

\$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.

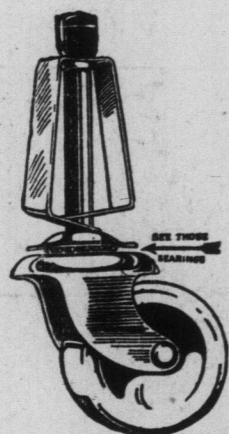
- Tells us: 1. What you think are its good points;
- 2. Whether you think it has any bad points, and—
- 3. How you think such bad points might be improved.

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.

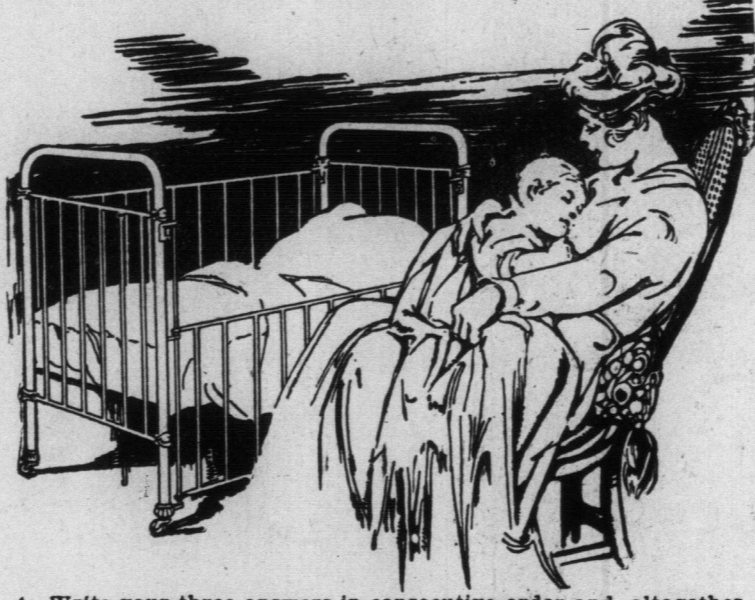
THE IDEAL BEDDING Co. LIMITED
31 JEFFERSON AVE. TORONTO



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

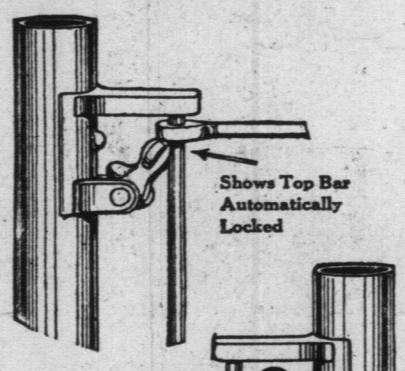


SPECIAL NOTICE.



- 4. Write your three answers in consecutive order and, altogether, use not more than three hundred words.
- 5. Send your reply, mentioning name of furniture dealer who showed you the crib.
- 6. 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.

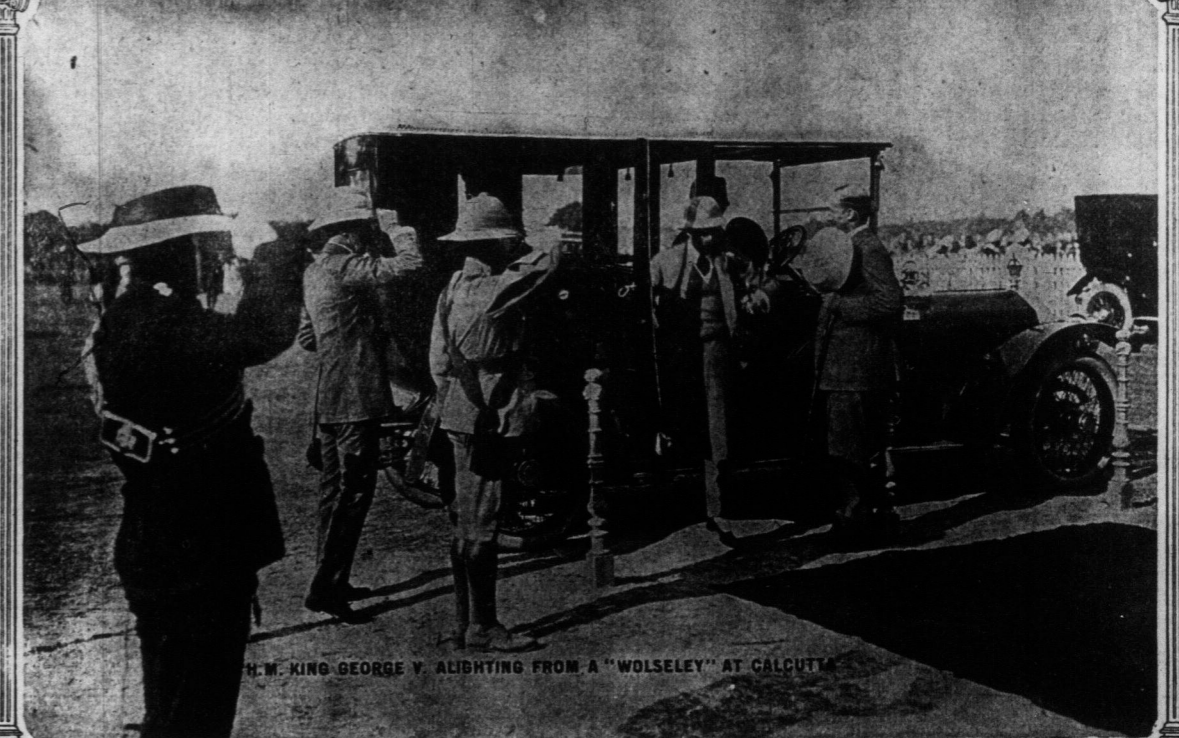
Grand Total \$370. You can share in it if you will.



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

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." It will be a delight to every mother.

"THE CAR OF REFINEMENT AND RELIABILITY"



H.M. KING GEORGE V. ALIGHTING FROM A "WOLSELEY" AT CALCUTTA

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THE light, though strong, construction of this luxurious car makes it eminently suitable for both town work and touring. Richly upholstered in finest French cloth, with outside seats in leather, the WOLSELEY Limousine de Luxe meets every requirement of the most discriminating. Furnished with wood or wire wheels at purchaser's option. Prices, \$4,900, \$6,000, \$8,800. Other types of WOLSELEY cars from \$3,800. We are proud to explain the fine points of the Wolsley, even to those not ready to purchase. Trial runs available to anyone interested.

The Canadian Depot is owned and operated by the Wolsley Company. Head Office and Works: Adderley Park, Birmingham, England. 1913 Catalogue of WOLSELEY Cars mailed upon Request.

THE WOLSELEY MOTOR CAR CO. LIMITED
61 AVENUE ROAD TORONTO

REID'S REAL BENGALINE TIES
The Aristocrat of Neckwear
AT ALL BETTER CLASS HABERDASHERS



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Do it with ease and energy saving your hours away working for others. Write us today about an absolutely new business of huge immediate profits, assisting you in the dependable industry of photography. **EVERY DOLLAR YOU MAKE IS YOUR OWN** and represents a profit to you of from 50% to 100% per cent. Inform yourself about this tremendous opportunity. Receive the rich rewards that are universal demand for photos, secure you.
NO EXPERIENCE NEEDED
With absolutely no experience from the very hour this new and amazingly successful photo "white" invention reaches you, you should make 3... certainly do so. Others have done it. You can do it too.
Write this very day for complete free particulars about this wonderful new device which enables you to take and instantly deliver at the rate of 100 an hour finished photos in eleven varieties and styles on bursters, tintypes and paper post cards. Confide yourself that you can by a trifling investment specially place yourself in a position to earn \$50.00 and upwards weekly.
Give me a chance to prove that this amazing invention is a real, new opportunity which will turn your minutes into money. Intensely interesting particulars free. Send me your name and address and convince yourself. Do so now. Don't delay.
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FREE! THESE SIX MAGNIFICENT PRESENTS (10 Pieces) FREE!

GRIS—Here is the chance of a lifetime. Write for a sample and in a few days you can have all the magnificent presents we have to offer in a single one. Just as what you get. This big handsome, artistic, folding, just carriage-like, elegant and made like a real big, \$10.00 baby carriage—the handsome Princess in it is a new ever seen, a real Parisian baby, forty 18 in. tall and dressed in the latest style from hat to shoes—complete with magnificent silk made doll—emerald doll—red with canopy top, beautiful, beautiful and all the latest little French blue baby doll all ready to dress and take for a ride. Then we give you this magnificent and gold silver ring set with three sparkling pearls and the date by a piece of a Fairy K. Green Set. It is great. Last but not least, every girl who wins these ten beautiful gifts, also gets this magnificent perfume, silver chainette watch as a free extra present without selling any goods to secure it.
GRIS! It is easy. We want every person in the land to try our newest and greatest perfume, the famous "Parisian Heart of Flowers," so write to-day and agree to sell only 20 of our big beautiful size among your friends. They are as handsome and delicious that they just go like hot cakes. Each of the loveliest odors—Roses, Lily of the Valley, Jasmine, French Carnation, Wood Violet, Heliotrope, etc. Everybody wants them, and our money in advance. Simply sell the perfume, return our \$1.00 and all these magnificent presents, exactly as represented. We are bound to introduce this famous perfume no matter how much it costs us and we will arrange to stand you up. We are bound to introduce this famous perfume no matter how much it costs us and we will arrange to stand you up. We are bound to introduce this famous perfume no matter how much it costs us and we will arrange to stand you up.
NATIONAL PRODUCTS LIMITED Dept. N 2 TORONTO, ONT. 40

Just "Alabastine" — a Brush and Pail
And — you may have an artistic home.
The old way of decorating the walls with paper, paint and kalsomine was always expensive, often unsanitary and never artistic. The new way — the "Alabastine" way — is always sanitary, artistic, economical and durable.
With the numerous "Alabastine" tints and white every room in the home can be made to glow with cheerfulness and blend into a uniform color scheme.
Anyone can apply "Alabastine." Just mix with cold water and brush it on the wall. **FREE STENCILS:** Our staff of trained decorators will draw up any color scheme for you free of charge. We also supply free stencils suitable for your purpose. "Alabastine" is sold by all Hardware and Paint Dealers. Write for full particulars and free booklet.
The Alabastine Co., Limited
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Cleaned, Dyed and Remodeled Latest Shapes. Spring Styles Now Ready.
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Church's Cold Water Alabastine