

Win This

Overland
75
Touring Car
in
\$1000.00 other
Fine Prizes



1917, 5-Passenger
Overland Touring
Car, Completely
Equipped.

What groceries did Brown advertise?



JOHN BROWN is noted for being the liveliest merchant in town because of the novel way in which he advertises and creates interest in his well known grocery store. Recently Mr. Brown presented a clever problem to his customers. It is one that will give much amusement and entertainment to every puzzle lover. Look at this picture of Mr. Brown's Store, and you will see his idea. He carefully covered the labels of the boxes, barrels and bins containing fourteen of the staple lines of his stock. Then he engaged a clever cartoonist and had him draw a series of puzzle pictures to be used as labels to represent the names of the hidden goods. The artist caught the spirit of the idea, and at once drew picture No. 2 to represent currants (cur-ants). Then he drew picture No. 4 as a label for tomatoes (Tom-atoes). With these two names to start you and the grocery list below by way of suggestion can you find what thrives in his store?



2nd PRIZE
Famous Indian Motorcycle,
Value \$300.00

SEE LIST OF GROCERIES BELOW

1917 Overland Touring Car

First Prize for the Best Reply

A Host of other Grand Prizes to be Awarded

They include \$300.00 Indian Motorcycle; Clare Bros. Famous High Oven Range; fine Photograph and Records; Waltham Watches for men and women; 1917 Cleveland Bicycle; genuine Hoosier Kitchen Cabinet; famous Singer Sewing Machine; Perfection Oil Range; Cabinet of Rogers Silverware; Mahogany Dressing Table; 1900 Washing Machine; Wrist Watch; Sets of Books and many other big prizes of great value.

Big Complete Illustrated Prize List will be sent to you direct

THIS CONTEST IS ABSOLUTELY FREE OF EXPENSE

A FEW HINTS—A good plan is to write down on a sheet of paper all the articles or things usually found in a grocery store and then see if any of the pictures will fit the names you have written.

In Mr. Brown's Store you will find for instance: Apples, Almonds, Dates, Butter, Currants, Raisins, Cabbage, Mustard, Corn, Flour, Sugar, Tea, Coffee, Matches, Cream, Pickles, Molasses, Soap, Vinegar, Tomatoes, etc.

All the names represent articles in every day use and which are to be found in any grocery store. No trade mark names or special manufacturers' names are used, so with these few hints and a little thinking you should be able to solve all the pictures. Note that 10 points toward the prizes are given for each correct answer. (See Rules.)

THE OBJECT OF THE CONTEST—Frankly, this great event is intended 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 for Canadians. You can easily 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.

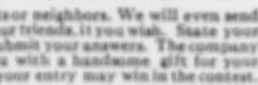
EVERYWOMAN'S WORLD is now the established favorite in more than 1,500,000 of Canada's best homes. Though that is the greatest circulation ever attained by any Canadian magazine, it doesn't satisfy us. Our motto is "Everywoman's World in Everywoman's Home." Hundreds of Canadian homes which may not know it now, will welcome this handsome, interesting, up-to-the-minute magazine, and once it is introduced, they will want it every month.

Therefore, when your answers are received, we will write and tell you the number of points you have gained toward the prizes, and send you free a copy of the latest issue of this greatest of Canadian magazines. Then, in order to qualify your entry, we will ask you to do us the small favor of introducing it to just five friends or neighbors. We will even send you sample copies to leave with each of your friends. If you wish, state your willingness to accept 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 entry may win in the contest.

3rd Prize—Famous "Hogster Beauty" Kitchen Cabinet



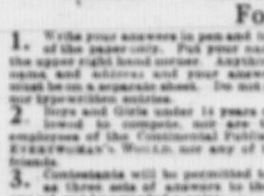
4th Prize—Genuine Singer Drop Head Sewing Machine



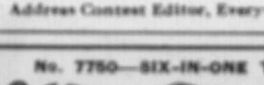
3rd Prize—Clare Bros. Famous High Oven Range, Value \$40.00



5th Prize—Fine Cabinet Photograph Complete With 6 Records



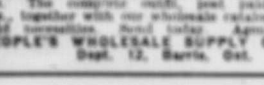
6th Prize—Famous "Hogster Beauty" Kitchen Cabinet



7th Prize—Genuine Singer Drop Head Sewing Machine



8th Prize—Famous "Hogster Beauty" Kitchen Cabinet



9th Prize—Genuine Singer Drop Head Sewing Machine



10th Prize—Famous "Hogster Beauty" Kitchen Cabinet

11th Prize—Genuine Singer Drop Head Sewing Machine

12th Prize—Famous "Hogster Beauty" Kitchen Cabinet

13th Prize—Genuine Singer Drop Head Sewing Machine

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