

"WHAT GROCERIES DID BROWN ADVERTISE?"

The Contest Editor announces the names of the winners in the contest.

ON behalf of EVERYWOMAN'S WORLD, I extend hearty congratulations to Mr. Lorne E. Hicks, of Centralia, Ontario, Mr. Wallace J. Cordingley, of Regina, Sask., and the other winners of the fine competitive prizes in the contest which recently closed.

It was with mingled feelings of joy and regret that I received the list of the names of the winners from the Judging Committee and wired or wrote to Mr. Hicks and the other prize winners; joy because of their success and happiness, and regret that some of the very best entries had not been qualified and so could not be considered by the Judges.

The winning of the Overland Touring Car, the Indian Motorcycle, the Clare Bros.' Range, Singer Sewing Machine, and all the other fifty magnificent prizes certainly has created a great deal of happiness in many homes throughout Canada, and we are glad to have been the means of putting such attractive opportunities before our readers.

The contest called for considerable cleverness and ability, and many entries that were fully qualified, although not ranking with the winning fifty, were deserving of great praise for the care and skill shown by the contestants. There were a number of the entries that I should have been very pleased indeed to have seen among the winners chosen by the judges.

Agriculture of Ontario, and Mr. R. G. Tobin, Managing Editor of the Canada Monthly Magazine.

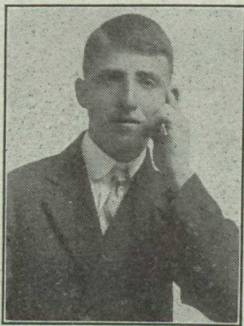
These gentlemen are all busy executives, yet they gladly and willingly gave a great deal of their time, without any remuneration of any kind, to this important work, which has been so well done and so quickly completed.

Throughout the judging the utmost care was taken to insure every fair consideration being given to each individual entry.

At the conclusion of the contest, all the qualified entries were, on the Judges' instructions, put before a board of primary judges, who eliminated those entries in which any of the answers were incorrect or which for other reasons did not comply with the conditions of the contest.

The Judges then took charge of the work of completing the judging of all the qualified entries. They considered all the entries and gave chief consideration when examining them to the following points:

- The absolute correctness of the name of each article.
- General neatness and appearance of each set of answers. (Under this head 20 points were awarded.)
- Spelling, writing. (Under this head 10 points were awarded.)



Lorne E. Hicks, Centralia, Ont.

CONGRATULATIONS To These Happy Prize Winners

- | | | |
|--------------------------------|--------------------------------------|-----------------------------|
| 1. Lorne Hicks..... | Centralia, Ont..... | Overland Touring Car. |
| 2. Wallace J. Cordingley..... | Customs House, Regina, Sask. | Indian Motorcycle. |
| 3. A. A. Rivard..... | 328 Bessier, Ottawa, Ont..... | Clare Bros.' Range. |
| 4. Miss J. Van Norman..... | Wingham, Ont..... | Singer Sewing Machine. |
| 5. Miss E. M. Stephenson..... | 771 Pape Ave., Toronto, Ont..... | Cleveland Bicycle. |
| 6. A. T. MacDonald..... | New Waterford, N.S., Box 116. | Kitchen Cabinet. |
| 7. Mrs. Wm. Little..... | Hanover, Ont., R.R. No. 2..... | Perfection Oil Range. |
| 8. Mrs. O. M. Torkelson..... | Ratcliffe, Sask..... | Cabinet of Silverware. |
| 9. Miss M. Colby..... | Preston, Ont..... | Phonograph & Records. |
| 10. Mr. G. L. Collins..... | 50 Roxborough St., Toronto..... | Washing Machine. |
| 11. Mrs. N. Moore..... | 91 Spring St., St. John, N.B..... | Ladies' Dressing Table. |
| 12. Miss I. C. MacLeod..... | Smith's Falls, Ont..... | Imported Dinner Set. |
| 13. Mrs. F. J. Anthony..... | Grand Valley, Ont., R.R. No. 4..... | Waltham Gold Watch. |
| 14. Mrs. G. P. Russell..... | 9832 89th Ave., Edmonton, A..... | Arm Chair. |
| 15. Miss A. McCombs..... | Thorold, Ont..... | Ladies' Bracelet Watch. |
| 16. A. H. Rennie..... | 24 Third Ave., Maisonneuve, P.Q..... | Ebonized Mantel Clock. |
| 17. Mrs. W. B. Hollmeyer..... | Fannystelle, Man..... | "WR" Knives & Forks. |
| 18. Dr. A. McAllister..... | Georgetown, Ont..... | "WR" Knives & Forks. |
| 19. Miss J. Macgrath..... | Lorne Valley, P.E.I..... | "WR" Knives & Forks. |
| 20. Mrs. C. T. Ayer..... | Bedford, N.S., Box 20..... | "WR" Knives & Forks. |
| 21. Miss M. Leek..... | Swift Current, Sask..... | "WR" Knives & Forks. |
| 22. Mr. R. L. Hildebrandt..... | Hand Hills, Alta..... | Solid Gold Cameo Brooch. |
| 23. Mr. M. M. Brubacher..... | Waterloo, Ont., R.R. No. 1..... | Electric Sad Iron. |
| 24. R. A. Elliott..... | Wetaskwin, Alta..... | Folding Camera. |
| 25. Mrs. I. A. Colby..... | Wallaceburg, Ont..... | Gillette Safety Razor. |
| 26. Miss N. McWatters..... | Listowel, Ont..... | Pearl Ring. |
| 27. L. Huffman..... | 541 Langside St., Winnipeg..... | Signet Ring. |
| 28. Mrs. Richardson..... | 2475 Yonge St., Toronto, Ont..... | Gentleman's Watch. |
| 29. W. B. McKay..... | Montague, P.E.I..... | 10 Vol. Set Scott's Works. |
| 30. R. B. Carr..... | 212 Shaw St., Toronto, Ont..... | London Made Briar Pipes. |
| 31. Wm. F. Dorward..... | Metegann River, N.S..... | Umbrella. |
| 32. Miss M. Bradley..... | 102 Concord St., Brooklyn, N.Y..... | Silver Mounted Umbrella. |
| 33. Mrs. A. L. Elderkin..... | 483 Esplanade, Sydney, N.S..... | 10 Vol. Set Dickens' Works. |
| 34. John Ingram..... | Fernie, B.C..... | Leather Hand Bag. |
| 35. Mrs. F. Buchanan..... | East Centreville, N.B..... | Leather Hand Bag. |
| 36. A. C. Taylor..... | Salisbury, N.B..... | Leather Hand Bag. |
| 37. John C. Turner..... | Orillia, Ont., R.R. No. 2..... | Leather Hand Bag. |
| 38. Miss G. F. McCuaig..... | 101 Maitland St., Toronto..... | Leather Hand Bag. |
| 39. Miss B. Frier..... | Whitney, Ont., Box 119..... | Silver Mounted Cane. |
| 40. Miss I. I. Anderson..... | Park Hill, Ont..... | Complete Manicure Set. |
| 41. Mr. K. S. Haukom..... | Mellom, Alta..... | 7 Vol. Thackeray's Works. |
| 42. Mr. S. A. Doupe..... | 123 Woodlawn Ave., Toronto..... | Parisian Ivory Toilet Set. |
| 43. Miss M. E. Woodward..... | 1324 Cypress St., Vancouver..... | Solid Gold Pearl Tie Pin. |
| 44. Mrs. J. E. Woodcock..... | Tamworth, Ont..... | 3 piece Carving Set. |
| 45. Mrs. C. W. Elliott..... | 542 Victor St., Winnipeg, Man..... | Silver Wrist Watch. |
| 46. E. P. Speakman..... | Penhold, Alta..... | Leather Case and Wallet. |
| 47. Miss A. Doran..... | 17 Station St., Belleville, Ont..... | Seal Grain Leather Purse. |
| 48. Mr. C. Short..... | 50 King St., Dartmouth, N.S..... | Leather Case and Wallet. |
| 49. H. Bastien..... | Leamington, Ont..... | Leather Case and Wallet. |
| 50. Miss H. P. Cable..... | Otterville, Ont..... | Ladies' Silver Watch. |

The qualification rules were simple, and every contestant who complied with them received at once payment in cash or choice of a number of handsome and valuable rewards, as guaranteed. Those of our readers who have seen any of these prizes know that the contestants who received them felt more than well repaid for their participation in this event, and for their co-operation with us in making EVERYWOMAN'S WORLD better known and appreciated in their neighbourhood.

While so many read about our great contests, comparatively few take the time to try to puzzle them out, probably because they do not realize how profitable their success may be made by a powerful and successful publishing house like the Continental Publishing Co., Limited.

During the next 12 months, I estimate that we shall distribute between our correspondents in the various parts of Canada over \$50,000.00. Some of this money will go into prizes, some in commissions, some in salaries or bonuses. We shall, of course, have a number of interesting contests—one is to be found on page 32 of this issue. It is not easy to solve, and in connection with it we desire to receive letters of opinion, criticism, and suggestions for EVERYWOMAN'S WORLD. \$510.00 in prizes was originally offered, but this amount will be doubled at the close of the contest, and \$1,020.00 in prizes given to our contestants. As there is no expense in connection with this or any EVERYWOMAN'S WORLD contest, you will enjoy taking a part and receiving your share of these fine prizes.

EVERYWOMAN'S WORLD is in complete agreement with the decisions made, as herewith announced, and takes this opportunity of publicly thanking the Judges, Mr. W. H. Shaw, proprietor of the Shaw's Business Schools of Toronto, and member of the City of Toronto Board of Control; Mr. W. J. Bell, B.S.A., live stock specialist of the Department of

- The handwriting from the viewpoint of character, style, etc. (Printed or type-written answers were not considered by the Judges as coming under the rules; nor were answers sent in by apparently professional writers or engravers, whom the judges considered as having an unfair advantage.

The correct answers of the names of the articles which Mr. Brown advertised are as follows:

- | | |
|------------------|--------------------|
| 1. BAKING POWDER | 8. MATCHES |
| 2. CURRANTS | 9. BORAX |
| 3. BUTTER | 10. CATSUP |
| 4. TOMATOES | 11. STOVE BLACKING |
| 5. ALLSPICE | 12. PICKLES |
| 6. CABBAGE | 13. DATES |
| 7. FARINA | 14. MOLASSES |

IT was originally announced that the contest would close April 30th, 1917. The publishers decided later to award the prizes, if possible, a month earlier by advancing the closing date to March 12th, 1917. Due announcement of this was sent to every competitor and was also widely advertised.

When, after mature deliberation, the judges had sifted down the number of possible winners to a few of the very best entries submitted, these entries, with the name and address of each contestant covered, were laid out on tables for their final inspection and consideration. After a further careful consideration of the rules and conditions governing the contest, the judges made their final decisions as announced.

We also wish to state again that the Judges had no personal knowledge or acquaintanceship with any contestant, nor were they aware of whether or not a contestant was a subscriber to EVERYWOMAN'S WORLD or had rendered any service of any kind, beyond that necessary to qualify the entry. ERNEST H. LAWSON

Notice

New Magazine for Women
of Rural Canada Ready
May 30th

THE installation of additional new perfecting printing machinery for printing EVERYWOMAN'S WORLD has enabled us to undertake to produce a very much larger edition of the new magazine than we at first planned and thus give our subscribers so much the bigger value. So it has been thought well to delay the publication of the new magazine by a month or two until the new printing machinery is ready.

The first issue will be ready on or about May 30th. In this issue the prize winners in the "Name" and other competitions will be announced.

50,000 Copies

Will be Printed

WATCH EVERYWOMAN'S WORLD next month for big full-page announcement in this connection, of greatest possible, vital interest to every woman and man, every girl and boy, who live on a farm in Canada.

\$\$\$ \$ \$ \$ \$ \$ \$ \$ \$ \$

Thousands of Dollars

Will be Given Away

TO friends who help us introduce the new magazine to the women of Rural Canada. This new magazine is to take a very big place in the life of Canadian farm people. It has tremendous work to do in helping to build up Canada in the reconstruction period after the War. We will need your help!

Save a Dollar Coupon

AS announced previously in EVERYWOMAN'S WORLD, the price of the new magazine is to be \$1.00 per year. For any one of our good friends and workers who is interested and sends us \$1.00 now, we will enter up a subscription for two years for the one dollar—thus saving you \$1.00.

We would appreciate receiving your subscription. Send it to us now while you are thinking about it and save \$1.00. The price will positively be \$1.00 per year as soon as the first issue is ready; and, if the price of paper keeps climbing, we may have to ask you for \$1.50—so send along your dollar now and thereby become one of the first subscribers and helpers to this new magazine, which is to mean so much to you as a Canadian in your daily life.

Use the form below (copy it on your letter paper and mail it to us now).

SAVE \$1.00 COUPON

CONTINENTAL PUBLISHING Co., Limited
62 Temperance St., Toronto

I subscribe in advance for your new magazine, and enclose \$1.00 for two years (or 60c. for one year). I understand that the price is to be \$1.00 a year as soon as the first issue is ready, and I therefore am saving \$1.00 by subscribing now for two years. Please send your new magazine to the following name and address:

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Vaseline
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gives you the same soothing, cooling, menthol in the latest, most convenient form.

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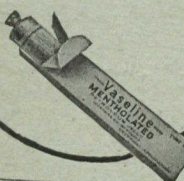
Sold in sanitary tin tubes at drug and general stores everywhere.

Keep a tube handy.

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Company**

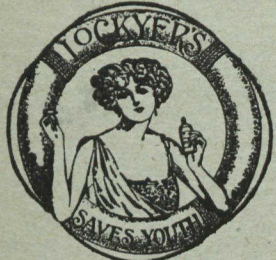
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You begin to look old, with those grey and faded hairs, always so conspicuous. Send at once to your nearest store for a bottle of

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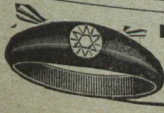
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woman**

should be interested in knowing that she can go to the druggist, secure X-Bazin powder, mix it with water, and by applying it herself, any unwelcome hair will disappear quickly, harmlessly and effectively. In use over fifty years. Doctors endorse it. Sufficient quantity costs 75c at druggists or send direct to

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