

\$370 REWARD WANTED—The Ideas of Every Mother in Canada

We Will Give Prizes for Them as Follows:

We have built an entirely new line of "Ideal" Cribs.

Every model has two new features, features that we know will be appreciated by every mother in Canada.

The first is the *Ideal Sure-Grip Safety Catch*, which provides for sliding sides without the old disadvantages of the hook catch. See illustration.

The second is the *Ideal Ball-Bearing Caster*, which enables you to push or slide the crib in any direction and over any surface, rough floor or carpet, almost without effort, without noise and without causing a rattle or strain anywhere.

We want your opinion of these features, and we want you to tell us, if you will, whether you think there is any further way in which these cribs can be improved.

HOW TO COMPETE

Go to your furniture dealer. Say: "Please show me your line of 'Ideal' Cribs." Ask him to demonstrate the working of the "Ideal" Sure-Grip Safety Catch. Ask him to show you how easily the crib can be moved on the "Ideal Ball-Bearing Casters." Note the strength of the Spring. See the well-made mattresses we provide. See how smooth and white the enamel is. Then ask the dealer to give you the number and dimensions of the crib you looked at, and write us your opinion of it.

- Tell us: 1. What you think are its good points.
2. Whether you think it has any bad points, and—
3. How you think such bad points might be improved.

The judges will be Mr. W. P. Bennett, Managing Director of the Ideal Bedding Company; Mr. J. J. Gibbons, of J. J. Gibbons Limited, and Mr. W. G. Rook, of the Canadian Home Journal.

Their awards and decisions must be accepted as final.

All replies must be received at these offices not later than May 1st; prizes will be awarded on May 15th, and awards will be announced in the June number of the Canadian Home Journal.

Make up your mind to use your eyes with a little good judgment, and there is no reason why you should not win a prize.

THE IDEAL BEDDING CO., LIMITED
29 JEFFERSON AVE., TORONTO



The Famous "Ideal" Ball Bearing Caster used on our new line of "Ideal" Cribs.

Special Notice



Every new "Ideal" Crib has a tag attached. When you purchase an "Ideal" Crib, send the tag to us and we'll mail you a handsome souvenir book entitled, "Baby's Childhood Days." This book is worth 50c., and will be a delight to every mother.

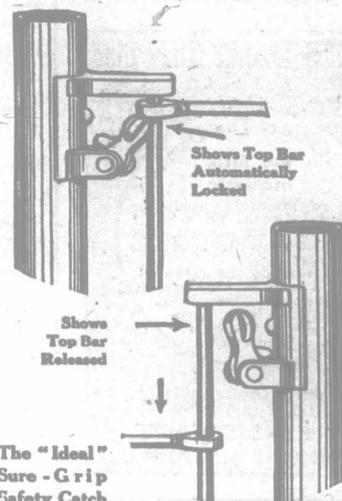


- Write your three answers in consecutive order and, altogether, use not more than three hundred words.
- Send your reply, mentioning name of furniture dealer who showed you the crib.
- Mention the name of this paper, and address it to our office.

For the best thirty answers received we will award prizes, divided as follows:

- For the best ten answers, 10 prizes of Ideal Crib and Mattress, No. 81, value \$15.00 each. Total value \$150.00.
- For the second best ten answers, 10 prizes of Ideal Crib and Mattress, No. 40, value \$12.00 each. Total value \$120.00.
- For the third best ten answers, 10 prizes of Ideal Crib and Mattress, No. C, value \$10.00 each. Total value \$100.00.

Grand total \$370. You can share in it if you will.



The "Ideal" Sure-Grip Safety Catch used on our new line of "Ideal" Cribs.

Gossip.

THE BIG CLYDESDALE SALE AT ORANGEVILLE.

The character, breeding and quality of the Clydesdale stallions and fillies to be sold at J. E. Thompson's sale at Orangeville, on Thursday, April 10th, will be much appreciated by visitors to the sale who are familiar with the popular characteristics of the great Scotch draft horses. This lot has only been in the country a few weeks, consequently they are not in show fit, but they have the form and quality popular with Canadians, while their breeding is the best in the Scotch Studbook. The three stallions to be sold are all two-year-olds, rising three. Maythorn is a dark brown, got by the famous son of Everlasting, Royal Abundance, dam by Gold Pound. He has four numbered dams. Dunure Bryan is a bay, got by the great Baron of Buchlyvie, dam by Crown Derby. He, too, has four numbered dams. Albion is a bay, got by the Kirkcudbright first-

Bruce's Big Four Field Root Specialties

BRUCE'S GIANT FEEDING BEET—The most valuable Field Root on the market; combines the rich qualities of the Sugar Beet with the long-keeping, large size and heavy cropping qualities of the Mangel. We offer two colors, **WHITE** and **ROSE**. $\frac{1}{4}$ lb. 18c, $\frac{1}{2}$ lb. 29c, 1 lb. 50c, postpaid.

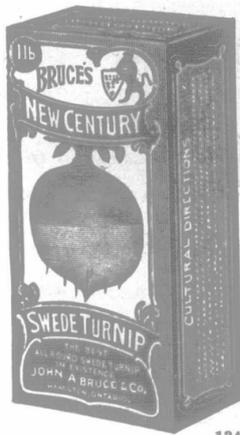
BRUCE'S MAMMOTH INTERMEDIATE SMOOTH WHITE CARROT—The Best of all field Carrots. $\frac{1}{4}$ lb. 53c, $\frac{1}{2}$ lb. 94c, 1 lb. \$1.80, postpaid.

BRUCE'S GIANT YELLOW INTERMEDIATE MANGEL—A very close second to our Giant Feeding Beet, and equally easy to harvest. $\frac{1}{4}$ lb. 18c, $\frac{1}{2}$ lb. 29c, 1 lb. 50c, postpaid.

BRUCE'S NEW CENTURY SWEDE TURNIP—The best shipping variety, as well as the best for cooking; handsome shape, uniform growth, purple top. $\frac{1}{4}$ lb. 18c, $\frac{1}{2}$ lb. 24c, 1 lb. 40c, postpaid.

FREE—Our handsomely illustrated 112-page Catalogue of Vegetable, Farm and Flower Seeds, Plants, Bulbs, Poultry Supplies, Garden Implements, etc., for 1913. Send for it.

JOHN A. BRUCE & CO., Ltd. Hamilton, Ontario
Established Sixty-three years



prize horse, Iron Duke, dam by the great Macgregor, and grandam by Monkland Farmer. Of the twelve imported fillies, nine are rising three years, and three rising two years of age. Two of them are by the famous sire, Up-to-Time; two are by the Royal first-prize horse, Rye-croft; one is by the great Everlasting; one by the Cawdor Cup champion, Marcellus; one by the noted breeding and show horse, Baron Mitchell. Their pedigrees all through show a continuation of such illustrious breeding, and with it are four, five and six numbered dams. Among them is much high-class show material when put in condition. The Canadian-bred fillies to be sold are a pair rising two years of age, and another rising one year. All are registered. The quality all through the offering is essentially high-class.

Clydesdales for Canada, shipped from Glasgow the second week in March, were consigned to John Clark, Moose Jaw, Sask.; Joseph Bean, Alemada, Sask., and J. M. McFarlane, Sonya, Ont. In the same week several shipments were consigned to importers in South America.