



A MERRY CHRISTMAS to you. As we write, we realize that we have open to us only one way to make Christmas merrier for our readers—that is to give them a better "Everywoman's World."

This, in all earnestness we strive to do.

You know we are still very young. This is just the fifth time we have been able to say "Merry Christmas" to our readers. But how kind everyone has been to us in our efforts to make a great, truly Canadian, woman's magazine! How generous has been the encouragement to us to build up a journal devoted wholly to Canadian Home interests!

If then, our Christmas number is the best "Everywoman's World" you have ever received you may thank yourself, for, your part of it has been as important as ours.

"Canada Ahead"

WE cannot help but think that our readers are as ambitious for "Everywoman's World" as we are. Now that Canadian women have united in the support of a great magazine of their own, many of our ambitions—theirs and ours—will be realized.

Next month's number—the "Canada Ahead" edition—will be not only an intensely Canadian issue, but the best magazine we have ever published.

And so on through 1918, each succeeding issue will be better than the one before. This is our plan of progress and we call all our good friends to witness, as the months pass by, how surely it will be carried into effect.

Mark, then, our first step in January, in the "Canada Ahead" number. And, lest you should miss receiving a copy we call attention to our little reminder—the coupon on the outside aisle at the very back of the Ground Floor.

Canadian Art and Music

THEY say it pays to advertise. Did you ever think, however, that advertising might be a duty to the public? No? Well, what do you know about our great artists in Canada? Did you think we had none?

Some people—we fear too many—believe that art does not flourish in Canada. And why? Simply because we Canadians have not done our duty in advertising to ourselves and to the world the achievements of our artists.

Katherine Hale, who writes authoritatively on art subjects in many American and Canadian publications, will contribute a page on Canadian Art and Music to January "Everywoman's World." You will feel a glow of pride in our Canadian artists as you read this clever Canadian's interesting article.

Scientific Selection of Husbands

EVERYBODY knows something about the sort of husband not to choose. But how to sort the desirables in order of merit is not so easily ascertained. True, we could bring our young men one by one to Professor Farmer and let him "read their heads" to see if the bumps placed thereon by nature were such as to insure a peaceful conjugal future for all concerned. For the bumps before marriage determine the

Leading Fiction by Leading Authors

THOSE of our friends who read the stories first, as, indeed, some do—will feel a pleasant thrill when they see what a list we present this month. Stephen Leacock, Peter McArthur, Victor Rousseau!

Doesn't it seem good to have in our own woman's Magazine the works of our famous Canadian authors? And doesn't it make us just a little proud to think that these writers of ours are also among the most popular in the United States? Strange as it may seem, some of them are better known there than here.

Next month, our fiction will be just as entertaining. Perhaps, you will like it even better. Our plans for 1918 will include stories by the leading literateurs of the day. We simply give you this month's stories as a sample of what will follow.

We promise one thing definitely, however. Our stories will be Canadian in spirit. Even in our fiction there will be a strong Canadianizing influence, something that is sadly lacking in most of the literature that finds a way into our homes.

necessity or otherwise of administering bumps to the beloved one after the knot is tied.

Professor Farmer's fees for phrenological reports on all of one's suitors at the usual \$15 per reading would, in some cases we know of, be prohibitive. But, in an article, "Whom should THIS Girl Marry?" in January's "Everywoman's World" he gives enough cranial tests to enable one to become her own selector of husbands. Let no one marry before reading this article.

Who Marks the Spot

LAST month, the Bell Memorial Monument was unveiled at Brantford. There, was tangible evidence of the interesting activities of a fine organization—the Ontario Historical Society.

Canada has many, many spots made famous by the achievements of great Canadians. Some are endeared to us forever by the memory of heroic sacrifices made in Canada's early struggles for freedom. How interesting the study of Canada's historic landmarks can be is best told by one of the oldest members of the O.H.S., Mrs. J. B. Simpson, who has contributed an article on the subject to the January Number.

And Now, It's Mountains

EVER onward, ever upward, woman ascends to her true sphere, politically, socially, commercially—and in every way.

"Then why not do more mountain climbing?" asks Frank Yeigh, official outdoor inspector of Canada. Next month he tells about this fascinating new sport for women.

All Aboard

NEXT month, we take the readers of "Everywoman's World"—the whole 125,000—on the first of several big excursions—imaginary excursions, of course, on a train of thought.

The first stop is Montreal, admitted by all to be Canada's greatest Metropolis, and unquestionably, the headquarters for Canadian Romance.

Those who have commercial business in Montreal will not find time to attend to it on this trip. For there are so many really interesting things to see. We will be tourists and visit the places all have read about in

history—the scenes of the early exploits of our illustrious forebears—the historic monuments in which Montreal abounds.

Come along. We start in the January issue.

The New Politician

WOMAN suffrage brings women face to face with new responsibilities. The first plunge into the political pool leaves one sort of shivery, does it not? There are many things we all should know about politics. We should study the affairs of Government. For now we are the "new politicians."

As Canada's greatest Woman's Magazine we

intend to talk independent politics from now on. We will do our best to present the great issues of the day to our readers. Such deep thinkers on political subjects as H. F. Gadsby and Peter McArthur will, among others, contribute to our pages during 1918. The first articles will appear with the January issue.

For Leading Woman in all of Canada We Nominate—

AH, that's it. Whom do we nominate? When we tell you, we believe you will agree that this great question has been correctly solved. Strange as it may seem, our nominations for the provinces have been almost unanimously endorsed by our readers. This gave us courage to make the more difficult choice of the leader for the whole Dominion.

Whom would you choose? Make your own nomination and see if it agrees with ours in the January issue.

The Key To Power

THE rectangular enclosure directly south is a new-comer to this page.

Innocent as it looks, it confers great power on those who use it. When you sign it you start in motion machinery that must deliver to you 12 issues of "Everywoman's World." So by a very simple act, you can make absolutely sure that you will receive the "Canada Ahead" number.

Of course, we still intend to notify every subscriber when her subscription is about to end. But suppose the notice should not reach you! That mistake might happen. And you would miss the "Canada Ahead" number. Or, suppose one of our subscription agents should forget to call on you! She might, you know. Or, you might be out when she called.

Don't you think that putting this coupon right on the Ground Floor is the very best sort of insurance against disappointment.

We think so, too. Make sure NOW that you will receive the "Canada Ahead" "Everywoman's World in January.

Enclosed please find \$1.50 for ^{NEW or RENEWAL} Subscription to **EVERYWOMAN'S WORLD.**

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