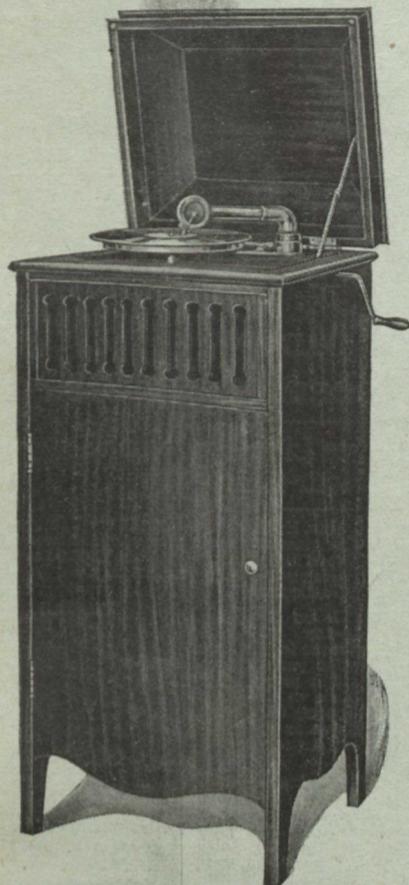


Have you ever heard of a High Grade Phonograph selling for

\$45.00
THE INVINCIBLE



THIS beautiful cabinet machine, as illustrated above, Mahogany finished, 40 1/2 inches high, 18 inches wide, 15 1/4 inches deep with a high-grade double spring motor-Universal Tone arm, and 12 inch turntable, will be shipped to you on receipt of your remittance for \$45.00.

We ship by express, subject to your examination and approval, and will return your money, if not satisfactory and in every way as represented.

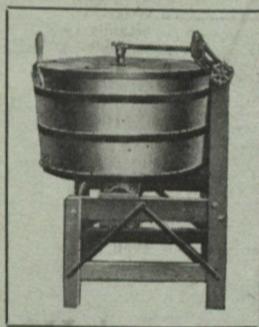
The "Invincible" plays all makes of disc records. Its full rich tone will be a surprise, and a constant source of pleasure to you.

Order early; this is an introductory price, and with the present prevailing conditions in regard to material and labour, we may not be able to continue to supply the "Invincible" permanently at this low figure.

Write now with your remittance to—

Robinson & Co.

77 Adelaide St. East TORONTO



Washday's King

Washday no longer serves that dread monster "drudgery." A new king rules over this important weekly function of Canadian housewives. 'Tis the **Connor Ball Bearing Washer** which has revolutionized this former day of dread. Backache and its boon companions of washboard rubbing have been completely put to route.

The Connor Ball Bearing Washer

is the most simply constructed and easily operated washer. The slusher is attached to the cover and when open, drains into the tub—no slops on the floor. There is no post or other obstructions in the tub for the clothes to wind themselves around or wear and tear on. Large steel ball bearings carry the weight of the tub and enable you to swing it, even when full, with your fingertips. The powerful, coil springs automatically reverse the swing of the tub.

The Connor will wash a tubful of dirty clothes in 5 or 6 minutes, cleaner and whiter than half an hour's rubbing on the washboard will do. It is sold on a money-back guarantee of satisfaction. Won't you send for descriptive booklet to-day?

J. H. Connor & Son, Ltd.
Ottawa, Ont.



VOL-PEEK mends holes in all kinds of kitchen utensils, earthenware, aluminum, enameledware, tinware, etc., etc.
VOL-PEEK is like a stiff putty. Simply cut off enough to fill hole. Easily applied by fingers. It hardens in 2 minutes. Repairs the article neatly, quickly, and is sanitary. Food cannot lodge under mend. Costs only 1/2c. for each mend.

Your dealer has it, or from us, 15c. and 25c. per package, postpaid.

VOL-PEEK Mfg. Co., Dept. G.
P.O. Box 2024, Montreal, Can.
Made in Canada.

Rural Canada
FOR WOMEN

Announcement of Cash Prize Winners And Other Things You Want to Know About Our New Magazine

By CHAS. C. NIXON, B.S.A., Editor-in-Chief

HOW do you like this name for our new magazine?

Of course it is too much to expect that everyone will agree with the decision of the judges. People never can all agree on naming a baby!

Over 1,400 different names for our new magazine were suggested by our readers. One would hardly believe that so many more or less suitable names could be thought out for a single magazine.

This fact is full of significance in that it reflects, accurately, the tremendous need there is for this new magazine because of the great diversity of interests and subjects it must serve which have never been covered, hitherto, for the women of rural Canada, who have until recently been overlooked and underestimated.

Ceres, Goddess of Agriculture.

Would you like to know why we chose Ceres—this mythical being—as the symbol for the new magazine? There is a very interesting story connected with her, and it represents much of what the new magazine is and must always be.

Ceres was the Greek goddess of agriculture. She was the goddess of the earth in its capacity of bringing forth fruits, especially watching over the growth of the grain; she is often represented holding in her hand a lighted torch to light the way for the people of the farm, even as the Israelites of old were guided by the pillar of fire by night and by the pillar of smoke by day.

She was also worshipped by the Greeks as the founder of law and order, and especially of marriage.

In Greek mythology, Proserpine, the daughter of Ceres, was stolen away when she was a little child, hence Ceres is frequently referred to as a mother yearning for her child.

Now, is that not entirely beautiful? And don't you think we have chosen wisely and well in adopting this as the symbol for all that "Rural Canada" will bring each month into the homes of the Canadian rural people for whom and by whom it is expressly edited.

Charter Subscribers.

The most sincere, heart-felt thanks of the publishers is hereby extended to those kind friends of ours who have encouraged us to publish the new magazine—encouraged us by sending their subscriptions in advance—those friends of ours, more than 1,600 of them, who sent in their money to pay for subscriptions for one and two years. The fact that our readers trusted us so implicitly to this extent when we had nothing definite in the form of a new magazine to give them immediately in return, pleased us, nay, gratified us more than mere words can tell. It is appreciation such as this that makes all the trials and troubles and the hard work of publishing worth while.

The first issue will shortly be ready and will be mailed to all prepaid subscribers during the month of July.

Our thanks are extended, also, even more, to those of our kind friends who sent in editorial suggestions and encouraging comments, because these assured us that we were on the right line absolutely as regards the needs and wishes of our readers.

And, of course, although the advertisements naturally are to occupy a very secondary place, we are much obliged to those of our friends who sent in lists of good products which should be in every rural home and which are bought or should be bought by Canadian people in the rural sections, and hence should be advertised in the columns of "Rural Canada." We extend thanks to our friends who sent in lists of products.

Of all the 1,400 and more different names which were sent in for the new magazine not a single one appealed to the publishers, as business men anxious for the greatest possible success of the new magazine, as being just what was needed to meet all the requirements of a name for so important a publication. From all of the

names that were suggested, however, we were able to arrive at a composite name, which our artists have designed into the form as reproduced in miniature at the top of these two columns.

The question then came up, "What should we do with the \$100.00 prize money which had been offered for a suitable name?" It was decided by the committee of judges that the money should be divided and awarded to the senders of the name which came closest to the composite name which had been built from all the suitable names, as suggested. Five people in all sent in originally the title, "Rural Canada," and to each of these as follows \$20.00 cash has been awarded and cheques mailed:

C. W. Chant, 11 Harbord St., Toronto; Annie Chute, Box 55, Bridgetown, N.S.; Dorothy C. Loggie, "Hillside," Chatham, N.B.; Mrs. John E. Roddick, Pibroch, P.O., Pibroch, Alta.; L. C. Wilson, R. R. No. 5, Aylmer, Ont.

The Extra \$10.00.

When so many names were suggested following the announcement in "EVERYWOMAN'S WORLD," it was decided to publish a great many of the more suitable names, as we did in the February issue of "EVERYWOMAN'S WORLD," and offer a prize of \$10.00 for the one who picked the name which would finally be chosen.

Naturally no one picked the name, but Mrs. Chas. Knees of Canifont, Ont., picked "Rural Canada" as her first choice and gave very convincing reasons why this name should be chosen. She says: "It is so all-inclusive and would take in every enterprise, commerce, agriculture, trade, domestic science, education, and the whole world of knowledge, and, of course, "Rural Canada's" pages are to be filled with every subject pertaining to the best interests of farm life in its pleasures and profits, its helpfulness and resourcefulness, and its many varying phases."

The award has accordingly been made to Mrs. Knees, and our cheque forwarded.

\$50.00 Editorial Awards.

Our editors will for ever and a day be under obligation to those of our friends who sent in helpful, worth-while editorial suggestions. It would be astonishing to some people, who do not know farm folk so well, to see the evidence of their culture, of their clarity of thought and of their ability to recognize and analyze what it is they need.

The first or grand prize, viz., \$20.00 cash, was awarded to Miss Eva J. Colborne, Jellyby, Leeds Co., Ont. We congratulate Miss Colborne on the outstanding merit of her suggestions, the judges having no hesitation whatsoever in placing her entry first.

The fifteen additional prizes of \$2.00 each have been awarded as follows:

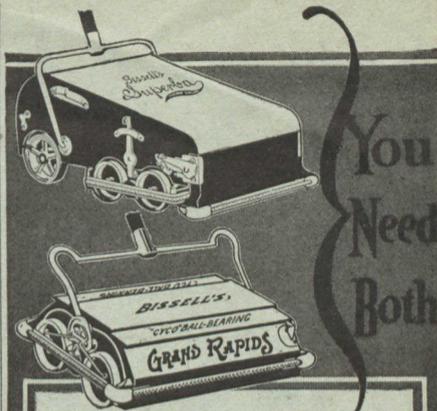
Miss Madeline MacTavish, 318 Beverly St., Winnipeg, Man.; Miss Gertrude M. Crisp, Sunny Brae, N.B.; Miss L. V. Loesemore, Makinak Man.; Mrs. W. M. German, Salter, Sask.; Miss Belle Ellis, 97 Norfolk St., Guelph, Ont.; Mrs. Fanny E. Shepherd, Stalwart, Sask.; Mrs. A. L. Elderkin, 483 Esplanade St., Sydney, N.S.; Wm. M. Halpin, Putnam, N.S.; Mrs. F. J. Wood, Port Williams, N.S.; Mrs. E. C. Bowker, care of Dominion Bank, London, Ont.; Mrs. A. E. Cook, 17 Fawcett Ave., Winnipeg, Man.; Mrs. Thos. McHale, 11,608 94th St., Edmonton, Alta.; Mrs. Paul W. Caldwell, Upper Kent, Carleton Co., N.B.; Mrs. J. C. Watson, Vancouver Heights, Vancouver, B.C.; Miss Jessie N. Turner, Beauvoisin, Man.

Awards re Advertisers.

We wonder if there are any in this broad Dominion of ours to date who is so far behind the times that they would appreciate a magazine half so well if it were not for the advertising. The highest-priced brains in the world of business are engaged in the work of preparing advertisements, and as to the goods they advertise, almost everybody knows, now-a-days, that a product has got to be good or it cannot stand advertising.

Yet we believe that advertising must necessarily always take a secondary place in any magazine. We realize, also, that a good live magazine is not possible without good live advertising, and, of course, the advertising makes it possible to publish the magazine at a much lower cost since the

(Continued on page 49)



You Need Both

BROOMS and beating are out of date in modern homes—women have learned better ways of cleaning. Bissell's Carpet Sweeper and Bissell's Vacuum Sweeper overlap somewhat in their functions, yet each can do things the other cannot. Their joint use keeps every room in the house clean all the time in the easy, sanitary way.

BISSELL'S

Carpet Sweeper or Vacuum Sweeper

both sell at moderate prices. Their purchase is an economy. "Cyclo" Ball-Bearing Carpet Sweepers \$3.00 to \$6.00; Vacuum Sweepers \$5.50 to \$12.00—depending upon style and locality. At dealers everywhere. Booklet on request.

Bissell Carpet Sweeper Co.
of Canada, Limited
Niagara Falls, Ontario
Dept. 403, Grand Rapids, Mich.
Oldest and Largest Sweeper Makers

"NUGGET" Shoe Polish

For Dainty Feet



Do not let those fine shoes be spoiled by using an inferior polish. Insist on "Nugget." Good for all leathers.

Black, Tan, Toney Red and Dark Brown 10c tin.



"Take Care of Your Shoes"

DEAFNESS IS MISERY

I know because I was Deaf and had Head Noises for over 30 years. My invisible Anti-septic Ear Drums restored my hearing and stopped Head Noises, and wilddo it for you. They are Tiny Megaphones. Cannot be seen when worn. Easy to put in, easy to take out. Are "Unseen Comforts." Inexpensive. Write for Booklet and my sworn statement of how I recovered my hearing. **A. O. LEONARD** Suite 202, 150 5th Ave., N.Y. City