever Readers of Everywoman's World

# You Can Win This 1916 FORD TOURING CAR

**\$1,000<sup>00</sup>**

In Other Fine Prizes  
Also Given



## What Did Little Mary Buy?

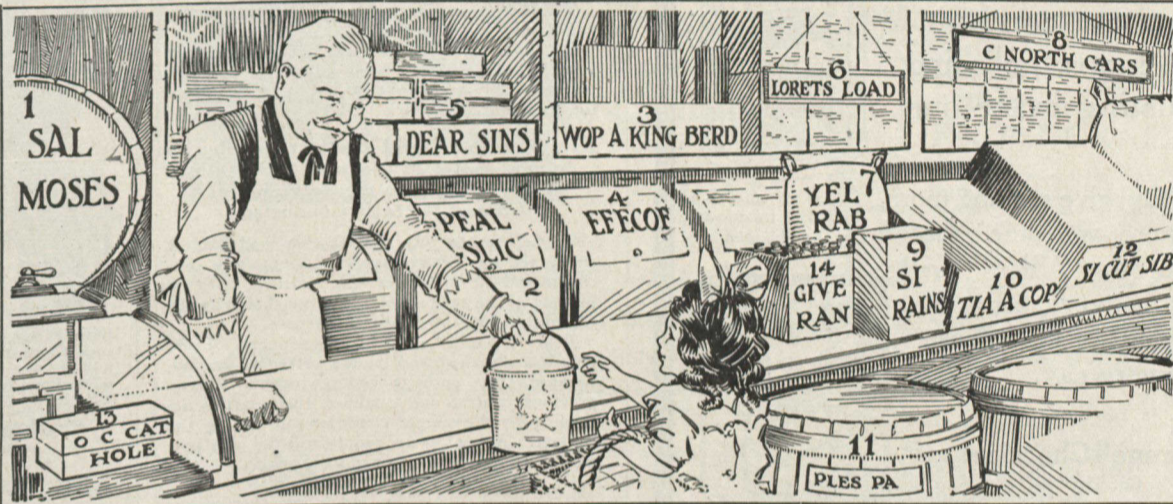
John Brown owns a prosperous grocery store in a thriving Canadian town. He is a live merchant and attributes much of his success to his novel methods of creating interest in his store.

Recently, he took several lines of his regular goods, put them under cover in boxes and barrels, and wrote the name of each article on the outside. Only he mixed up the letters in each name so that instead of spelling the right name of the article, it spelled something different altogether. For instance box 9 contains Raisins, but Mr. Brown jumbled the letters in the word Raisins until they read

"Si Rains." Then he rubbed the word apples off the Apple barrel, and jumbled the letters in that name until they read "Ples Pa," as you on barrel 11.

Fourteen lines of goods in Mr. Brown's store were displayed this way, and a prize was given to any customer who could place an order for all fourteen and tell the number of the box each was in. Little Mary went to Brown's store to make her purchases, guessed all the names correctly and won the prize. Can you do as well?

Two of the names are already given to you to start you right. What are the other twelve?



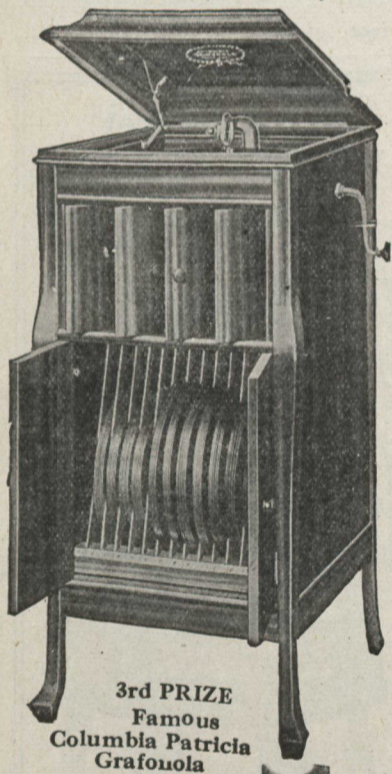
## 50 Magnificent Prizes 50

Will be Awarded for the Best Answers Received

### They Include

this 1916 Ford Touring Car, \$450.00 Upright Piano, \$75.00 Columbia Grafonola, \$50.00 Clare Bros. High Oven Range, 1916 Cleveland Bicycle, Genuine Singer Sewing Machine, \$35.00 Kitchen Cabinet, Genuine Waltham Men's and Ladies' Watches, English dinner and Tea Sets, Roger's Silverware and a host of other grand prizes too numerous to mention here.

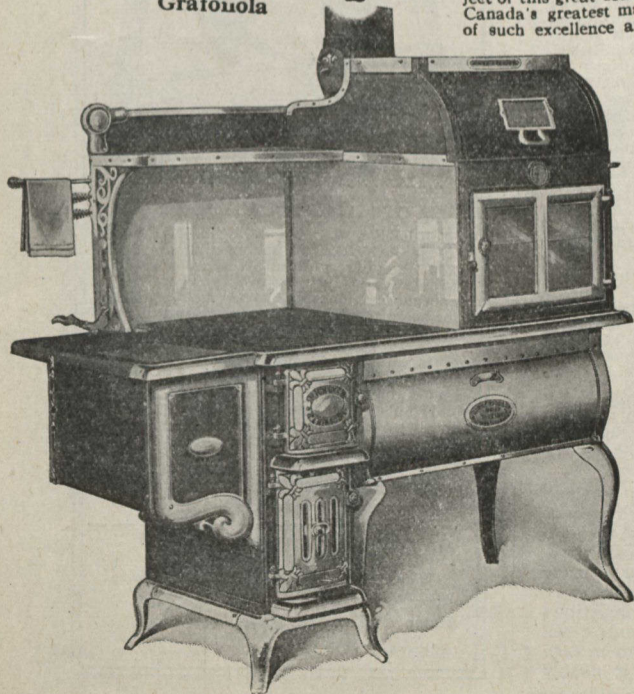
**BIG COMPLETE ILLUSTRATED PRIZE LIST  
WILL BE MAILED FREE TO YOU, DIRECT**



3rd PRIZE  
Famous  
Columbia Patricia  
Grafonola



2nd PRIZE  
Handsome Sherlock-Manning  
Upright Piano. Value \$450.00



4th PRIZE.—Clare Bros. Famous "Lighter Day" High  
Oven Range (for either coal or wood)



7th PRIZE  
Magnificent Ideal Kitchen Cabinet

**A FEW HINTS.**—The goods mentioned under each of the fourteen numbers are staple, lines such as are to be found in every grocery store and in regular use in every home. No trade-mark names or products of any particular firm or manufacturer are given—just the regular name of each product or article. A good plan is to write down the names of all the things usually found in a grocery store and use the list as your guide. Be careful, because Mr. Brown was clever, and sometimes he made two or three words, and even more, out of a name.

### If your answers gain 120 points you will win the First Prize

The judges will award the prizes in this contest, according to the points gained by each entry, and we will fully advise you of the method, when your answer is received. For instance 60 points can be gained by sending a correct answer to each of the twelve names you can guess, there are ten given for general neatness, ten for style, spelling, punctuation, etc., and when you qualify, 40 points additional can be gained. Take lots of time to puzzle out your answer, be neat and careful, and you can win a good prize.

**THE OBJECT OF THE CONTEST.**—Every loyal Canadian will approve of the object of this great contest. Frankly, it is to advertise and introduce EVERYWOMAN'S WORLD, Canada's greatest 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.

You can help us to do this, when you enter the contest, but you do not have to be a subscriber nor are you asked or expected to take the magazine 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 80,000 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, interesting, up-to-the-minute, all-Canadian magazine, and once it is introduced to them they will want it every month.

If, therefore, when your answers are received, we find them to have gained sufficient points to merit standing for the judging and awarding of prizes, we will write and tell you so, and send without cost, a sample 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 three or four friends and neighbors. We will even send you sample copies to leave with each of your friends, if you will tell us they would like to have them. 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 answers may win in the contest.

### Follow These Simple Rules Governing Entry to the Contest

1. Write your answers on one side of the paper only, and put your name and address on the upper right hand corner. Anything other than the answers and your name and address must be on a separate sheet.
2. All letters must be fully prepaid in postage. Do not forget the extra 1c. stamp for war tax.
3. Members and employees of Continental Publishing Co., Limited, and of EVERYWOMAN'S WORLD, also their relations or friends, are not allowed to compete.
4. Boys or girls under fourteen years of age are not allowed to compete.
5. 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.
6. Different members of a family may compete, but only one prize will be awarded in any one family or household.
7. Judging will be done by three Toronto gentlemen, having no connection whatever with this firm. Prizes will be awarded according to

the number of points gained on each entry; 120 points, which is the maximum, will take first prize. Points will be awarded for each correct answer, also neatness, handwriting, punctuation, and fulfilling the conditions of the contest. Prizes will be awarded 31st day of March, 1916.

8. Each competitor will be required to show the copy of EVERYWOMAN'S WORLD, which will be sent without charge, to three or four friends or neighbors who will want to subscribe. For this service the Company agrees to reward you with a cash payment or a handsome gift. Such rewards to be entirely in addition to any prize your answers may win in the contest.

9. This contest is absolutely free of expense. Contestants are not required to be subscribers or readers of EVERYWOMAN'S WORLD, nor are they asked to subscribe or buy anything. In awarding the prizes, the judges will have no knowledge of whether the entry comes from a subscriber or not.

Address your replies to the CONTEST EDITOR

Everywoman's World, 1 Continental Bldg., Toronto, Ont.