

BUY Hallam GUARANTEED FURS

BY MAIL DIRECT FROM TRAPPER TO YOU



No matter where you live, you can obtain the latest styles and the highest quality in Fur sets or garments from Hallam's by mail. All Hallam garments are high quality Furs—yet can be obtained by you direct by mail at lower prices than elsewhere for the same quality—every Hallam garment is guaranteed.

Why We Can Sell at Such Low Prices

Because, in the first place, we buy our skins direct from the Trapper, and sell direct to you for cash, saving you a great share of the middlemen's profits—high store rent—bad accounts—salesman's salaries. Then you are sure of satisfaction when you buy by mail from Hallam. You see the articles in your own home and can examine them without interference—if the goods do not please YOU in any way—you can simply send them back AT OUR EXPENSE, and we will cheerfully return your money—you are not out one cent—we are thus compelled to give extra good value, as we cannot afford to have goods returned.

The articles illustrated in this advertisement are fair samples of Hallam's great values and will be sent promptly on receipt of price.

1506—Driving Coat of Fine Muskrat. 45 inch length, beautifully designed. Skins are of fine quality; even, dark colors, carefully matched, and workmanship is faultless. Lined with heavy guaranteed brown satin—new style collar, which can be worn as a high Chin-chin or flat as in small illustration. Finished at waist line with half belt. In sizes 32 to 42 bust. \$75.00, delivered to you.

1686—Handsome Manchurian Wolf Set. Newest design, made from fine, jet black silky skins. The large stole is in two skin style, wide across the back and shoulders—trimmed with heads, tails and paws. Muff is large and comfortable, made over soft down bed—has wrist cord and is trimmed with head and tail—lined with corded silk poplin. Exceptional value. \$13.50 per set, delivered to you.

1508—Muff to match in new melon shape (as illustrated), or in pillow style, \$11.50, delivered to you.
1507—Hat to match, silk lined. \$7.50, delivered to you.

FREE

A beautifully illustrated Fur Style Book—giving advance information on furs and fur fashions and containing 125 illustrations of up-to-date Furs and Fur Garments. All these illustrations are photographs of living people—thus showing how the Furs REALLY appear; it shows Furs for every member of the family. Don't fail to send for this book TO-DAY—it is now ready for mailing and will be sent as requests are received.

HALLAM'S 1917-18

FUR STYLE BOOK

Don't forget to send for Hallam's Style Book today—it's FREE—Address, using the number as below.

John Hallam Limited

833 Hallam Building TORONTO

The largest in our line in Canada.



\$1,000.00

To Be Given Away

BIG MONEY FOR BOYS AND GIRLS

If you are a real live, up-and-doing boy or girl, you can earn plenty of money for your Christmas holidays. We will pay you from \$5 to \$20 a week for a few hours easy work a day. You'll make dandy big money selling Christmas Patriotic, Greeting and Fancy postcards. People always buy lots of cards—more than ever now, to send to the soldiers. Call right in the homes and the people will buy from you instead of going to the store. Send to-day for 30 ten cent packets. You can sell them easily. Send us \$2—keep \$1 for yourself—or send us the \$3 and get \$2 worth more to sell for yourself. You run no risk—SEND NO MONEY—we trust you. Muriel Craig, Kinross, Man. says "I sold \$3.50 worth in five places in less than ½ an hour." James Burrisson, Ribstone Alta., says: "I sold \$3.00 worth in ½ hour—send me \$3.00 worth more." It will be just as easy for you! Our cards are such beauties that they sell themselves. You just show them and collect the money. You'll often sell from 3 to 6 packets in one house. Don't delay—order your first \$3 worth now—be the first in your town.

THE GOLD MEDAL CO. Dept. EW75 Toronto Ont.

WIN THIS PONY

HAVE you entered this big contest for Boys and Girls? If not, do so right away and put yourself on equal footing with every other boy and girl contestant for this pony. A Shetland pony is just like a big dog in its faithfulness and trust of its master. It costs only a trifle to keep a pony in feed and it will be a wonderful source of joy and pleasure to you.

SEE PAGE 50.

YOUR SKIN TELLS TALES

Your skin reveals your age by showing Wrinkles, "Crow's Feet," Redness, Pimples, Blackheads, etc. No need to have such disfigurements. If your skin is going to tell your story, let it tell of youth, freshness, health and vigor. Our preparations remove non-infectious facial and skin blemishes without fail. You can have regular treatments at our Institute or have our preparations sent, carriage paid, to any address in Canada with full instructions for home use. Princess Complexion Purifier, \$1.50; Princess Skin Food, \$1.50; White Rose Complexion Cream, 75 cents; Lily Lotion (liquid powder, white and flesh), 75 cents. FREE sample of Complexion Cream for 8 cents in stamps to cover postage and packing.

Superfluous hair permanently removed by electrolysis. Consultation FREE. Write now for our Catalogue and Booklet, W.

HISCOTT INSTITUTE, LIMITED

Established 1892.

61E College St., Toronto



Congratulations to Winners in Percy's Puzzled Contest

EVERYWOMAN'S WORLD extends special and hearty congratulations to Mr. Roy McGrath, of Ottawa, and to all the other winners of the big prizes given below, as announced by the judges in the "Percy's Puzzled" Contest.

On August 28th, promptly at 5.30 p.m., the Contest closed. Due consideration, of course, was given to letters mailed from distant points bearing the postmark of mailing on or before that date. Immediately following, a specially appointed committee, under the instructions of the judges, carefully examined all the entries, eliminating any which were incorrect or which for other reasons did not meet the conditions laid down in the rules. All were carefully checked and handed over to the judges, Mr. H. D. Cantlon, and Mr. C. S. Furness, who then made their decisions and announced the awards—their decisions, of course, being accepted as final.

All prize winners have been notified of their success and their prizes have gone forward.

Its Purpose

AS frankly announced in our advertisements, the main purpose of this great contest was to make EVERY-

WOMAN'S WORLD still more widely known throughout Canada. It brought to us hundreds of new friends who are now our active correspondents—many of them having comfortable incomes from the regular work they are doing for this magazine and our new publication, RURAL CANADA for Women.

The Contest has accomplished a vast amount of good if only through having made possible the introduction of EVERYWOMAN'S WORLD to many new homes and thereby extended its leavening influence for the benefit of many more people everywhere throughout Canada.

Special credit is due to those other contestants who sent in excellent entries. Just a little more care will doubtless place them among the prize winners in the next great contest.

Prize Money Doubled

THE list of prize winners as given herewith is especially interesting to study, in that it will be noticed that the number of subscribers sent had nothing to do with the place won, although where four or more subscriptions were secured the prize money was doubled.

Prize	Name	Address	Town or Post Office	Prov. Amt.	No. of Subs. of Prize Sent
Special—added Regular	Roy McGrath	64 Laurier Ave.	Ottawa	Ont.	Ford Car .. 4
1st	A. De LaReviere		St. Polycarpe Jct.	Que.	\$300 .. 4
2nd	Miss Lena Clark		Coutts	Alta.	\$150 .. 7
3rd	Miss Helen Benesch	Box 47	Junkins	Alta.	\$50 .. 2
4th	Miss Eva A. E. Herrington		Napanee	Ont.	\$70 .. 5
5th	Mrs. Ida Leech	35 Yale St.	London	Ont.	\$50 .. 11
6th	Miss Flora Allard		Shippegan	N.B.	\$40 .. 4
7th	Mrs. M. L. Ross		Smiths Falls	Que.	\$30 .. 6
8th	Miss A. McCluskey	Mont Notre Dame	Sherbrooke	Que.	\$20 .. 8
9th	Miss M. E. Davis		Port Perry	Que.	\$20 .. 4
10th	Miss M. Winder	2457A St. Urbain St.	Montreal	Que.	\$20 .. 4
11th	Mrs. E. C. Corey	1123 8th Ave.	Calgary	Alta.	\$10 .. 4
12th	Miss V. Warkivig	Wikwemikong.	Manitoulin Isld.	Ont.	\$5 .. 1
13th	Mrs. F. J. Anthony	R.R. No. 4	Grand Valley	Ont.	\$10 .. 4
14th	Mr. S. E. Waddell	32 McLaren St.	Ottawa	Ont.	\$5 .. 2
15th	Mrs. A. T. Nicks	512 Hochelega St. E.	Moose Jaw	Sask.	\$10 .. 4
16th	Miss V. Allen		Olds	Alta.	\$10 .. 4
17th	Mrs. B. T. Borden	386 Brunswick Ave.	Toronto	Ont.	\$6 .. 4
18th	Mr. Arnold Jardine	21 Doune Terrace	Kelvinside, Glasgow, Scotland	N.S.	\$6 .. 6
19th	Miss Tena MacDonald		Soldier's Cove	N.S.	\$6 .. 4
20th	Mr. A. Black	Gen. Del.	Regina	Sask.	\$6 .. 4
21st	Mrs. D. C. Comeau		Littel Aldouane	N.B.	\$4 .. 5
22nd	Mrs. Wm. Burt		Fisher Branch	Man.	\$4 .. 4
23rd	Mr. James Kieley		West Gore	N.S.	\$4 .. 4
24th	Miss W. Roberts		Loon Bay, N.D.	Nfld.	\$2 .. 1
25th	Miss M. C. Bonsall	144 Arlington Ave.	Ottawa	Ont.	\$4 .. 4
26th	Mrs. S. Morgan	632 Simcoe St.	Winnipeg	Man.	\$4 .. 6
27th	Miss L. McBrien	20 Russett Ave.	Toronto	Ont.	\$2 .. 5
28th	Miss A. Lowe	Gold Bottom	Hunker Creek	Yukon	\$2 .. 4
29th	Mr. P. D. McAdams	R.M.D.	Bury	Que.	\$2 .. 4
30th	Miss G. I. Gerber	54 Richmond St.	Chatham	Ont.	\$2 .. 4
31st	Mrs. E. McLeod		Dunvegan	Ont.	\$2 .. 4
32nd	Mr. N. M. Plummer	514 21st Ave.	Calgary	Alta.	\$2 .. 4
33rd	Mrs. J. Walter		Nanton	Alta.	\$2 .. 4
34th	Mrs. R. Moffat	Box 133	Alin	Man.	\$2 .. 4
35th	Miss L. Hamilton	2259 Lorne St.	Regina	Sask.	\$2 .. 6
36th	Miss N. B. Thompson	Box 298	Regina	Sask.	\$2 .. 4
37th	Miss G. Cruickshank	244 Bentinck St.	Sydney	N.S.	\$2 .. 4
38th	Mr. A. Harmon		Coniston	Ont.	\$2 .. 6
39th	Miss G. Helmer	R.R. No. 1	Newington	Ont.	\$2 .. 4
40th	Mrs. J. Wilson	137 Chester Ave.	Toronto	Ont.	\$2 .. 5
41st	Miss F. Gollinger	Box 180	Buckingham	Que.	\$2 .. 4
42nd	Miss M. Shipley	Box 547	Kingsville	Ont.	\$2 .. 5
43rd	Miss A. Elderkin		Zelma	Sask.	\$2 .. 4
44th	Mrs. B. Robinson		Wheatley	Ont.	\$2 .. 4
45th	Mrs. N. Alexander	369 Church Ave.	Verdun, Montreal	Que.	\$2 .. 12
46th	Mrs. H. Vander Vord	202 Victoria Ave.	Niagara Falls	Ont.	\$2 .. 5
47th	Miss M. Kelly		Eganville	Ont.	\$1 .. 2
48th	Miss E. M. Congdon		Berwick	N.S.	\$2 .. 4
49th	Mr. G. W. J. Lewis	c/o National Trus Co., Ltd.	Winnipeg	Man.	\$2 .. 4
50th	Miss F. Hullett		Cedars	Que.	\$2 .. 4
51st	Mr. E. Sterger		Federal	Alta.	\$2 .. 5
52nd	Mr. A. Middleton		Broadview	Sask.	\$2 .. 4
53rd	Miss A. Edwards	Glantowy, Llangadock	Carmshire, South Wales	Alta.	\$2 .. 4
54th	Mrs. A. A. Smith		Marengo	Sask.	\$2 .. 4
55th	Miss N. Wilber	32 Campbell Ave.	Windsor	Ont.	\$1 .. 2
56th	Miss A. Weir	358 North Christina St.	Sarnia	Ont.	\$2 .. 4
57th	Miss H. I. Lindsay	Box 17	Kenton	Man.	\$1 .. 2
58th	Mrs. F. H. Hawn	Box 385	New Liskeard	Ont.	\$2 .. 5
59th	Mrs. G. M. Adamson		Craik	Sask.	\$2 .. 4
60th	Miss E. Boone	31 Brookland St.	Sydney	N.S.	\$2 .. 5
61st	Mrs. F. L. Buchanan		East Centreville	N.B.	\$2 .. 5
62nd	Mr. H. Hornstrom	Box 227	Calgary	Alta.	\$2 .. 4
63rd	Mr. S. McCormick		Dodsland	Sask.	\$2 .. 4
64th	Miss Mildred L. Hill	R.R. No. 1	Strathroy	Ont.	\$2 .. 4
65th	Mr. H. A. Leader		Irvine	Alta.	\$1 .. 2
66th	Mr. P. B. Mills	Box 730	Yorkton	Sask.	\$2 .. 4
67th	Miss Ruth Morris	R.R. No. 2	Sardis	B.C.	\$1 .. 2
68th	Miss L. M. Hart	R.R. No. 2	Uxbridge	Ont.	\$2 .. 4
69th	Miss M. Groves	Kinburn	Montreal	Que.	\$2 .. 4
70th	Miss M. MacDonald	334 Mackay St.	Montreal	Que.	\$2 .. 4
71st	Miss E. Schlosser		Kerrobart	Sask.	\$2 .. 4
72nd	Mrs. C. G. McDougall		Olds	Alta.	\$2 .. 4
73rd	Mrs. C. Weber	Box 647, 177 N. Main St	Welland	Ont.	\$2 .. 4
74th	Mrs. E. Barber		Radcliff	Alta.	\$2 .. 4
75th	Miss Rena Biggart	31 Harvey St.	Chatham	Ont.	\$2 .. 6
76th	Mrs. J. W. Shanks	660 Dufferin Ave.	Winnipeg	Man.	\$2 .. 4

EVERYWOMAN'S WORLD gratefully extends also its thanks for the interest and co-operation of the contestants and for the time so freely and faithfully given to their important work by the judges.

The Winner's Replies

JUST as we go to press, the letters of acknowledgment are coming in from winners. Here is one from Mr. Roy McGrath, of Ottawa:

"This being Thanksgiving Day, I can think of no more appropriate time in which to acknowledge and thank you for the delightful information which your letter contains, informing me that I have been awarded special first prize in "Percy's Puzzled" Contest, of the Ford touring car.

"Indeed, this was entirely surprising and unexpected.

"I wish to assure you that it will be my earnest desire to do all in my power for such a splendid, wideawake, up-to-the-minute magazine as EVERYWOMAN'S WORLD, as it is a veritable pillar of inspiration and helpfulness to the people of Canada as a whole."

One from Miss Eva A. E. Hetherington, who won fourth prize, a sum of \$70.00 cash, reads:

"Saturday night's mail did certainly bring me a very, very pleasurable surprize when I read that my entry had been awarded fourth prize, the amount of seventy dollars. It seems like a fairy tale.

"I thank you most sincerely."