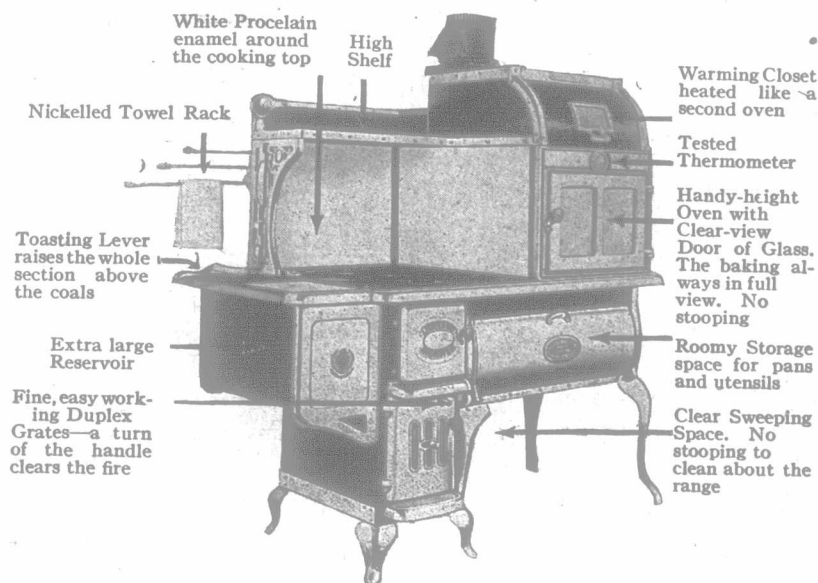


Will You Vote?

Some women think for themselves. These women lead. They are the women who grasp new ideas quickly. Who adopt new labor-saving methods in their housework. Who save time where others waste it. These are the women who investigate new devices and plan to secure those that are real helps. To these women who think, the others who lack imagination must look for guidance. Clare Bros. & Co., Limited, now enfranchise the women who think.

Lighter Day Ideas to Lighten Housework

The Lighter Day Range has taken the drudgery out of housework in hundreds of homes. Its handy height Oven enables you to attend to the oven WITHOUT STOOPING—no tiring back-bending. There is the Clear-view Oven Door through which the baking can be watched—no fear of cakes being spoilt through jarring as with the old way of continually opening and shutting the door. These are but a few of the special features. Many other labor-saving ideas will become apparent to you as you look over the illustration of the Lighter Day Range.



When we announced that we would show women a way to Lighter Day in the Kitchen, we were overwhelmed with answers. Our new invention, the Lighter Day Range—the Coal range with a High Oven—was the way we opened up. This new range did away with stooping on Baking Days. It was a reform—the first in half a century—in cooking with coal or wood. It changed baking from drudgery to a pleasant science.

Since the first announcement we have never been able to catch up with our orders for this range. We have always had more demands for Lighter Day Ranges than we could supply. We have been besieged by requests for information. Thousands of the readers of this journal are now benefitting by the many conveniences of this range. Thousands more are planning to secure Lighter Day Ranges in the near future.

But do you know that in spite of our wide-open guarantee some women hesitate to seize this chance to lighten their work. Do you know that there are even some dealers in ranges who hesitate to place this wonderful invention before the women of their community.

Why shouldn't these people see what the thinking women see?

We believe they will see if the women who have studied our advertisements, who have seen the Lighter Day Range (or have actually used one) will cast an enormous vote of approval.

Will you cast a vote to promote Kitchen Reform in Canada? Will you write a letter, a sincere expression of your opinion of the Lighter Day Range?

\$25.00 in Prizes for the Best Letters

Any one who will write a letter to send along with the ballot may win a liberal prize in cash. Not a long letter. It should not exceed 150 words. But it should be a sincere expression of opinion. You need not own a Lighter Day Range to enter a letter in this contest. If you have seen one and examined it thoroughly, or if you have studied the booklet of photos which we will send free, your opinion will be valuable to us. Writing to us does not place you under any obligation to buy a range. We merely wish to have a frank expression of opinion from the thinking women of Canada.

For the Best letter \$10.00 Cash will be paid. For the second best we will give \$5.00 Cash. For the third best, \$3.00. Seven prizes of \$1.00 will be paid for the seven next best letters.

Clip the Proper Ballot

Three classes of women may cast their votes in this contest. Be sure to choose the right one. Clip it out—sign it and put it in the first mail.

CLASS I. (Use Ballot No. 1)

Those who have studied the advertisements—any who have not received a booklet "A Lighter Day in the Kitchen," should write at once for a free copy.

CLASS II. (Use Ballot No. 2)

Those who have actually examined the Lighter Day Range. If your dealer does not carry them in stock we will be glad to inform you where you may see one in your neighborhood.

CLASS III. (Use Ballot No. 3)

Those who own Lighter Day Ranges.

Mail your letter and ballot not later than December 30th, 1916. The proper ballot must accompany each letter. All letters must bear post-mark of December 30th, or earlier date. Address all letters and ballots to the Secretary of the Contest Department.

Clare Bros. & Co., Limited

Preston, Ontario

BALLOT

BALLOT NO. 1

I do not own a Lighter Day Range, but I have studied the advertisements and believe the Lighter Day Range will save drudgery in the Kitchen.

Name.....

Address.....

BALLOT

BALLOT NO. 2

I have seen the Lighter Day Range. I heartily approve of the idea and believe the High Oven a wonderful labor-saver.

Name.....

Address.....

BALLOT

BALLOT NO. 3

I own a Lighter Day Range. It saves labor. I am thoroughly satisfied with it. It does all that your advertisements claim for it.

Name.....

Address.....