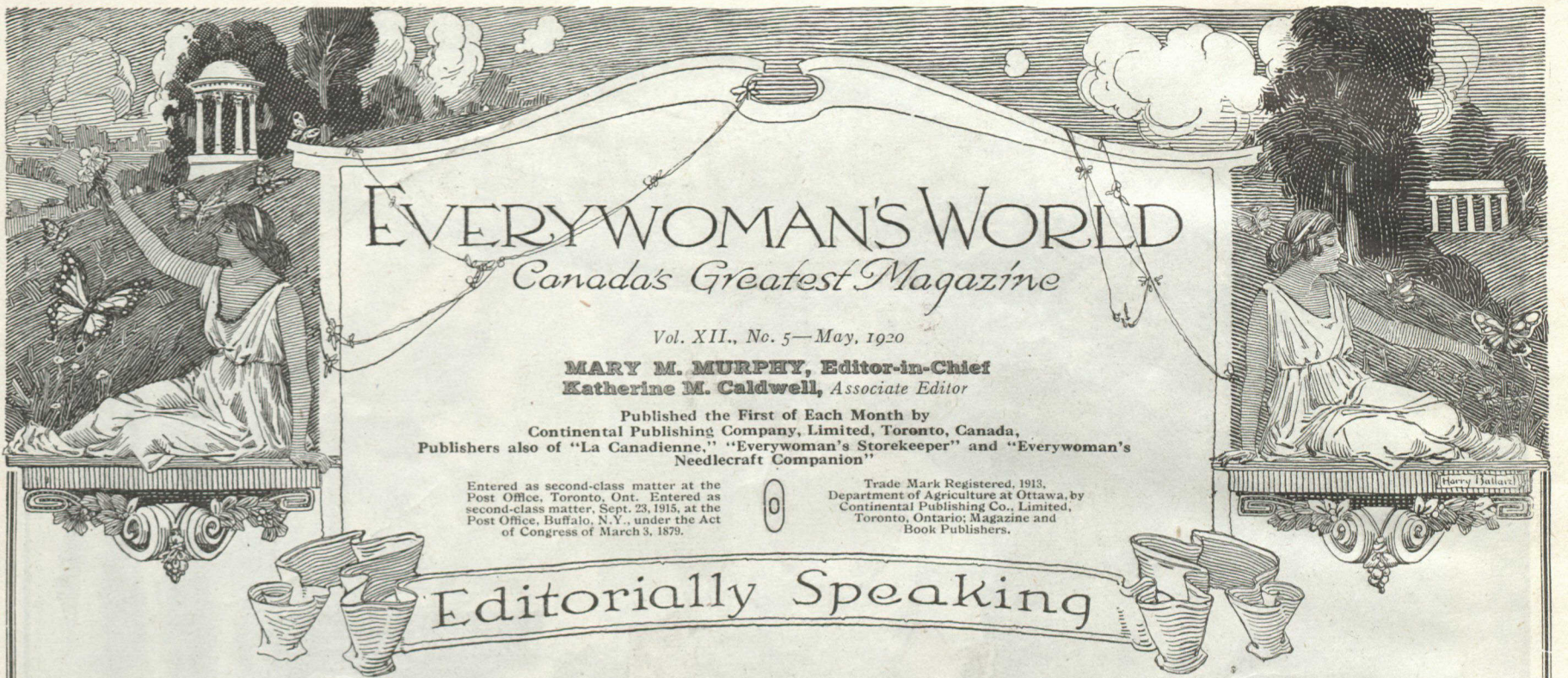




It Isn't Fair to You---Now Is It?

Here is a Matter That Affects YOU and YOUR Home---It Touches, Personally, Every Woman in Canada. What are You Going to Do About It?

WHEN you married John and moved to your new little home in one of New Brunswick's fairest but smallest towns, you felt you were being cut off from the rest of the world you had known—didn't you? But it was there that John's work lay, so you were satisfied to play your part. After all, there were compensations! You would have more time to read, for instance. True, the town didn't possess a library, but there were the magazines.

Then you thought of your sister in Alberta. She didn't live in even a town! How often had she told you that she had forgotten long ago to mark time! Life on a lonely ranch had but one panacea—the weekly mail. Remember how she would plead: "Write me often, send me magazines—they're the only friends I have!" And when you had her name put on the subscription lists of some of Canada's best, she had thanked you thus: "I wonder if the folks who publish magazines realize the help they are? Why only last week, when Baby seemed to be developing—goodness knows what—and I knew Doctor Wayne (who is fifteen miles away at any time) had gone to Westington—thirty miles farther, I turned to the Mother's Monthly Service Club in one magazine in the hope of finding some advice that might help, and did find precisely Baby's symptoms explained and was able to catch the trouble in the nick of time."

Do you remember telling me all this one day in my office only a year ago, before you left for New Brunswick? I am reminding you of this now, because there are thousands like you and like your sister—thousands here in Canada, whose only joy, recreation, education, whose very health, sometimes, depend upon Canada's national publications. These magazines are necessities—not luxuries.

AND now there is a movement on foot to deprive you of them. There is an idea afloat to destroy the very thing that this Dominion of ours has taken over a half century to build up—unity—the purpose of Confederation. We have tried to live down the contention that "East is East and West is West and Never the twain shall meet." The magazines of Canada have blended the national spirit—encouraged a common cause.

But now, there comes to us this rumour of the postal zone law—as it is called. Technically it may mean a number of things. It is, however, simply this:—Increased postal rate to be imposed upon magazines distributed beyond 300 miles of place of publication—a rate so heavy as to increase magazine postal expenses 800 per cent. Magazines published in Toronto, for example, could not, under the proposed measure, be mailed east of Montreal, or west of Sault Ste. Marie without the extra charge. Do you know what will result? It is almost beyond us to conjecture; possible cutting down of the contents of the magazines, possible deterioration in value of the fiction, helpful articles, special departments. You will be the loser—you and all the other "you's" in New Brunswick, and Nova Scotia and Prince Edward Island and even so near as Quebec; and all the "Sisters" in Alberta, in Manitoba, in Saskatchewan and British Columbia.

But all the while, the country is flooded by American magazines, anti-British propaganda and the rest. And you don't want these—do you? I'm sure you are sufficiently a true-blooded Canadian to want first, Canadian publications. You must be tired of imported patriotism? Yet, there is being planned this measure to deprive you of the magazines that are spreading the gospel of real Canadianism. It isn't fair to you—now is it?

WE can't tell you more here, but the Member of Parliament for your constituency—the man you elected to sit in the House of Commons at Ottawa to represent you, knows all about it. If you have any regard for your principles of Canadian Citizenship, let us ask him for you. Fill in the coupon below and send it to us to-day. To-morrow he may have agreed with the measure, ignorant of your objections. Clip this whole page—do not detach the coupon. It is a small thing—the mailing of a coupon, but it will mean that your voice will be heard at Ottawa with the protests from hundreds of thousands of others—and, who knows, but that yours may be the vote that counts!

Fill in this Coupon and clip the whole page, mailing it to
 The Protest Editor, EVERYWOMAN'S WORLD,
 259 Spadina Ave., Toronto, Ont.

To..... Date.....

M.P. for..... (Name of Constituency) (Province)

Dear Sir: I desire to endorse strongly the sentiments expressed above, and put myself on record as being against the zone system of postage for magazines in Canada and as one of the electors of this constituency, call upon you to use your influence to prevent any such measure being enforced.

Name

Address

Husband's Signature..... (In Ink)

SUBSCRIPTION PRICE of EVERYWOMAN'S WORLD is \$2.00 a year, payable in advance, anywhere in Canada or the British Empire. Single copies, 20 cents. United States subscriptions, \$2.25 a year; foreign subscriptions, \$2.50 a year.

MONEY may be sent by Post Office Money Order, Registered Mail, Dominion Express Money Order, or Cheque to which exchange has been added.

CAUTION—CHANGE OF ADDRESS. We shall change the address of subscribers as often as required, but in ordering a change, the old address as well as the new must be given before the change can be made.

RENEWAL SUBSCRIPTIONS—Watch for renewal subscription blank which will be placed in your magazine when your subscription expires. By using this blank promptly, you will avoid missing any issue. Back copies cannot be supplied.

BE CAREFUL to sign your name and give address plainly written when sending remittance.

ADVERTISING BRANCH OFFICES:
 (For advertising business only.
 Subscriptions not received.)

Philadelphia, Metropolitan Building.
 Chicago, People's Gas Building
 London, England, 16 Regent Street, S.W.
 Montreal, C.P.R. Telegraph Building.

