

\$1000.00 IN CASH PRIZES

ENTER THIS EASY CONTEST NOW!

- FIRST PRIZE \$250.00
- SECOND PRIZE \$125.00
- THIRD PRIZE \$ 50.00
- FIVE OTHER AWARDS \$10.00 EACH
- 105 OTHER AWARDS \$ 5.00 EACH

Read the instructions carefully

THIS CONTEST CLOSSES SATURDAY, JUNE 24. MAIL YOUR QUESTIONNAIRE TODAY

1. Answer each of the following questions to the best of your ability. This information will be kept confidential and used only to check buying habits of the market. You will not be solicited or obligated in any way.
2. Complete the sentence in the box in the lower right hand corner of this page. Use a total of 25 words or less. Prizes will be awarded on the basis of completeness of answers, neatness, and the best sentences submitted.
3. Sign your name and address and mail this page to RESEARCH DIVISION, CANADIAN DAILY NEWSPAPERS ASSOCIATION, Box 425, Adelaide St. Post Office, Toronto, Canada. Your entry must be received not later than June 24, 1939. Any family in Canada is eligible to enter this contest.
4. The judges of this contest will be Glen Bannerman, President, Association of Canadian Advertisers; E. W. Reynolds, President, Canadian Association of Advertising Agencies; William Wallace, President, Canadian Daily Newspapers Association; R. B. Hara, Chairman, and John MacMillan, Director of Research, Bureau of Advertising, Canadian Daily Newspapers Association. The judges' decisions will be final.

ONLY ONE QUESTIONNAIRE WILL BE ACCEPTED FROM EACH FAMILY

<p>1. Do you buy bulk coffee?..... How many pounds per month?.....</p> <p>2. Do you buy package coffee in bags?..... What brand?..... How many pounds per month?.....</p> <p>3. Do you buy vacuum-packed coffee in tins?..... What brand?..... How many pounds per month?.....</p> <p>4. Do you buy decaffeinated coffee or coffee substitutes?..... What brand?..... How many pounds per month?.....</p> <p>5. Do you buy packaged tea?..... What brand?..... How many pounds per month?.....</p> <p>6. Do you buy bulk tea?..... How many pounds per month?.....</p> <p>7. Do you buy cocoa in cans or packages?..... What brand?..... How many packages or cans per month?.....</p> <p>8. Do you buy powdered food drinks in cans or jars?..... What brand?..... How many cans or jars per month?.....</p> <p>9. Do you buy package breakfast foods of any kind?..... (Do not include farina, plain rice, pancake flour or corn meal in this question or any of the following questions.)</p> <p>10. Do you buy package breakfast foods that are ready to eat?..... How many months during the year?.....</p> <p>11. Do you buy package breakfast foods that must be cooked before eating?..... How many months during the year?.....</p> <p>12. Do you buy package CORN breakfast foods?..... What brand?..... (If you use corn flakes be sure to give brand name.) How many packages per month?.....</p> <p>13. Do you buy package WHEAT breakfast foods that are ready to eat?..... What brand?..... How many packages per month?.....</p> <p>14. Do you buy package WHEAT breakfast foods that must be cooked before eating?..... What brand?..... How many packages per month?.....</p> <p>15. Do you buy package Rolled Oats?..... What brands?..... How many packages per month?.....</p> <p>16. Do you buy package BRAN breakfast foods?..... What brand?..... How many packages per month?.....</p> <p>17. Do you buy package RICE breakfast foods?..... (Do not include regular rice.) What brand?..... How many packages per month?.....</p> <p>18. Do you buy any type of breakfast foods other than those listed above?..... What brands?..... How many packages per month?.....</p> <p>19. Do you use fresh milk in your family?..... What dairy?..... How many quarts per day?..... How do you buy it? (Check) Delivered by dairy..... Bought at store.....</p> <p>20. Do you buy canned evaporated milk, unsweetened (contains no sugar)?..... What brand?..... How many cans per month?..... How used—Baking?..... Infant feeding?.....</p> <p>21. Do you buy sweetened (thick and heavy) condensed milk?..... What brand?..... How many cans per month?..... How used—Baking?..... Infant feeding?.....</p>	<p>22. Do you buy cheese in packages, jars or glasses?..... (Do not include cottage cheese.) In packages?..... What brand?..... How many packages per month?..... In jars or glasses?..... What brand?..... How many jars or glasses per month?.....</p> <p>23. Do you buy bulk or loaf cheese?..... How many pounds per month?.....</p> <p>24. Do you buy canned soup?..... Kind. Brand. Cans Per Month. Asparagus..... Bean..... Chicken..... Clam chowder..... Consomme..... Cream of tomato..... Mushroom..... Onion..... Pea..... Scotch broth..... Vegetable..... Others.....</p> <p>25. Do you buy canned vegetables?..... Kind. Brand. Cans Per Month. Asparagus..... Beans, baked..... Beans, green wax..... Beets..... Corn..... Peas..... Tomatoes..... Other vegetables..... Strained vegetables.....</p> <p>26. Do you buy canned meat?..... Kind. Brand. Cans Per Month. Corned beef..... Chicken..... Others.....</p> <p>27. Do you buy canned salmon?..... What brand?..... How many cans per month?.....</p> <p>28. Do you buy sardines?..... What brand?..... How many tins per month?.....</p> <p>29. Do you buy canned tuna fish?..... What brand?..... How many cans per month?.....</p> <p>30. Do you buy canned fruit?..... Kind. Brand. Cans Per Month. Cherries..... Peaches..... Pears..... Pineapple.....</p> <p>31. Do you buy jam?..... What brand?..... How many pounds per month?.....</p> <p>32. Do you buy marmalade?..... What brand?..... How many pounds per month?.....</p> <p>33. What fresh citrus fruits do you buy?..... Kind. Brand. Dozens Per Week. Oranges..... Grapefruit..... Lemons.....</p> <p>34. Do you buy corn syrup?..... What brand?..... How many pounds per month?.....</p> <p>35. Do you buy bottled catsup?..... What brand?..... How many bottles per month?.....</p> <p>36. Do you buy bottled grape juice?..... What brand?..... How many bottles per month?.....</p> <p>37. Do you buy canned or bottled tomato juice?..... What brand?..... How many cans or bottles per month?.....</p>	<p>38. Do you buy prepared mayonnaise?..... What brand?..... How many jars or bottles per month?.....</p> <p>39. Do you buy boiled salad dressing?..... What brand?..... How many jars or bottles per month?.....</p> <p>40. Do you buy sandwich spread?..... What brand?..... How many jars or bottles per month?.....</p> <p>41. Do you buy bottled pickles?..... What brand?..... How many bottles per month?.....</p> <p>42. Do you buy loaf sugar in boxes?..... What brand?..... How many pounds per month?.....</p> <p>43. Do you buy package soda crackers?..... What brand?..... (Give name of manufacturer.) How many packages per month?.....</p> <p>43A. Do you buy bakers' bread?..... What bakery?..... How many loaves per week?.....</p> <p>44. Does your family bake at home?..... (Check products often baked at home.) Bread..... Pies..... Cakes..... Cookies..... Biscuits..... Other.....</p> <p>45. Do you buy all-purpose flour?..... How many pounds per month?..... What size bag do you usually buy. (Check one.) 3½-lb. 7-lb. 14-lb. 24-lb. 49-lb. 98-lb.</p> <p>46. Do you buy prepared cake flour?..... What brand?..... How many packages per month?.....</p> <p>47. Do you buy pastry flour?..... What brand?..... How many pounds per month?.....</p> <p>48. Do you buy pancake flour?..... What brand?..... How many packages per month?.....</p> <p>49. Do you buy baking powder?..... What brand?..... How many cans per month?..... What size can do you usually buy?.....</p> <p>50. Do you buy compressed yeast?..... What brand?..... How many cakes per month?..... How is it used? Baking?..... Eating as digestive aid?.....</p> <p>51. Do you buy cooking or salad oil?..... (Do not include olive oil.) What brand?..... How many bottles or cans per month?.....</p> <p>52. Do you buy shortening?..... What brand?..... How many pounds per month?.....</p> <p>53. Do you buy lard?..... What brand?..... How many packages per year?.....</p> <p>54. Do you buy package baking chocolate?..... What brand?..... How many packages per year?.....</p> <p>55. What soft beverages do you purchase regularly for home use?..... What brand?..... How many bottles per month?.....</p> <p>56. Do you buy flavoured jelly powders in packages?..... What brand?..... How many packages per month?.....</p> <p>57. Do you buy unflavoured gelatine?..... What brand?..... How many packages per month?.....</p> <p>58. Do you buy dessert or ice cream powders in packages?..... (Do not include gelatine powders.) What brand?..... How many packages per month?.....</p>	<p>59. Do you buy package macaroni?..... What brand?..... How many packages per month?.....</p> <p>60. Do you buy package spaghetti?..... (Do not include canned spaghetti.) What brand?..... How many packages per month?.....</p> <p>61. Do you buy canned spaghetti?..... What brand?..... How many cans per month?.....</p> <p>62. Do you buy package bacon?..... What brand?..... How many pounds per month?.....</p> <p>63. Do you buy smoked hams?..... What brand?..... How many pounds per month?.....</p> <p>64. Do you buy package fabric dyes?..... What brand?..... How many packages per month?.....</p> <p>65. What brand of toilet soap do you buy for face and hands?..... How many bars per month?.....</p> <p>65A. What brand of toilet soap do you buy for bath?..... How many bars per month?.....</p> <p>66. Do you buy bar laundry soap?..... What brand?..... How many bars a month?.....</p> <p>67. Do you buy soap chips or flakes?..... What brand?..... How many packages per month?.....</p> <p>67A. Do you buy soap granules or powder?..... What brands?..... How many packages per month?.....</p> <p>68. Do you buy laundry starches?..... What brand?..... How many packages per month?.....</p> <p>68A. Do you use cleansing tissues?..... What brand?..... How many packages per month?.....</p> <p>69. Do you buy package scouring cleansers?..... (Do not include regular washing powder or bar scouring cleansers.) What brand?..... How many packages per month?.....</p> <p>70. Do you buy steel wool cleansers?..... What brand?..... How many packages per month?.....</p> <p>71. Do you buy water softeners?..... What brand?..... How many packages per month?.....</p> <p>72. Do you buy toilet bowl cleansers in cans or packages?..... What brand?..... How many cans or packages per year?.....</p> <p>73. Do you buy drain cleansers in cans or packages?..... What brand?..... How many cans or packages per year?.....</p> <p>74. Where do you purchase your toilet paper?..... (Give type of store, such as drug, grocery, department stores.) What brand?..... How many rolls per month?.....</p> <p>75. Do you buy floor wax?..... What brand?..... How many pounds per year?.....</p> <p>76. On what day of the week do you buy most of your groceries?.....</p> <p>77. Where do you buy most of your groceries?..... Independent groceries..... Chain stores..... Department stores.....</p>	<p>78. Do you buy tooth paste in your family?..... What brand?..... How many tubes per year?.....</p> <p>79. Do you buy tooth powder in your family?..... (Do not include plate powder.) What brand?..... How many tins per year?.....</p> <p>80. Do you buy mouth wash in your family?..... (Do not include hydrogen peroxide.) What brand?..... How many bottles per month?.....</p> <p>81. Do you buy shampoo in your family?..... What brand?..... How much per year?.....</p> <p>81A. Do you buy hand lotions?..... What brand?..... How many bottles per year?.....</p> <p>82. Where do you and your family buy most of your drug products?..... (Check where but don't give store name.) Department stores..... Chain drug stores..... Independent drug stores..... 5 and 10 cent stores.....</p> <p>104. What daily newspapers do you buy regularly?.....</p> <p>105. What other publications do you read regularly? (Canadian and American) (List in order of popularity in your home.).....</p>	<p>83. Where do you and your family buy most of your cosmetics and toilet preparations..... (Check where but do not give name of store.) Department stores..... Chain drug stores..... Independent drug stores..... 5 and 10 cent stores.....</p> <p>83A. Do you buy disinfectants or germicides?..... What brands?..... How much per year?.....</p> <p>84. Do you own an electric washing machine?..... What make?.....</p> <p>85. Do you use ice in your refrigerator?.....</p> <p>86. Do you use a refrigerator operated by electricity or gas?..... What make?.....</p> <p>87. What type of cooking range do you use?..... (Check one.) Electric..... Gas..... Coal or wood..... What make?.....</p> <p>88. What other electrical appliances do you use in your home?..... (Do not include hand irons or toasters.) Kind. Make.</p> <p>89. On what day of the week do you do your shopping downtown?.....</p>
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The following questions should be answered by the man of the house!

90. Do you smoke cigarettes?.....
What brand?.....
How many per week?.....

91. Do you smoke cigars?.....
What brand?.....
How many per week?.....

92. Do you smoke a pipe?.....
What kind of tobacco do you use?.....
How many ounces do you use per week?.....

93. What kind of razor do you use?.....
Electric..... Straight.....
Safety.....

94. What kind of blades do you use?.....
What brand?.....

94. What kind of shaving soap do you use?.....
Kind. Brand.
Bar.....
Stick.....
Tube.....
How many per year?.....

95. How many persons are in your family?.....

96. How many in your family are employed?.....
What occupations?.....

97. In what type of home do you live?
1-family house... Duplex... Apart.....

98. Do you own the home you live in?.....

99. What is the value of your home?
\$2,500 or less..... \$2,501 to \$5,000.....
\$5,000 to \$7,500..... More than \$7,500.....

100. Do you rent the house you live in?.....
What is the monthly rental?
(Check one of the following.)
\$25 or less..... \$26 to \$40.....
\$40 to \$60..... More than \$60.....

101. Do you own a passenger automobile?.....
(Do not include any automobile owned by employer of any member of your family even though the car may be used by them. Do not include automobiles which are used for delivery purposes.)
What make?.....
What year?.....

102. When did you last buy tires?.....
How many?.....
What brand?.....

103. What brand of gasoline do you buy?.....
How many gallons per month?.....
Do you use ethyl?.....

Answer the following question using a total of not more than 25 words:

What do you find most useful and interesting in your daily newspapers?

General News Local News Financial
Sports Editorial Comics
Woman's Page

I find most useful and interesting because

.....

Name.....
Address.....
City.....